



Graduate School of Banking
at the University of Wisconsin – Madison

2023

Research Studies

Class Surveys

Begin with the end in mind.



1. Should GSB actively integrate a hybrid model into the 25-month campus program?
2. What can GSB do to increase alumni engagement related to all GSB programs?

Online Survey Response Rates

Freshman

137 completed surveys

168 students

82 %

2022 - 72%

2019 – 98%

2018 – 92%

2017 – 90%

2016 – 96%

Senior

102 completed surveys

146 students

70 %

2022 – 61%

2019 – 75%

2018 – 67%

2017 – 79%

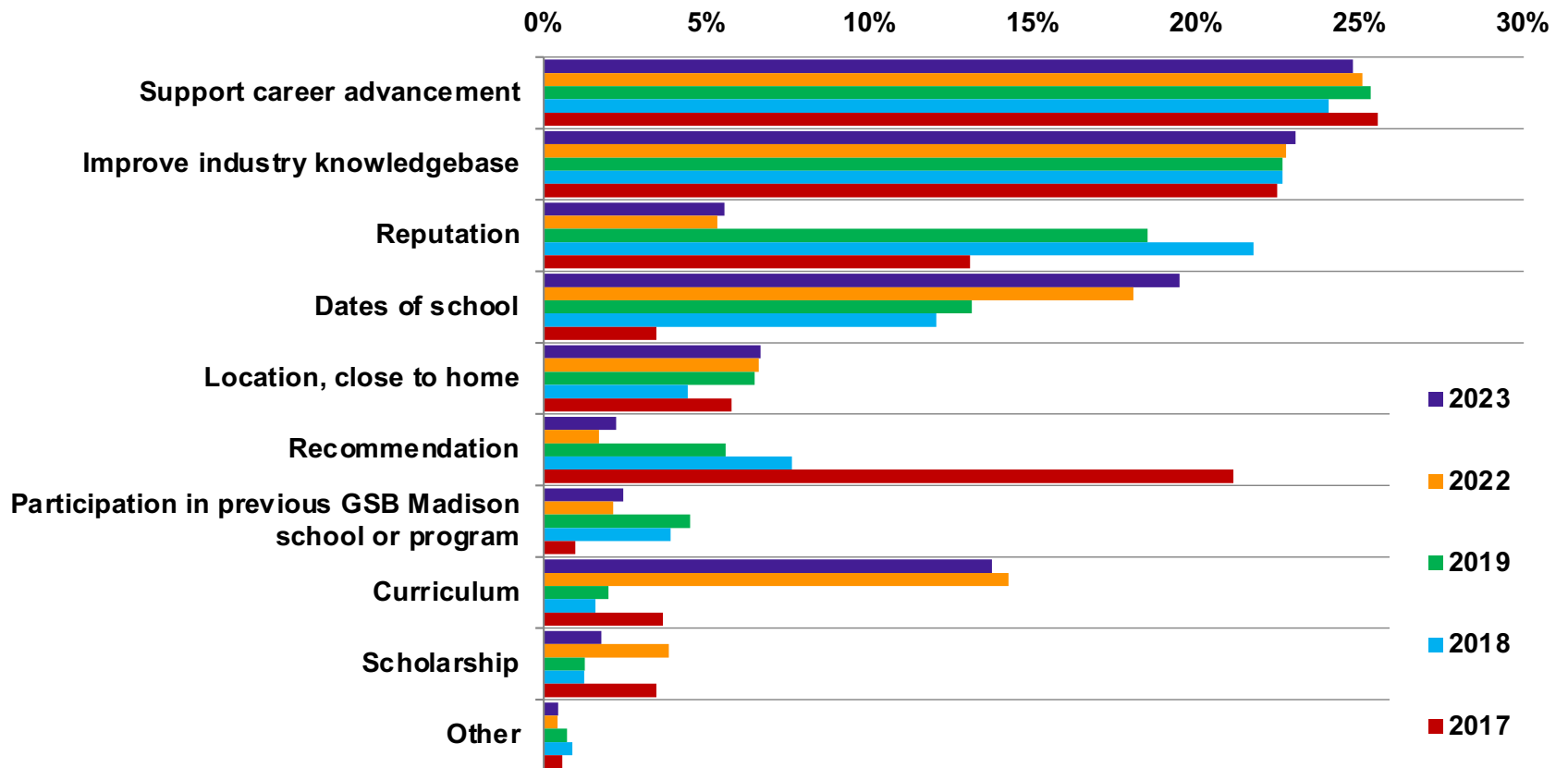
2016 – 56%

Choosing GSB Madison

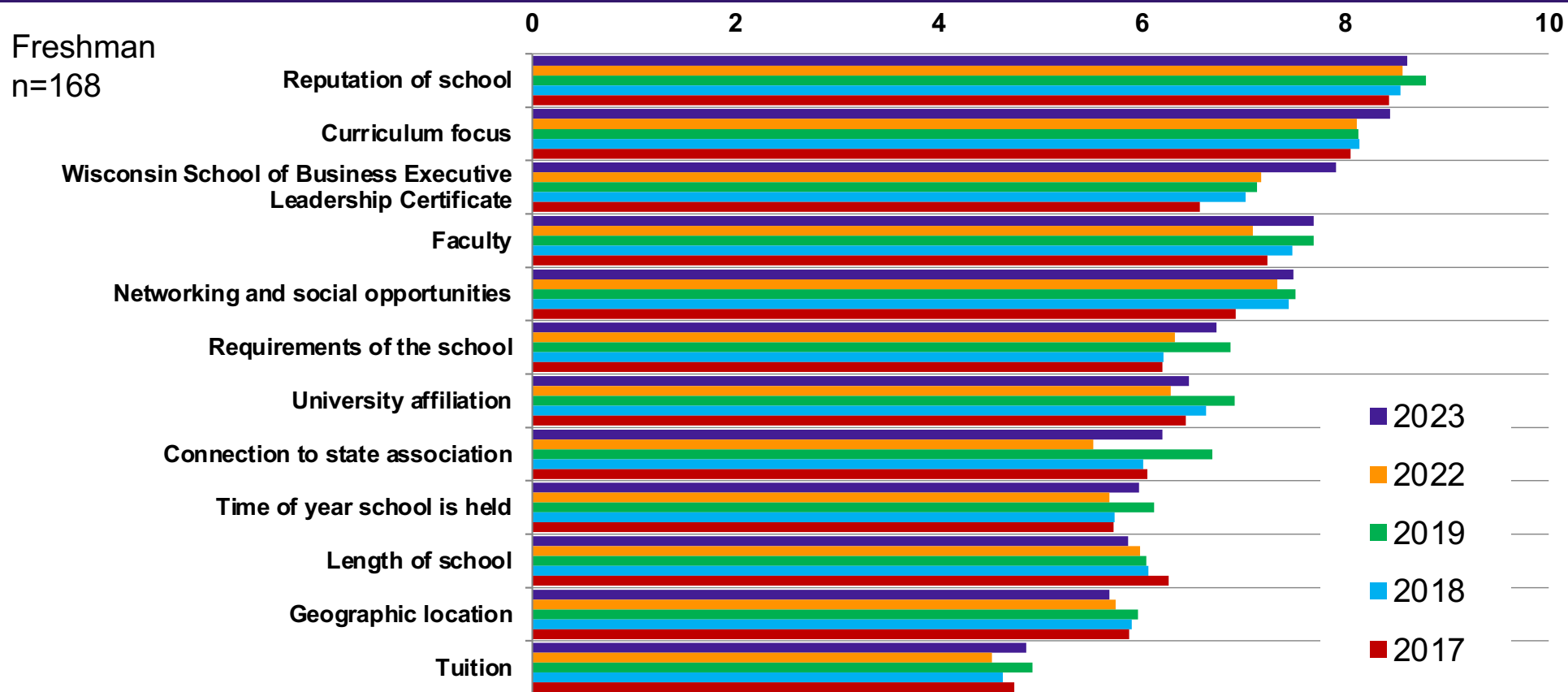
Why did you choose to attend GSB Madison?

