



IMPACT REPORT

2021-2022



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

Leadership in Business Education

#20 Public Undergraduate Business Program
(US News & World Report)

#23 Part Time Public MBA Program
(US News & World Report)

#36 Public Graduate Business School
(US News & World Report)

Your Impact: FY21 Investments in Leeds

\$10.7 million
Including \$3.095M
in planned gifts

2,596
donors

Philanthropy from the Ground Up: The Rustandy Building

75,000 square feet of new and
renovated space

4 **active-learning** classrooms
and 3 **seminar** rooms

Entrepreneurship
and Innovation Hub

Outdoor commons
and gardens space

Launching Careers: The Class of 2021

87.1%
Undergraduate placement
within 3 months of graduation
\$58,676 average salary

77.3%
Graduate placement
within 3 months of graduation
\$92,557 average salary

The Next Generation: Fall 2021 Incoming Class

Undergraduate
+35%
applications
44%
women

Undergraduate
724 students, record
graduate enrollment
37% growth in MBA
enrollment
36% women

Your Impact: Scholarships

\$1.95 million donor-funded undergraduate awards
\$243,400 donor-funded graduate awards

The 2021-2022 academic year was one of transition at Leeds. As we emerged from the worst of the pandemic and resumed our robust campus life, donors like you were there beside us to ensure that foundational learning experiences and inspired acts of innovation lived on for the Leeds community. To every donor who played a role in our mission to positively transform the future of global business by inspiring and educating next generation business leaders and creating impactful knowledge, I share my most heartfelt gratitude.

As we report on the impact of donor investment at Leeds this year, we have chosen to tell our story a little differently than usual. Students are at the heart of all that we do, and we want to help you understand the impact of your investment through their eyes, including through the programs that brought them to Leeds and shape their experiences, the faculty and courses that challenge and inspire them, and the aspirations that motivate them along their journey. I hope you take pride in these students' stories.

Whether you give to scholarships, student programs, faculty research, or unrestricted support for the Dean's Annual Fund, your gift helps to strengthen the education and career impact of future business leaders. Thank you for the incredible work that you are contributing to as a donor to Leeds, and thank you for joining us in our journey this year.

I look forward to many more years of our partnership and to the work we will accomplish together.

With gratitude,



Sharon F. Matusik, PhD
Dean, Leeds School of Business



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Maggie Rodney (MBA'22)

When the perfect opportunity comes along, it's hard to say no.

That's how Maggie Rodney wound up accepting a full-time job in January, five months before completing her Leeds MBA. That's a heavy load, but Rodney isn't intimidated by a full calendar—as a full-time student, she was chief of staff at WorkIt, a venture associate at the Techstars accelerator and managing director of the Deming Center Venture Fund.

“What my scholarship gave me, more than anything, was time,” Rodney said. “Which is funny to hear myself say, since I have no time.”

Her scholarships, she said, “gave me the freedom to find the positions and roles I wanted to lean into. Without doing any of that, I wouldn't have gotten my full-time position, which has been a perfect fit for what I wanted to do.”

Rodney is now a senior associate at Boulder-based Massive, a venture capital firm that specializes in technology, especially B2B SaaS, financial, climate and frontier technologies. The company is currently closing its first deal of the year, and Rodney got to be a contributor to the investment memo that went to Massive's investors and members, “so I got to see that whole process and feel like my work was getting noticed almost right away.”

Her work co-leading the Deming Center Venture Fund helped pave the way for her career aspirations. The fund is fully student run, which gives its leadership a lot of freedom in exploring and understanding opportunities in this space, as well as extensive professional development and networking.

“You really get to lean into whatever portion of the entrepreneurial process is most interesting to you,” she said. “For me, that's finance, but you also get to meet people interested in the legal side, or other areas outside the business school.”



Will Xu (Acct, Fin, InfoMgt'22)

For Will Xu, being a scholarship recipient is about financial aid—but also freedom.

His CU scholarships gave Xu the flexibility to take extra courses he otherwise may have passed on in order to complete his degree requirements.

“A class I loved that I felt I was able to take because of my scholarships was Financial Markets and Institutions,” said Xu, who accepted a full-time offer at Goldman Sachs starting this summer. “It really aligned with my passion for finance and was helpful in setting my career direction. There are so many really motivated students at Leeds who contribute to this great academic environment.”

Scholarship support also gave Xu the flexibility to pursue extracurricular opportunities. He consulted for a CU startup, held leadership roles with the Delta Sigma Pi business fraternity and started a Phi Beta Lambda chapter at CU Boulder.

In his extracurriculars, Xu—a first-generation student whose parents immigrated to Colorado from China—keeps in mind the idea of giving back, especially after meeting Jennifer and Eric Ostenson, who support the Hummel Scholars program created by Jennifer's father, Robert Hummel.

“Eric and Jen have been great role models to me,” he said. “Jen said her father always talked about paying it forward, however you can. For students, it means volunteering and being as involved as we can in the Leeds community.”

That's why Xu created the Phi Beta Lambda chapter at Leeds: His introduction to business was through Future Business Leaders of America—the high school version of Phi Beta Lambda. It's also why he works as an employer relations ambassador for the Career Development Office.

“The reason I got involved was to help other students through the process of going to career fairs and meet-and-greet events,” he said. “Anything I can do to help companies engage students is my way of paying it forward.”

Anna Bedell (Mktg'25)

Anna Bedell has multiple scholarships from CU Boulder to help pay for her education. She sees those gifts as an investment in not just her education, but in herself and her future.

"Because of my scholarships, I hold myself to a higher standard—it feels like people are counting on me to get the most out of my education and get a career that's fulfilling and rewarding," she said. "It's incredible to see there are people who are just as invested in my success as I am."

A Greeley, CO, native, Bedell is an avid explorer who's visited almost 30 states—so she didn't expect to stay local when applying to college. But being selected to the CU Boulder Esteemed Scholars Program won her over, along with opportunities to be involved with the Women's Empowerment Initiative. "Leeds is a great school with one of the top marketing programs in the nation," she said.

Bedell already has an internship under her belt, having worked in social media marketing for The Success Foundation. She's continued to explore her love of writing as a member of the Her Campus media portfolio, and credits her scholarships with allowing her to focus on this passion.

"I was super involved in high school—almost to the point of doing too much," Bedell said. "In college, I only wanted to pursue things I'm really interested in, and my scholarships have helped make that possible, because I don't have to worry about the financial aspect of my education as much."

Bedell hopes what she's learning in her marketing and journalism courses gets her a job in digital media; her dream is to work for the New York Times or Washington Post in marketing or advertising.

"That dream could change in a few years, but what's important is that as students, we have specific goals—and donors are really important in helping us achieve those goals," she said.

