Welcome to Chicago Booth
Today’s Agenda

→ THE UNIVERSITY OF CHICAGO
→ CHICAGO BOOTH
→ BRANDING & VISIBILITY
→ QUESTIONS
The University of Chicago
Established in 1890 by John D. Rockefeller

Privately funded research university

Today a $3.6 billion enterprise – $261 million business school

Net Tuition only covers 11% – the rest is funded by endowment income, research funds, non-academic services, and alumni giving

- More than 80 Nobel Laureates
  - 25 in economics
- 3,300 patents filed (since 1979)
- Nearly 160,000 graduates
You’re part of a larger institution with a distinguished intellectual history.

And a global presence

Hyde Park campus (1890)
Gleacher Center (1994)
Barcelona campus (1994-2006)
Singapore campus (2000)
Paris Center (2004)
London campus (2005)
Beijing Center (2010)
Crescat scientia vita excolatur

Let knowledge grow from more to more, and so be human life enriched
The University of Chicago Center in Beijing (Sept 2010)

– Mission:
  • Build intellectual collaborations with China
  • Provide a home in China for our community
  • Mutual collaboration on business & policy development in China via public conferences and workshops that engage government and professions, etc.

– Programming will focus on three broad intellectual themes
  • Business, Economics and Policy
  • Science, Medicine and Public Health
  • Culture, Society and the Arts

• http://www.uchicago.cn/
## Statement of Activities

### Revenue

<table>
<thead>
<tr>
<th>($ in millions)</th>
<th>11/12 Budget</th>
<th>10/11 Actual</th>
<th>09/10 Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition and Fees</td>
<td>$153</td>
<td>$150</td>
<td>$145</td>
</tr>
<tr>
<td>Endowment Distribution</td>
<td>28</td>
<td>23</td>
<td>25</td>
</tr>
<tr>
<td>Non-degree Executive Education</td>
<td>21</td>
<td>19</td>
<td>15</td>
</tr>
<tr>
<td>Other income</td>
<td>28</td>
<td>30</td>
<td>26</td>
</tr>
<tr>
<td>Annual Fund</td>
<td>5</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Gift, Grants, and Contracts</td>
<td>26</td>
<td>15</td>
<td>12</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>261</strong></td>
<td><strong>247</strong></td>
<td><strong>227</strong></td>
</tr>
</tbody>
</table>
## Statement of Activities

### Expenses

<table>
<thead>
<tr>
<th>($ in millions)</th>
<th>11/12 Budget</th>
<th>10/11 Actual</th>
<th>09/10 Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and Benefits</td>
<td>$115</td>
<td>$110</td>
<td>$104</td>
</tr>
<tr>
<td>Operating Expenses</td>
<td>81</td>
<td>73</td>
<td>66</td>
</tr>
<tr>
<td>Financial Aid</td>
<td>19</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>University Assessments</td>
<td>24</td>
<td>23</td>
<td>22</td>
</tr>
<tr>
<td>Debt Service</td>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>241</td>
<td>224</td>
<td>210</td>
</tr>
</tbody>
</table>
# Chicago Booth Endowment

<table>
<thead>
<tr>
<th></th>
<th>2006-07</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Growth (millions)</strong></td>
<td>$449</td>
<td>$504</td>
<td>$389</td>
<td>$475</td>
<td>$550</td>
</tr>
<tr>
<td><strong>Return on endowment</strong></td>
<td>21%</td>
<td>3.6%</td>
<td>-21.5%</td>
<td>18.9%</td>
<td>18.8%</td>
</tr>
</tbody>
</table>

*Does not include the value of the Booth gift*
CHICAGO BOOTH

46,000 graduates around the globe

What do they do?
Almost anything you can imagine.

General Management
Entrepreneurship
Consulting
Company Finance
Business Development
VC/Private Equity
Technology
Sales and Trading
Marketing
Manufacturing
Investment Management
Investment Banking
Booth Visibility
What are we doing?
Increasing global engagement & visibility

– Idea Visibility

  • Bloomberg “Business Class” partnership
  • TV Studio
  • New Booth Website
  • Executive Director of Intellectual Capital
  • New School positioning supported by media campaign

– Global Launch Pad – Beijing (July); London, September

– Len Johnson, Exec Director of Marketing – Singapore, October
What you can do?
BRAND

Your role

Succeed with integrity
Talk about your experiences
Identify candidates for Chicago Booth
Have your company come to Booth for to help fill open positions
When you graduate hang your diploma in your office.
Enjoy your Chicago Booth adventure

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