

McCombs Knowledge To Go



June 12, 2012

Our Turn Campaign: Giving to Ensure the Prestige of Our Degrees



**by Ed Tonkon, BBA '78
and featuring Dean Tom Gilligan**



Jeffrey Matthew Bock

August 16, 1972 – April 29, 2012

Jeffrey Matthew Bock, 39, of Austin, was born to Walter and Ruth Bock, August 16, 1972, in Appleton, WI. Jeff graduated from Fox Valley Lutheran High School in 1991, received a BS in Chemical Engineering from the University of Wisconsin in 1996 and a MBA from The University of Texas in 2003. He married Tonya Tesch Bock in 1996.

Jeff was a Global Marketing Director at Freescale Semiconductor. He was a past President of the local University of Wisconsin Alumni club in Austin and was Chair-Elect of the UT McCombs School of Business MBA Alumni Advisory Board.

He is survived by his wife, Tonya, of Austin; his mother, Ruth Bock Neeck, of Menasha, WI; his twin brother Jonathan (Cristin) Bock and his family, of Wauwautosa, WI, and his older brother David Bock and his family, of Germantown, WI.

In lieu of flowers, the family is requesting that donations be made out to the scholarship fund of the local chapter of the University of Wisconsin Alumni Club at uwalumni.com/austin.