Freshman
n=168

Multiple
Selections
Allowed

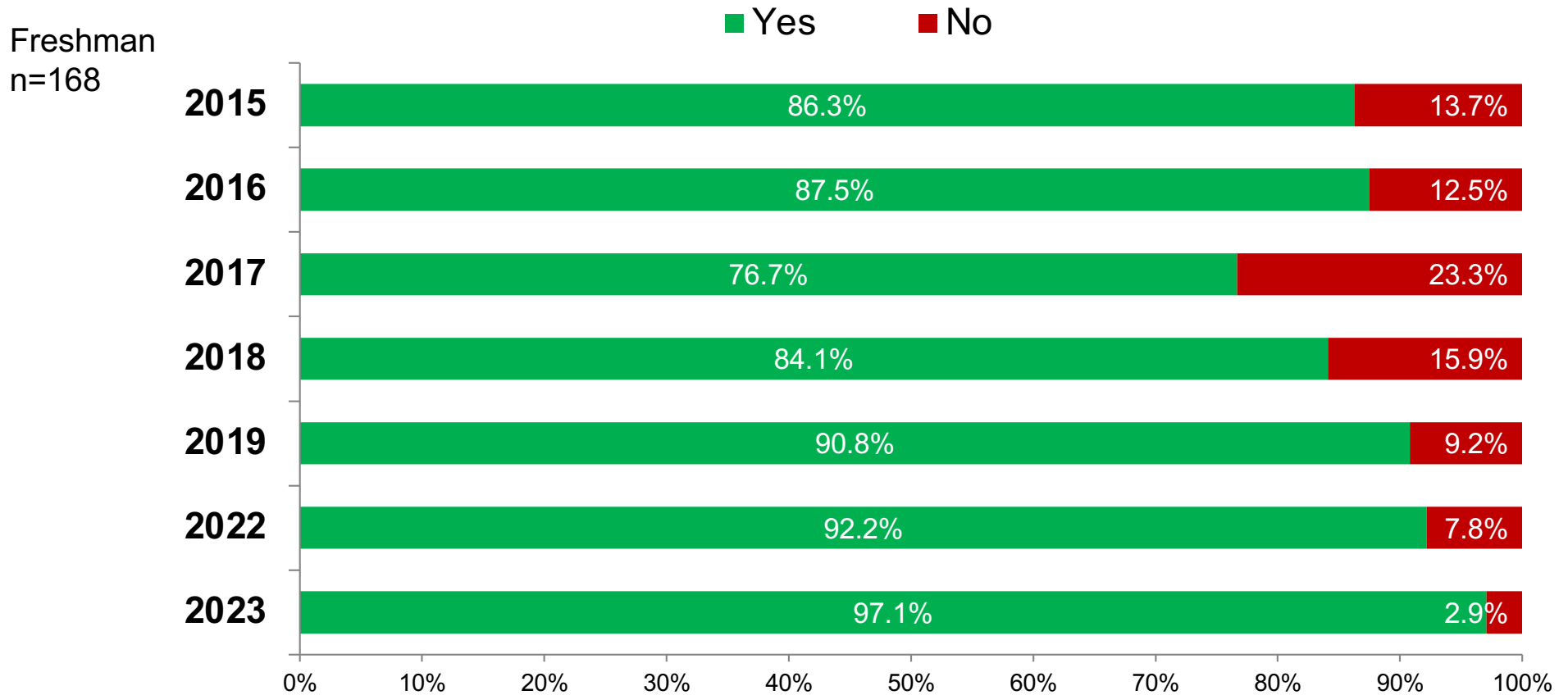


Rate the importance of the following items when choosing to attend GSB Madison?



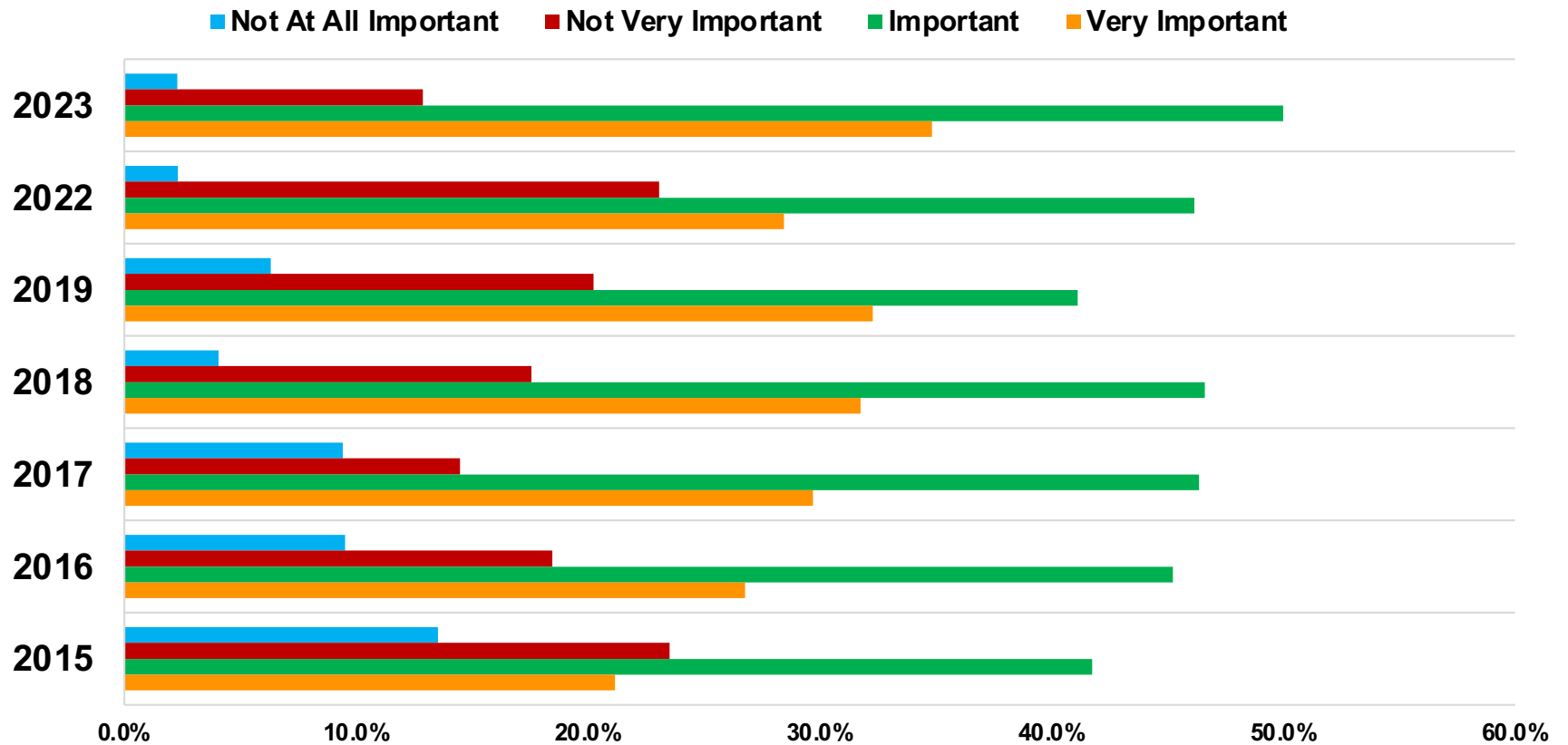
Executive Leadership Certificate

Are you aware you will receive a Certificate of Executive Leadership from the Wisconsin School?



