
DEAN'S QUARTERLY IMPACT REPORT

— APRIL 2025 —



Leeds School of Business
UNIVERSITY OF COLORADO **BOULDER**

Pipeline, Retention and Graduation Rates

1 Undergraduate Pipeline Growth for Fall 2025

- **Applicants:** 16,099 (6% increase from 2024)
- **Confirmed student characteristics:**
 - **GPA:** 3.96; SAT/ACT: 31.03/1378
 - **Colorado:** 59%

Positive Experiences for New Graduate Students

- **Watch:** Doha Shahba (Acct'24, MS'24) shares why she chose Leeds bachelor's accelerated master's ("BAM") program in Accounting and Taxation.
- **Watch:** Lauren McCabe (MBA'25) shares how the Leeds Executive MBA made an immediate impact on her leadership and C-suite presentation skills.

2 Record Retention and Graduation Rates of Undergraduate Students

- **Retention Rate for Direct Admit Fall 2023 Students:** Second fall, 96% (CU: 90%)

Entry Year	4-year Graduation Rate for Direct Admit Students
2013	63%
2014	71%
2015	69%
2016	77%
2017	75%
2018	78%
2019	80%
2020	83%

68%

79%

3 Pipeline of Faculty and Staff

- **Read:** A new cohort of faculty members arrived this fall to contribute their talents to Leeds' world-class scholarship and teaching.

Business Acumen and Career Outcomes

1 Distinctive In-Class Experiences

First Year

- First-Year Global Experience
- Designing Your Leeds
- Residential Academic Program
- World of Business
- Mathematical Analysis in Business

Second Year

- Areas of Emphasis Exploration
- 8 Mods Followed by Integrative Experience in BASE
- Leeds Professionalism Summit in BASE

Third Year

- Specialize Your Degree with 12 Areas of Emphasis & 7 Certificates
- Professional Mentoring Program

Fourth Year

- Build Expertise + Career Launch
- Professional Mentoring Program
- Area of Emphasis Capstone

New Programs Approved

- Broader range of specializations for undergraduate students: Supply Chain, Management, Strategy and Entrepreneurship, Sustainable Business, and more
- MS in Marketing Analytics and MS in Supply Chain Analytics to be launched fall 2025

New Academic Programs in Progress

- MS in Sustainable Business with A&S and CEAS
- Undergraduate degree in Integrated Business and Engineering
- A&S Business Certificate
- Career Pathways w/Business-Leader-in-Residence

Supporting Career Success

- **Read:** "How Luke St. John (Fin'25) Became a Natural Networker," securing a job before graduation

Infusing AI in Undergraduate and Graduate Curriculum

- Leeds is taking a coordinated approach to integrating artificial intelligence into its core business curriculum, with 45 faculty members incorporating AI into the majority of core courses—15 so far—within the undergraduate program for first- and second-year students in AY 24-25

2 Enhanced Out-of-Class Experiences

Treks

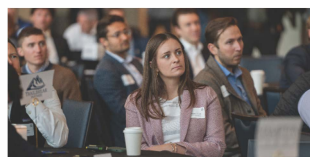
- **Read:** "Career Launchpad: First-Year Students Explore Careers Through On-Site Events"

Case Competitions

- **Watch:** "MBA Students from Across the U.S. Tackle AI's Energy Challenge through Leeds Sustainability Case Competition"

Conferences

- **Read:** "Annual CU Real Estate Forum Helps Shape Careers in Commercial Real Estate"



Well-Being of the Leeds Community

1 Faculty Staff Wellness Survey

In November 2024, Leeds faculty and staff participated in a workplace survey grounded in the U.S. Surgeon General's Framework for Workplace Mental Health and Well-being. The survey explored five key dimensions: 1) Mattering at Work, 2) Connection & Community, 3) Work-Life Harmony, 4) Opportunity for Growth, and 5) Mental and Physical Well-being. Results highlighted Mattering at Work and Connection & Community as strengths, while Mental and Physical Well-being emerged as an area for improvement. Specifically, opportunities were noted in supporting healthier daily habits, such as taking screen breaks and incorporating regular movement throughout the workday. The results were shared with faculty and staff in January 2025, and next steps include the Faculty and Staff Culture Committee identifying strategies to further support and enhance wellness across Leeds.