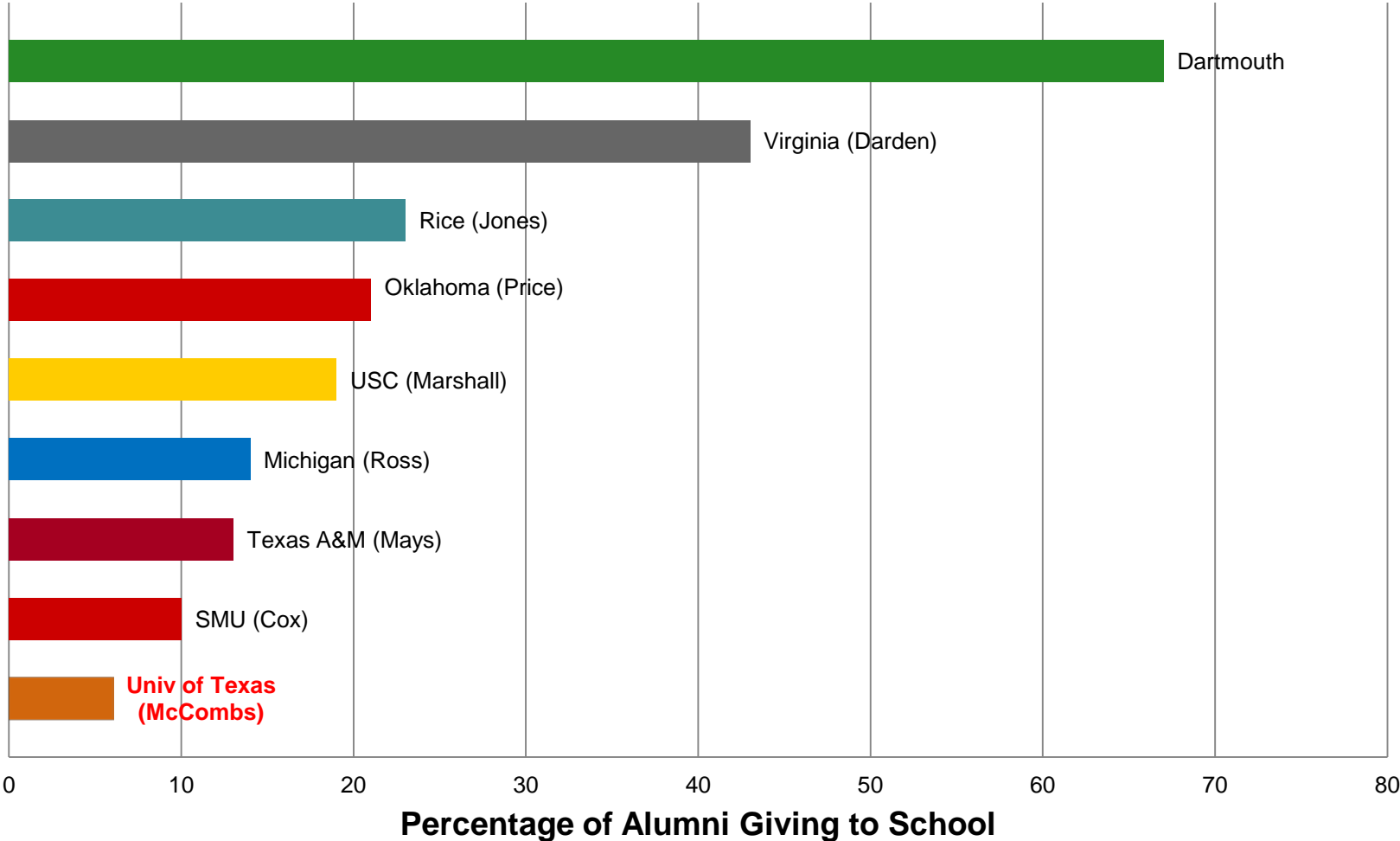
A Great Deal To Be Proud Of

- McCombs continues to grow in reputation and national ranking
- The Accounting Program continues to be ranked #1 Nationally
- U.S. News and World Report's 2012 Ranking of Undergraduate Business Programs ranks McCombs tied for 6th (Up from 7th) and tied for 4th among public schools
- Princeton Review recently ranked McCombs as having the #1 Business Faculty of any school in the country
- The Business Honors Program ranks #1 of all schools in average SAT scores

ALL OF OUR DEGREES HAVE GROWN IN PRESTIGE

Our Pride, Prestige, and National Rankings Are Not Represented In Our Alumni Giving

Participation Rates of Business Schools



The Our Turn Campaign video will open in a new web browser to view.
Please return to the KTG meeting room when you have finished viewing the video.

Click on the embedded [Our Turn Campaign video](#) link.
Your web browser will open a new tab, please click on the Play button.

For those of you who have just joined us...
We are momentarily watching the Our Turn Campaign video and
will return to the KTG meeting room shortly.
Thank you.

Today's McCombs Student Profile

■ Incoming Fall of 2011

- BBA – 1340/7100 Accepted; AVG SAT 1310, AVG Class Rank – Top 4%
- BHP – 116/1000 Accepted; AVG SAT 1472, AVG Class Rank – Top 1.8%
- 88% Texas Residents; 5% Out of State; 7% International



■ Despite Difficult Economic Times, The Class of Spring 2011

- 88% Secured Employment
- 12% Grad School



How Can We Live Up to the University of Texas's Tagline?

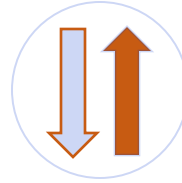
THE UNIVERSITY OF
TEXAS
— AT AUSTIN —

WHAT STARTS HERE CHANGES THE WORLD

**Unless we start within our own Alumni
We need to support to sustain
Our Reputation and Prestige
As Proud Longhorns and McCombs Alums**

Important Truths About Our University

- Funding has changed enormously in past 25 years



- 1985: 47% State of Texas, 12.2% PUF on \$503MM Budget
- 2010: 16% State of Texas, 7.5% PUF on \$2.B Budget
- Yet Tuition is 3rd Lowest of peer group of 9 universities
- UT Ranks 2nd to Harvard in highest endowment... but at UT this is heavily diluted, being spread to 19 total UT & AM campuses
- Tuition has increased from \$364 in 1985 to \$8,930 in 2010

THESE DYNAMICS CONTINUE TO GO IN OPPOSITE DIRECTIONS

Competition Is Fierce To Keep Top Texans in Texas

- As Mack Brown needs to attract Top Talent for our Longhorn Football Team – Dean Gilligan also competes for Top Students and Faculty
- First Forty Acres Scholarships this past year:
 - 10 Full Rides – All Business/Honors Program
- McCombs needs more Forty Acres funding to compete with Harvard and other top programs out of Texas