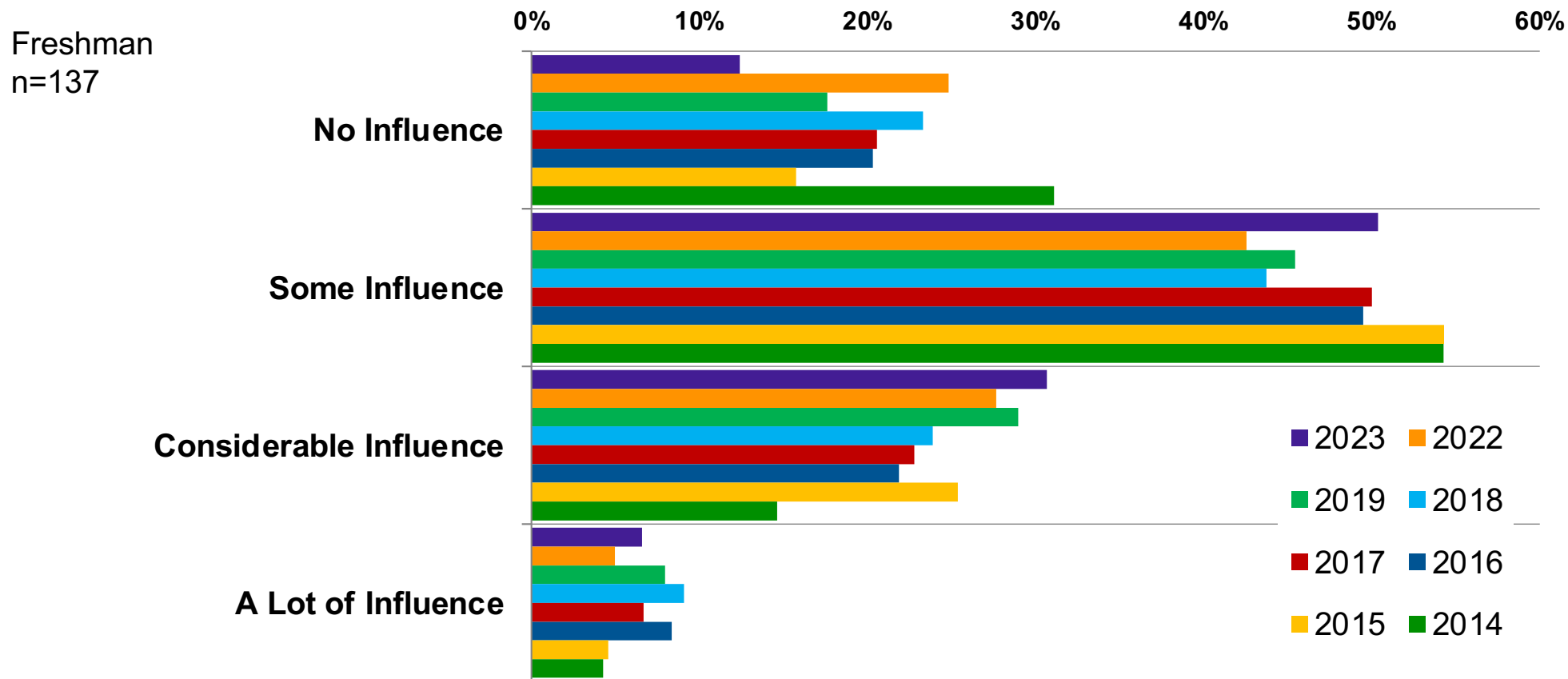
Rate how important the addition of a Certificate of Executive Leadership was during your decision-making process.

Freshman
n=132



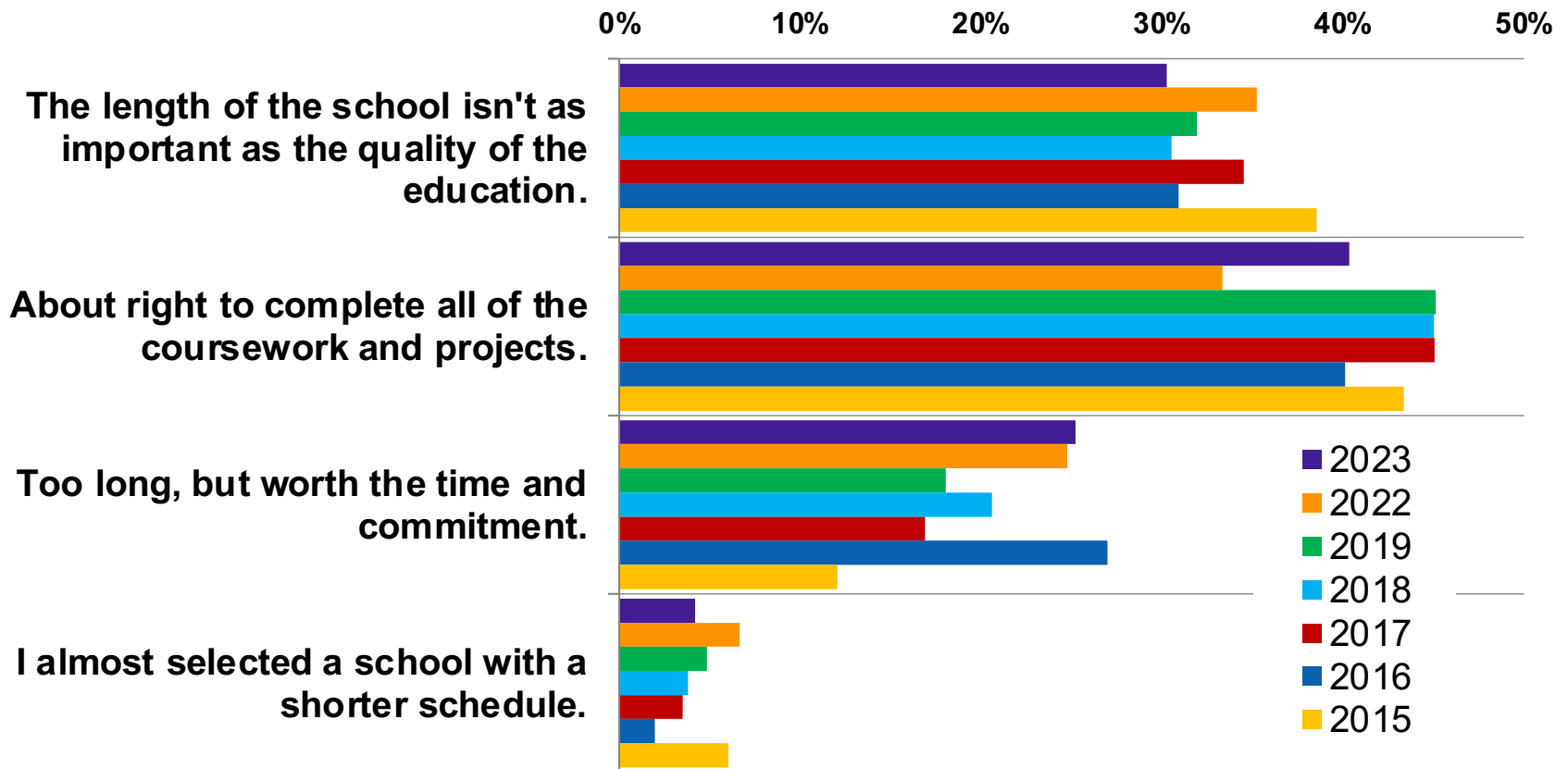
Impressions of GSB Madison

How much influence did the length of the school have on your final decision to attend GSB Madison?



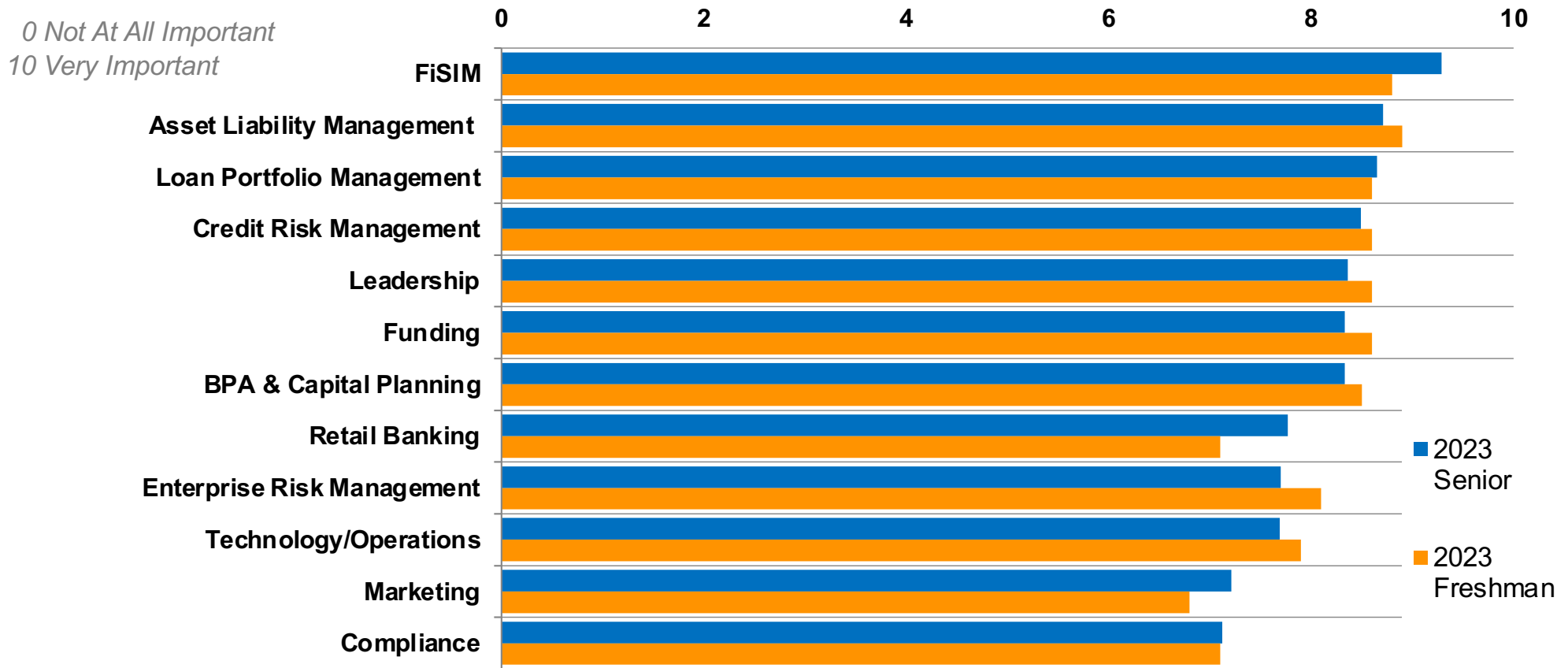
Which statement comes closest to matching your opinion of the length of school?

