

# CEO Report

## Graduate School of Banking & Prochnow Educational Foundation

November 2024

### **Current, New or Revised Educational Program Updates**

#### **Residential School Enrollment:**

It was a mixed year for enrollments at GSB. While enrollment in this year’s Freshmen class for the Graduate Banking School fell short of budgeted projections, three specialty schools reached capacity and had waiting lists which is a first for GSB. Below are the final enrollments in 2024:

	<u>Final 2024</u>	<u>2024 Budget</u>	<u>Final 2023</u>
Graduate School Freshmen	142	175	169
HR School (spring)	60	40	54
Digital Banking School–by bank (spring)	26	40	43
Bank Technology Mgmt School (spring)	60	40	52
Bank Technology Sec School (fall)	33	35	37
Financial Managers School (fall)	59	45	60
Strategic Marketing School (fall)	16	30	23

An enrollment history with a state-by-state breakdown for each 2024 GSB residential program is included on the board resource site for this meeting. In addition, the board resource site includes an updated Graduate Banking Schools Enrollment Report that provides an historical look at enrollment for all graduate banking schools and the market share trend of GSB-Wisconsin in each state.

#### **Online Seminars:**

After a good spring of online seminar registrations, this fall saw a dramatic decline in registrations. The root cause seems to be a switch to a new email marketing platform that’s part of the GSB database, Zoho, which has strict guidelines related to usable email addresses. This is being discussed internally and will be part of the separate President’s Report since this reduction in usable email addresses not only impacts the outreach for future online seminar registrations but also for the primary graduate banking school and specialty schools. Bottom line, the 2024 Online Seminar Series ended with total revenue of \$308K vs the \$390K that was budgeted.

#### **Partner Programs with SBAs:**

This year we held 6 co-sponsored workshops with sponsoring associations – four virtual with multiple participating states and two in person with single states (IA and MN). A total of 171 bankers participated in the 2024 workshops which is a great outreach for GSB and a way to showcase GSB’s faculty. It’s also a great way for sponsoring associations to promote their involvement with GSB. Plans are already in the works for 2025 virtual and in-person partner workshops.

## **GSB & PEF FY2024 Financials**

The preliminary year-end financials for FY2024 were closed on 10/31/24 and anticipated (unreviewed) financials indicate a consolidated net income of \$1.6 million. Consolidated assets for both entities as of 10/31/24 are a little over \$11.6 million which is an increase of \$1.5 million over last year. These FY24 increases are primarily due to the significant gains in the PEF investment portfolio. The School was also in a position to make a \$225K contribution to PEF this year – a year sooner than originally anticipated in financial projections coming out of Covid a few years ago.

Preliminary FY2024 financials along with the FY2025 budget are included on the board resource site and are on the agenda for review and discussion. Joe Zabratanski from Donaldson Capital Management will be joining us at the meeting to provide a review of the PEF investment portfolio.

## **2024 Program Evaluations**

One reason for GSB's consistently strong enrollment is the outstanding student evaluation scores for the primary Graduate School of Banking program in August and the specialty schools throughout the year. They were once again exceptional. On a 5-point scale (with 5 being excellent), the graduate school of banking cumulative average was 4.53 which is a very impressive average when you're working with 80+ faculty and courses. It's also worth noting that the FiSim capstone course averaged a 4.53 in its fifth year at the school.

GSB specialty schools also received high marks this year with the HR School receiving a composite rating of 4.74, the Bank Technology Management School composite of 4.78, the Financial Managers School composite of 4.76, the Strategic Marketing School composite of 4.79, the Bank Technology Security School composite of 4.83 and the Digital Banking School composite of 4.82.

## **GSB Banker Advisory Board**

The BAB meeting was held in person on the UW campus during the second week of the August session. Members attended various classes, networked with students from their state, and attended social networking events. In addition, 8 BAB members participated in a special FiSim Lite testing scenario while on campus. There was excellent feedback and very high interest in the possibility of in-bank use at their organizations. The Banker Advisory Board will meet again in January during a combined meeting with the core GSB faculty that serve on the GSB Curriculum Advisory Committee.

## **2024 GSB Education Directors Forum in Madison**

We changed the format for this year's Education Directors Forum during the Graduate School of Banking program. Typically, we have the Ed Directors Forum overlap when the Banker Advisory Board is in Madison so the two key constituent groups can network while together. This year, we provided more flexibility and allowed each education director to select the best dates for them to come to Madison to observe GSB classes, faculty and network with students from their state. GSB provided up to two nights lodging while they were on campus. Unfortunately, the number of education directors on campus this summer did decline so GSB staff will be discussing this approach with the education directors from GSB sponsoring associations ahead of the 2025 session.

## **Partnerships**

### UW-Madison School of Business

This partnership remains in good standing with our university partner. Dean Samba of the Wisconsin School of Business and the current UW representative on the GSB/PEF Board of Trustees, continues to be an excellent advocate for GSB on campus. This fall, we met with Dean Samba and the UW's Senior Associate Dean for Programs about the possibility of GSB graduates receiving advanced placement into their newly revamped Professional MBA program. They are very interested in pursuing this opportunity with GSB. We are currently pulling together course curriculum and student project/assignment information that they can review as part of their analysis to determine how many credits GSB graduates will automatically receive into their MBA program upon graduation.

### GSB-LSU

For the ninth consecutive year, GSB-LSU helped to promote the two GSB-WI IT Schools to their graduates. Their participation consistently helps to recruit about 10-15 students into each IT school from GSB-LSU states. John Naughton, the director at GSB-LSU, and I continue to connect throughout the year and their current plan is to continue this marketing partnership indefinitely.

## **Banking School Directors Meeting**

This fall, GSB hosted the annual Banking School Directors meeting in Madison. We were thrilled that all graduate banking schools were represented. It's a great opportunity to discuss successes, failures, and best practices for our respective schools. Since three of the schools (including GSB-WI) recently hired new President's, it was a perfect opportunity for the incoming and outgoing leadership to connect and get better acquainted.

## **GSB Strategic Plan**

The GSB staff continues to work on strategic priorities with GSB constituent groups and is making good progress on key initiatives that were established five years ago. While some priorities certainly shifted higher or lower during or after COVID, the School and Foundation are well positioned for the coming years. The updated strategic plan highlighting the accomplishments during this fiscal year is included on the board meeting resource site. We'll be discussing the updated document and the President will be sharing future goals and activities at the upcoming board meeting.