Our Turn Ambassador Observations

- Great opportunity to connect with Corporations to engage McCombs Alumni – they usually have matching and an easy and effective connection
- In two events, mid-March and late March, there was little if any knowledge of the Our Turn campaign
- High interest in the campaign - mostly due to little knowledge of the of information
- Confusion as to the differences between giving to Texas Exes, McCombs, The Longhorn Foundation, and others.
- Lack of awareness of only 5% McCombs Alumni giving
- Lack of awareness but strong sentiment of the disparity between the significant increase in tuition and the dramatic reduction in state funding
- Surprised to learn that McCombs only recently began providing scholarships and the difficulty in retaining top Texas talent
- Endowment needs to be explained how the trickle down effect dilutes the #2 status – as it goes to all campuses in the UT and A&M System

Our Turn Campaign

- Dean Gilligan's initiative to increase Alumni giving to 10% in 3 years
- **INFORMING** our Alumni is part of the challenge
- **ENGAGING** our Alumni in the opportunity to become more involved in chapters and other events of value so that our vast Alumni of 87,000 spread throughout the world will feel compelled to **GIVE** back to the school
- Since launching "Our Turn" in February, 105 Ambassadors have signed on

**THIS IS A CALL TO ACTION OF YOUR BURNT ORANGE PRIDE
TO ACCESS THE VALUE THAT YOUR DEGREE HAS MEANT
AND HELPED YOUR CAREER**

Use Your Personal Power

- People give when asked by people they know and trust



Why an Our Turn Campaign?

- Reconnect with your peers and enhance the McCombs alumni network



Why an Our Turn Campaign?

- Nobody can excite and energize our pride better – We are stakeholders



Why Participation Rates Matter

- The percentage of donors is a measure of alumni satisfaction and success
- Business schools report the percentage of alumni donors to media
 - e.g., US News & World Report and 

Why Participation Rates Matter

- **If McCombs increases the percentage of alumni who donate to McCombs**
 - It improves the public's perception of our school
 - Thus improving the value of your degree



How You Can Become An Ambassador

- Thanks to all of you who have committed
- Thanks to all of you who donate to McCombs
- Thanks to all of you for attending today's webinar
 1. Go to www.McCombs.UTexas.edu/ourturn
 2. Share your campaign on Facebook and/or LinkedIn and ask your business school network to join in your efforts
 3. Send an email to McCombs Alumni in your network
 4. Share why our campaign is so vital at Alumni networking events, local chapters events, or in your day to day contact with them.
 5. Send in your pledge to get out of 5% and on our way to 10%

How Can We Bring More Value To McCombs Alumni?

The McCombs Alumni Network *Chapters and Signature Events*

Alumni Chapters



Alumni Signature Events

Knowledge To Go Webinars

Continue your active learning relationship with the university through monthly one-hour webinars.

Career Webinars

Strengthen your competitive advantage in the workplace with these monthly one-hour webinars.

Access McCombs

Hear exclusive conversations between Dean Tom Gilligan and legendary corporate executives.

Faculty Speaker Series

Discuss current business trends with faculty at your local alumni chapter.

Alumni Business Conference

Learn faculty perspectives on the hottest business topics at this annual event in Austin.

<http://blogs.mcombs.utexas.edu/mcombs-today/departments/events>



To learn more about the McCombs Alumni Network, visit www.mcombs.utexas.edu/alumni.

Navigating the Website

Please Give Back to McCombs!

This webinar has been brought to you by the McCombs MBA & BBA Alumni Advisory Boards, coordinated by alumni for the benefit of the Alumni Network.

Please get involved with the Alumni Network!

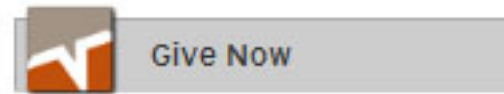
All alumni benefit when we work together to build the quality and value of the Alumni Network and the McCombs brand.

Time: Get involved in your local club

Talent: Mentor another alumni or speak at a future webinar

Treasure: Make a donation to McCombs

www.mcombs.utexas.edu/alumni



Suggested fund: ***MBA or BBA Alumni Excellence Funds***

Please use response code ***KTG***

Online survey link: https://mcombs.qualtrics.com/SE/?SID=SV_3pZyEdBHY7JM1oM

Send us your feedback -- alumni@mcombs.utexas.edu

THANK YOU!