Freshman
n=119



Curriculum

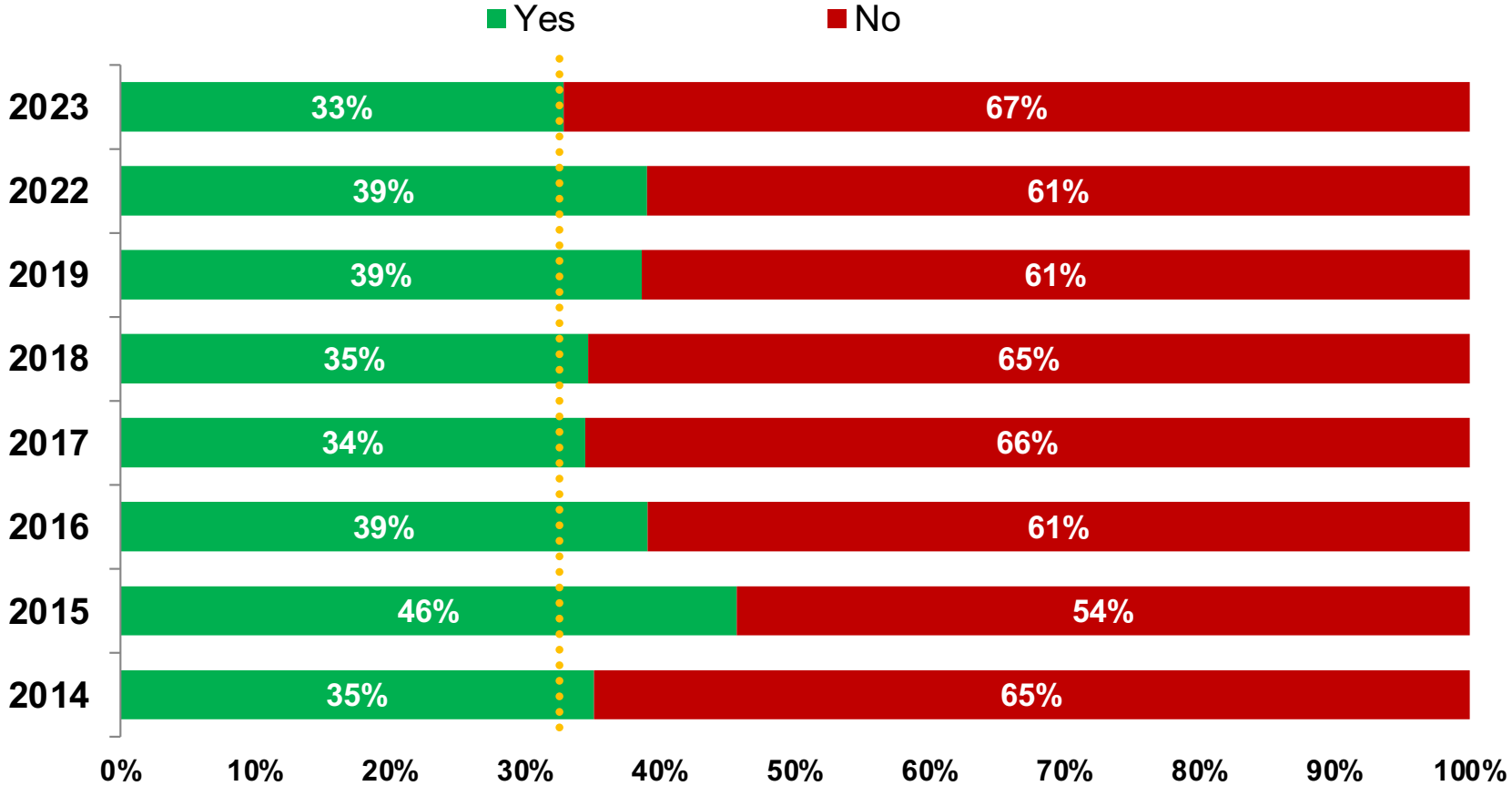
Rate how important you think the following curriculum topics will be as part of your overall GSB education?



Consideration of Other Schools

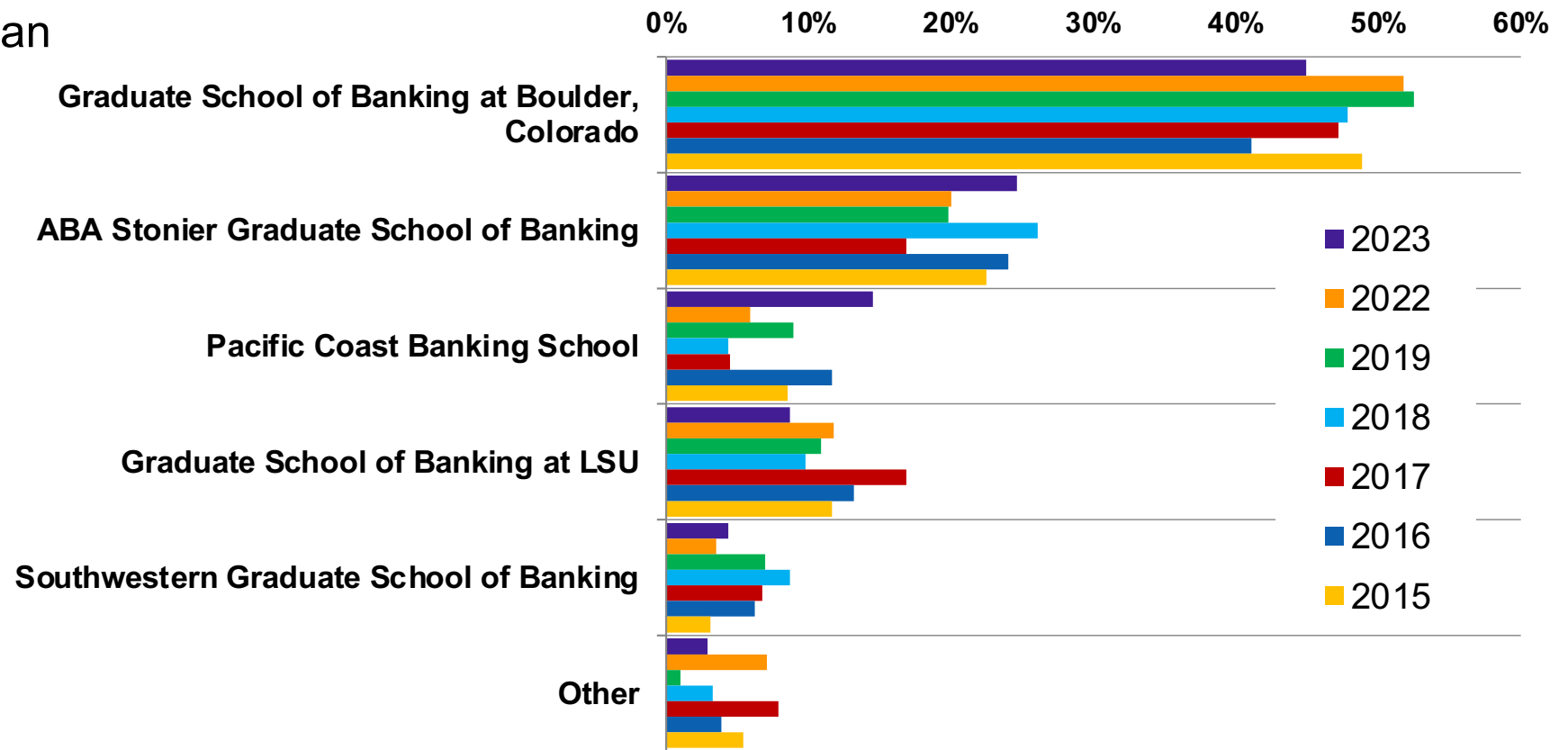
Did you consider other graduate schools before selecting GSB Madison?