Koelbel Renovations Complete

- **Read:** Recent updates to the Koelbel building reflect Leeds' vision for the future and the dedication and commitment of individuals who keep Leeds moving forward.

2 Student-led Communities

Leeds' clubs and organizations provide a wealth of opportunities to connect and build community with their peers. Students can choose from more than 30 options including:

- Boulder Venture Club
- Colorado Credit Capital
- International Business Club
- Leeds Association for Information Systems
- CU American Marketing Association
- CU Real Estate Club

AI Club

A newly launched externship is giving students even more hands-on experience with artificial intelligence. Thanks to the generous philanthropic leadership of a Leeds Advisory Board member, Leeds' AI Club is partnering with Pure Fishing to solve real business challenges, develop data-driven insights and present strategic recommendations.



Leeds Ecosystem

1 Engaged Alumni and Corporate Partners

300+

Guest Speakers and Case Competition Judges in Fall 2024

133

Board Members
(on six boards)

**BUFFS
ALL IN!**

03.06.2025

**\$288,871 given to
Leeds by 153 donors**
including \$10,975 for Graduate
Program scholarships during
CU Boulder's annual giving day.

Celebrating 60 Years of Economic Impact

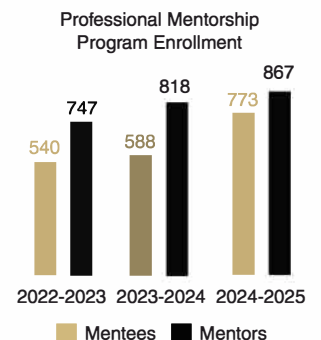
- **Read:** In December, the Business Research Division presented the 60th annual Colorado Business and Economic Outlook to a packed room of leaders across the business, education and government sectors.



2 Multitude of Mentorship Programs

New Record

In March 2025, Leeds Mentoring Programs announced a new record of more than 2,850 students and mentors enrolled in all programs: Peer2Peer, Leeds Young Alumni Mentors Program and Professional Mentorship Program.



From Business at Leeds Magazine

- **Read:** Through philanthropic giving that launched the Leeds Mentoring Programs 15 years ago, more than 9,000 students have been matched with mentors. But when it comes to Gen Z, mentees expect more. "Students are looking for more than professional advice from their mentors; they are also looking for a true, authentic relationship."—Sally Forester, Associate Director of Leeds Mentoring Programs

Academic Reputation

1 Momentum in Disciplinary Excellence

- **Read:** Faculty research across all business disciplines at the Leeds School of Business earned impressive recognition in the latest University of Texas at Dallas rankings, achieving the school's highest research rankings ever.

2025 UTD Research Journal Rankings by Discipline as of 01/31/2025

	2018-21	2022-25	
Accounting TAR, JAE, JAR	#62	#15	MIT: #11 Michigan: #18
Finance JF, JFE, RFS	#28	#19	Cornell: #18 UNC, Chapel Hill: #25
Marketing JCR, JM, JMR, Marketing Science	#37	#31	Stanford: #29 Notre Dame: #34
Mgmt. Info Systems ISR, JoC, MISQ	#65	#29	Virginia: #27 MIT: #30
Management AMJ, AMR, ASQ, OS, JIBS, SMJ	#29	#35	Yale: #34 Duke: #38
Operations Management MS, OR, JOR, MSOM, POM	#46	#29	Northwestern: #28 Georgetown: #33

2 Disciplinary and Interdisciplinary Impact

- **Read:** "Study Reveals Widespread Underinsurance Among Homeowners, Exposing Risk in the Wake of Devastating Wildfires"
- **Read:** "How Operational Transparency Amplifies Social Impact"
- **Read:** "How Institutional Investors are Reshaping American Neighborhoods"

\$3.8 Million Invested to Launch the Initiative for Global Business Impact

- **Read:** Thanks to a generous anonymous gift, Leeds is leading citizen well-being and accelerating the school's world-class research infrastructure and academic reputation.



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Thank you for your partnership and dedication
to the Leeds School of Business.

Learn more about the 2035 Leeds Strategic Plan
and the progress we continue to make:

