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Leadership in Business Education

Public Undergraduate Business Program (US News & World Report)

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

Public Graduate Business School (US News & World Report)

PhD MBA from the Ground Up: The Bodenby Building

Entrepreneurship and Innovation Hub

Launching Careers: The Class of 2021

The Next Generation: Fall 2021 Incoming Class

Philanthropy from the Ground Up: The Bodenby Building

75,000 square feet of new and renovated space

4 active-learning classrooms and 2 seminar rooms

Outdoor common and gardens space

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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.”

For Maggie Rodney, it was hard to say no when the perfect opportunity came along. That’s how 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.

“My scholarship gave me, more than anything, time,” Rodney said. “It’s a funny thing 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 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 Massie Rules, 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 help contribute to the investment memo that went to Massie’s investors and mentions, “I got to see what 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.”

#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 estate gifts 2,596 donors

Philanthropy from the Ground Up: The Rustandy Building

Entrepreneurship and Innovation Hub

Launching Careers: The Class of 2021

87.1% undergraduate placement within 3 months of graduation $35,000 average salary

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

77.3% leadership in Business Education #20 #23 #36

Leadership in Business Education

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

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Maggie Rodney (MBA‘22)

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Anna Bedell has multiple scholarships from CU Boulder to help pay for her education. She views these 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 believe in me and want me to succeed."

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 want 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 will help her to secure a job in digital media, but dreams of working 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.

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