Freshman
n=137
Required



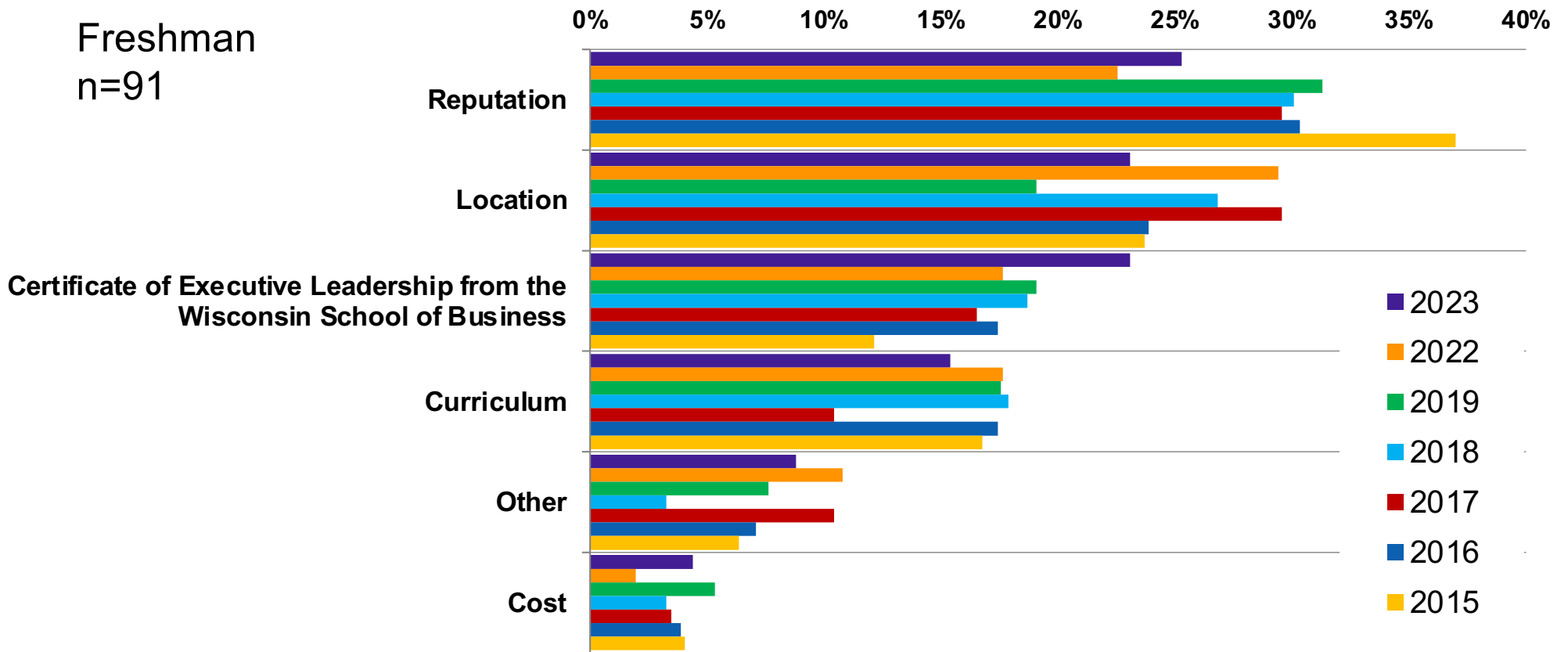
Which other graduate schools did you consider?

Freshman
n=69



What sets GSB Madison apart from other schools?

Freshman
n=91



Loyalty/Future Utilization

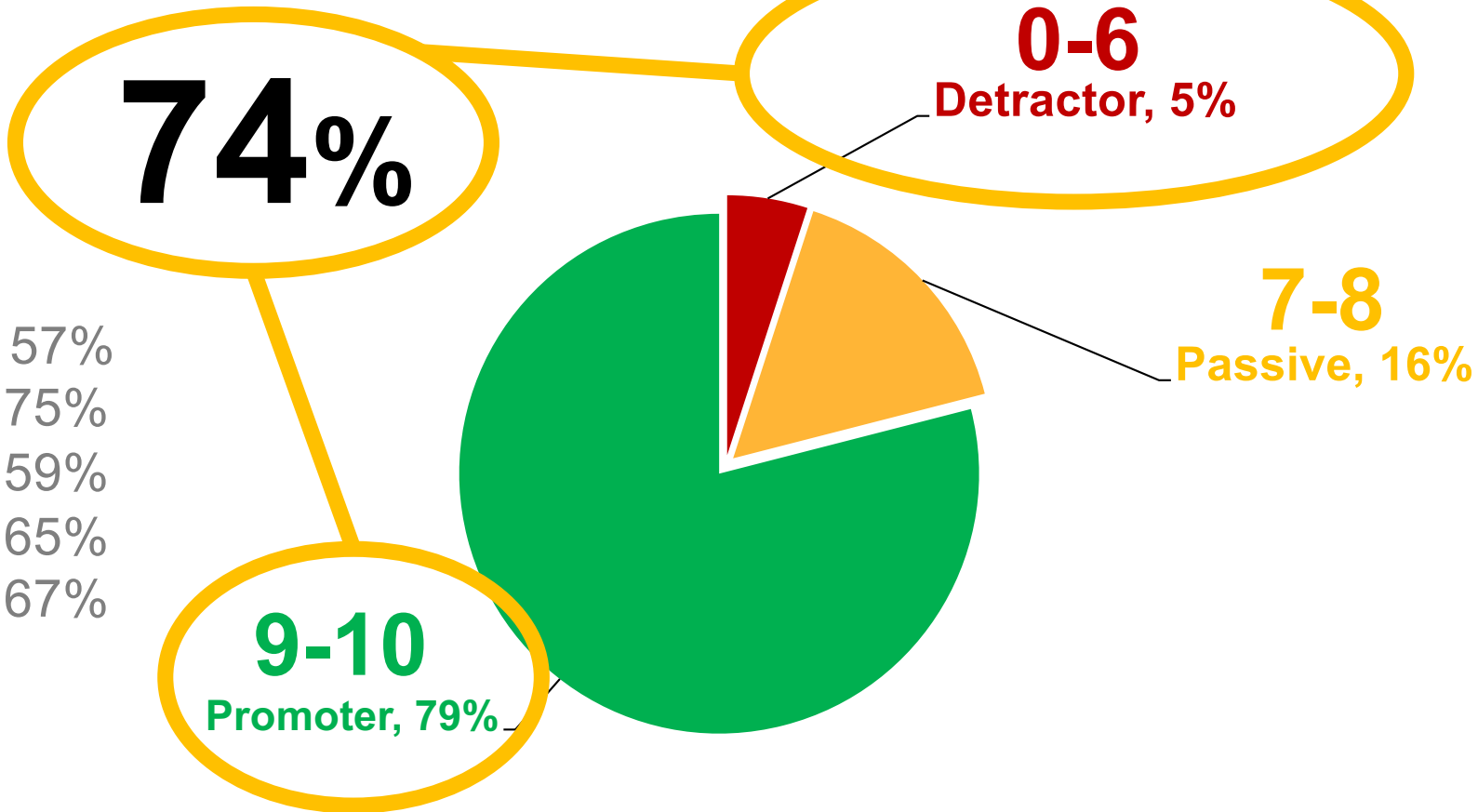
Net Promoter Score - NPS

How likely are you to recommend GSB-Madison to a co-worker or colleague?



GSB Net Promoter Score

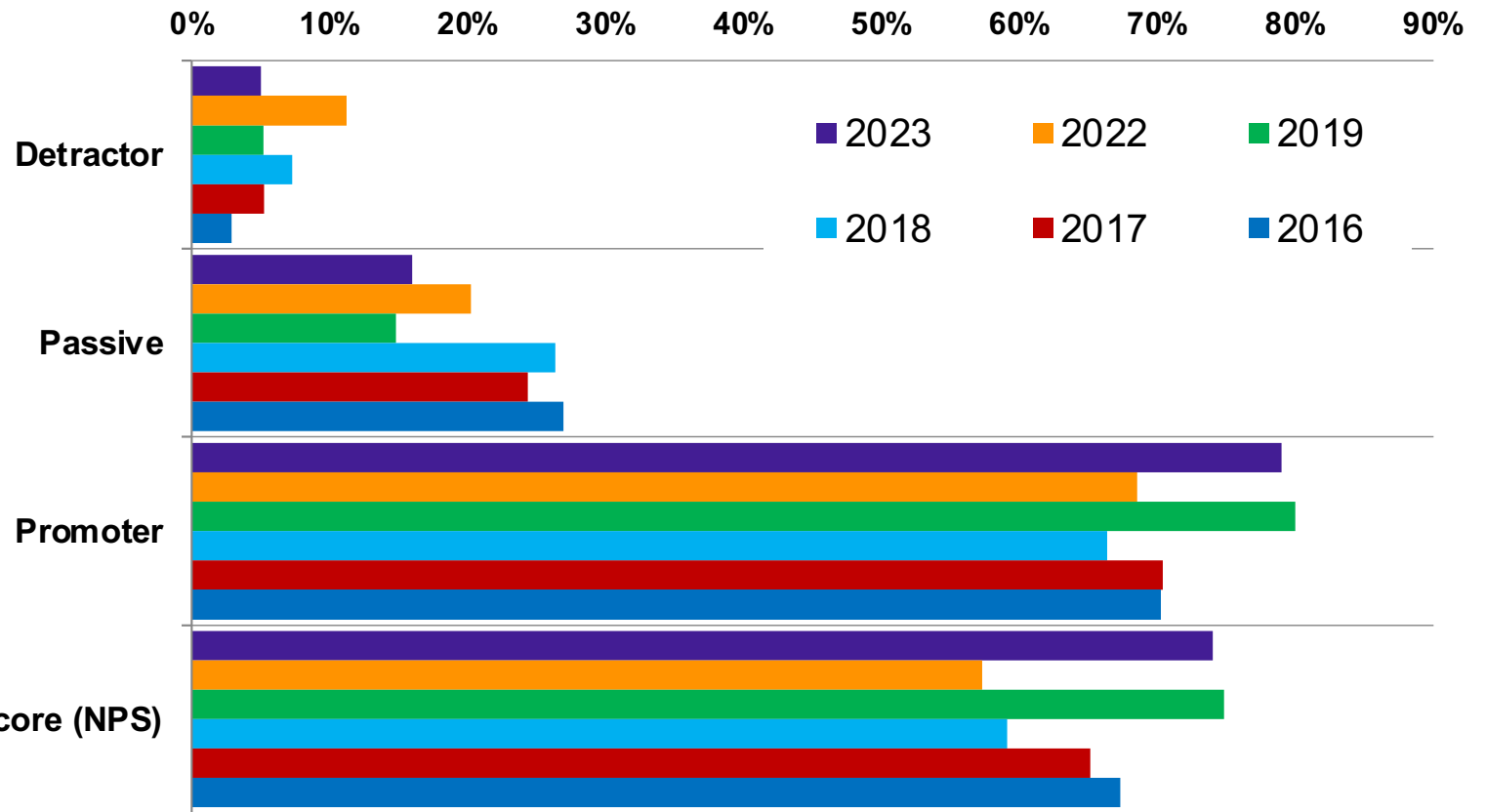
Senior
n=100



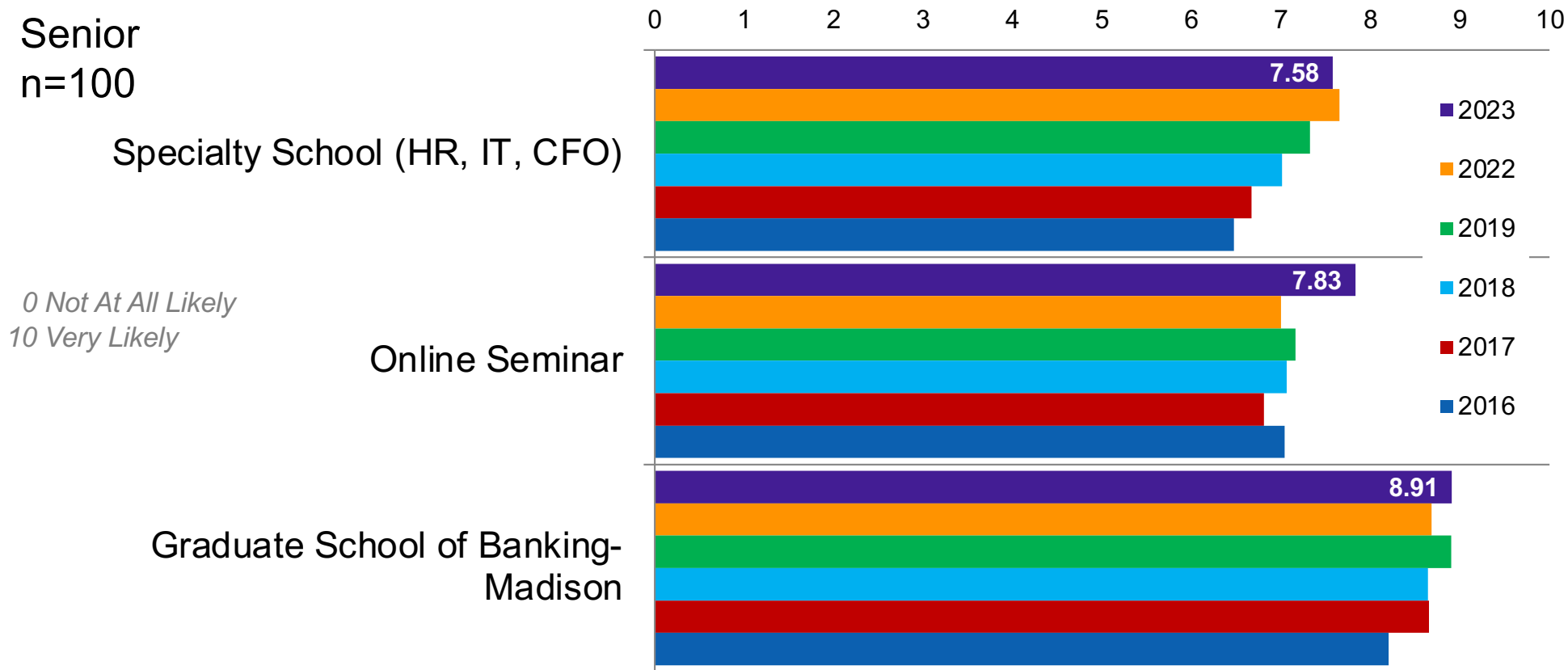
2022 – 57%
2019 - 75%
2018 - 59%
2017 - 65%
2016 - 67%

GSB Net Promoter Score

Senior
n=100



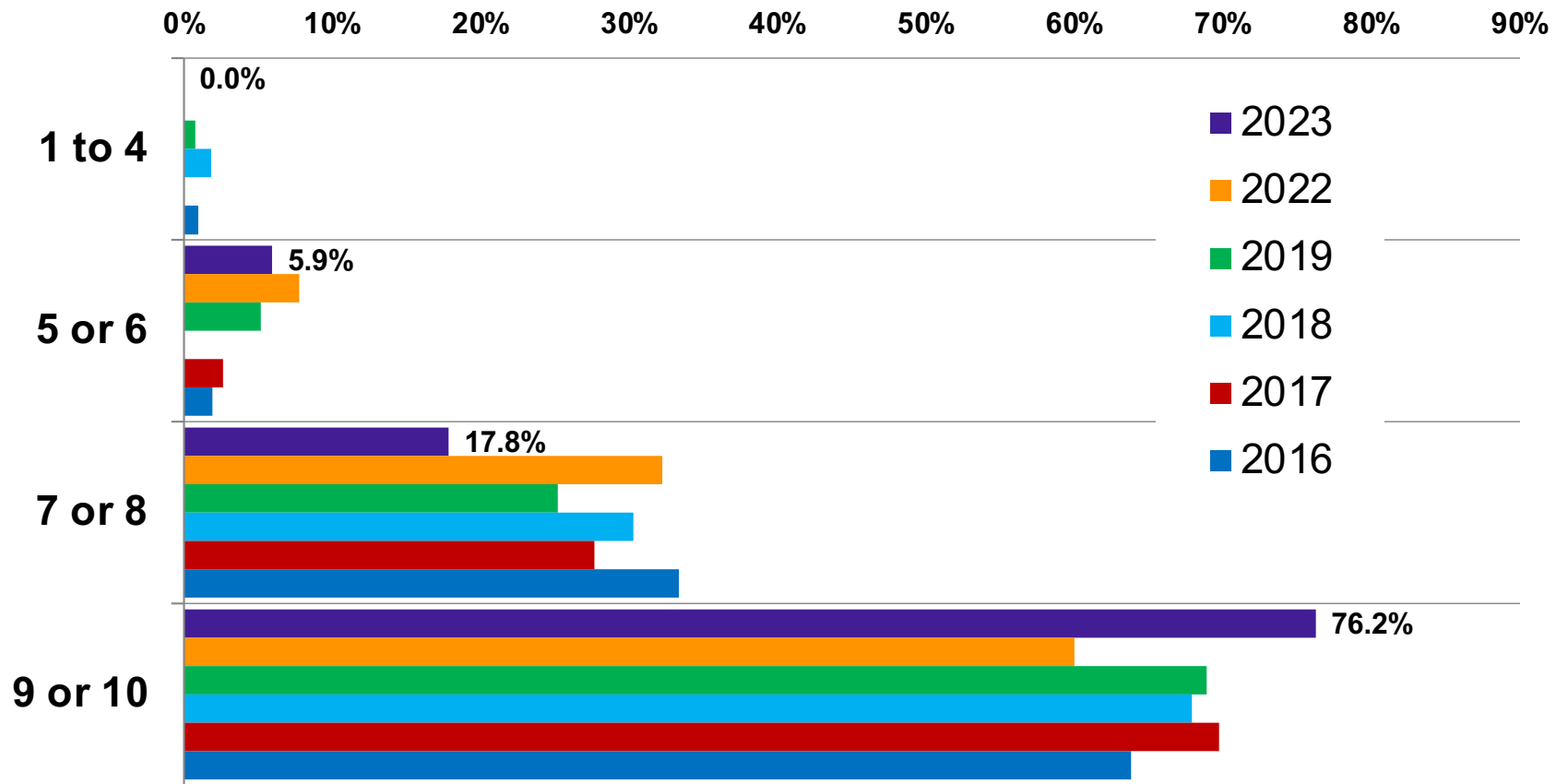
How likely is your organization to use GSB Madison for another educational opportunity?



25-Month Program Outcome

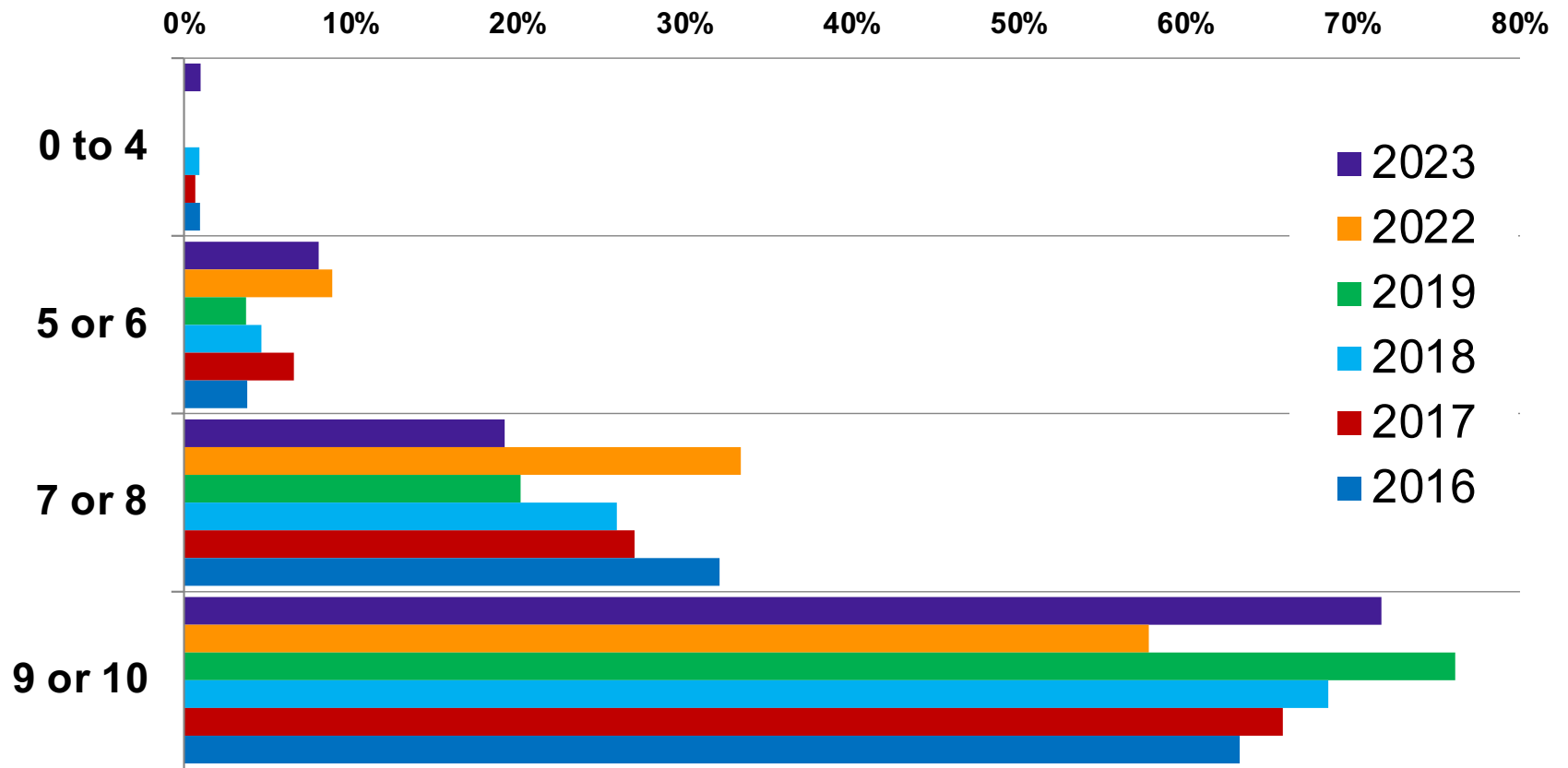
Overall, did GSB-Madison meet your expectations?

Senior
n=101



Rate how beneficial you feel your GSB Madison education will be in your banking career.

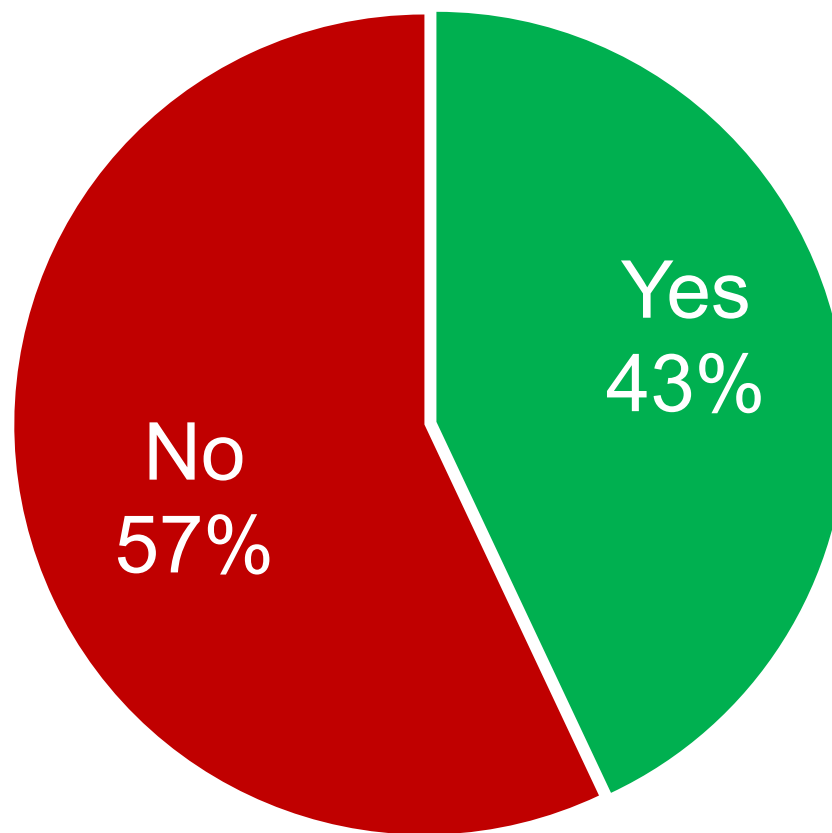
Senior
n=99



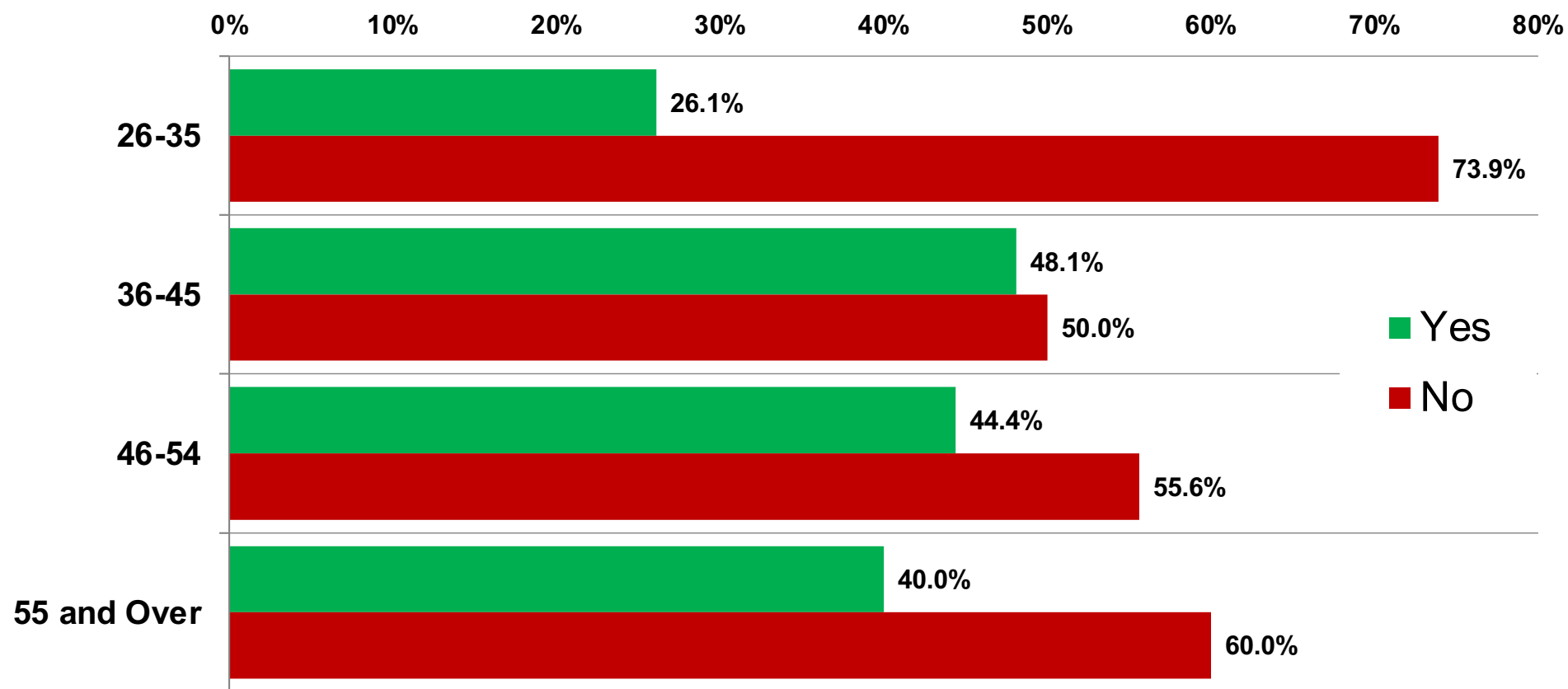
Virtual Classes

Should GSB Madison use a combination of in-person and virtual classes to deliver the school's full curriculum?

Senior
n=100



Should GSB Madison use a combination of in-person and virtual classes to deliver the school's full curriculum?

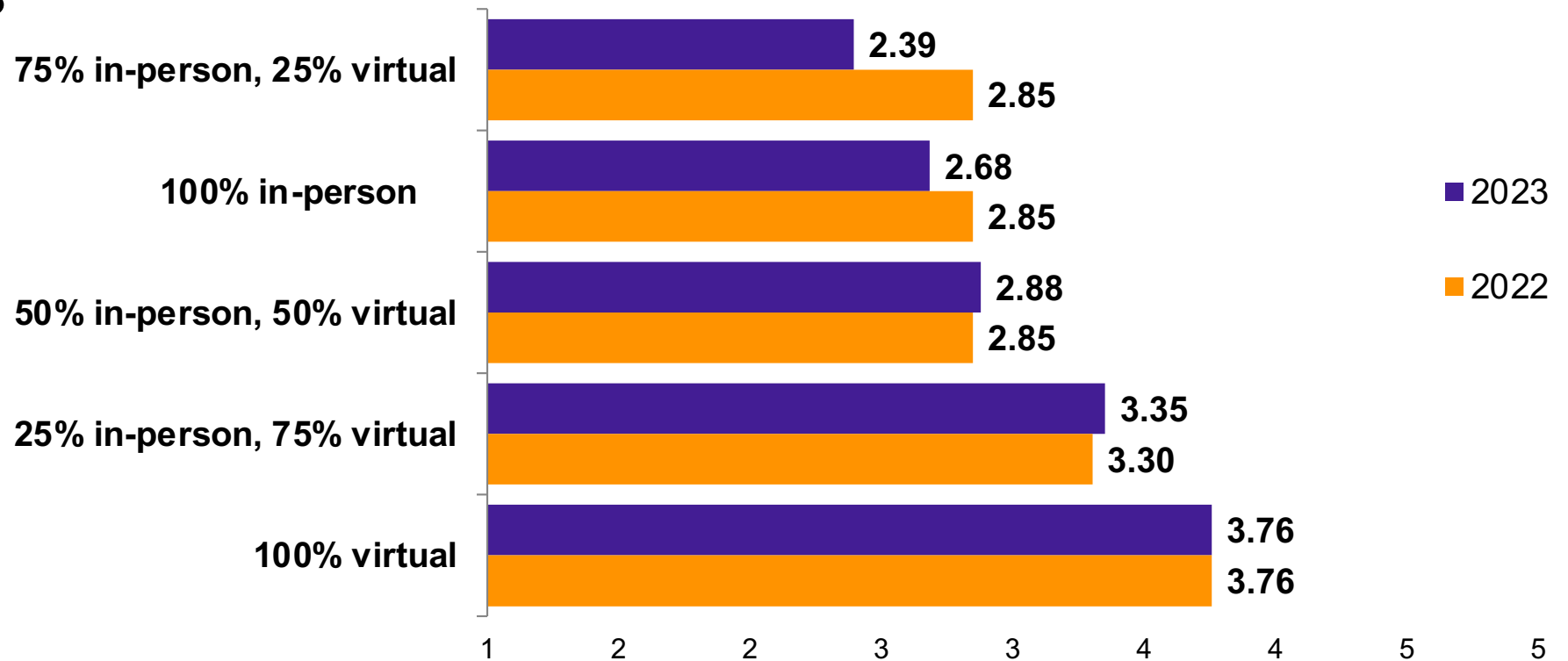


Most effective way to deliver the 25-month GSB curriculum.

Senior
n=43

1 - most preferred

5 - least preferred



Questions



Small Groups



1. Should GSB actively integrate a hybrid model into the 25-month campus program?
2. What can GSB do to increase alumni engagement related to all GSB programs?