



Graduate School of Banking
at the University of Wisconsin – Madison

2024 Freshman Survey

n=129, 91% Response Rate

2023, n=137, 82% Response Rate

2022, n=141, 72% Response Rate

2019, n=176, 98% Response Rate

2018, n=176, 92% Response Rate

2017, n=180, 90% Response Rate

2016, n=192, 96% Response Rate

2015, n=197, 95% Response Rate



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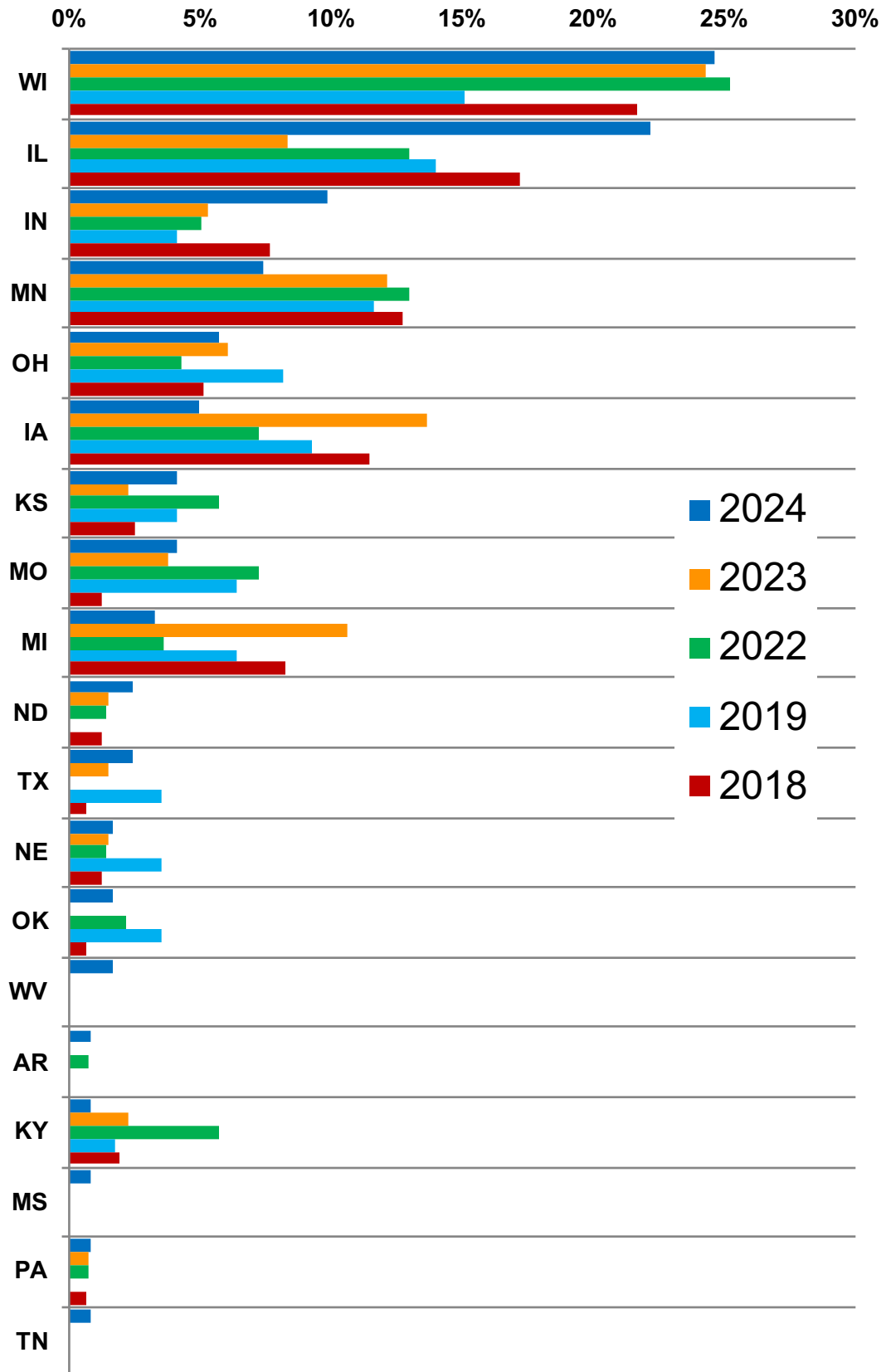
Graduate School of Banking - Madison
Freshman Survey

Select the state where your organization is located.

State	2024	2023	2022	2019	2018	2017	2016	2015	2014
AL							0.5%		
AK				0.6%					
AZ				0.6%	0.6%		0.5%		
AR	0.8%		0.7%				0.5%		
CA		0.8%	0.7%	1.2%		0.6%		1.1%	1.3%
CO		3.0%		3.5%	1.3%	2.4%	2.2%	3.8%	0.6%
DE								0.5%	
FL				0.6%				1.1%	
GA						0.6%			
IL	22.1%	8.3%	12.9%	14.0%	17.2%	15.4%	8.6%	15.8%	13.4%
IN	9.8%	5.3%	5.0%	4.1%	7.6%	5.9%	5.9%	9.2%	7.6%
IA	4.9%	13.6%	7.2%	9.3%	11.5%	10.7%	10.8%	7.6%	10.8%
KS	4.1%	2.3%	5.8%	4.1%	2.5%	4.7%	2.7%	2.7%	4.5%
KY	0.8%	2.3%	5.8%	1.7%	1.9%	3.6%	4.3%	1.6%	3.2%
LA					0.6%				
MA				0.6%					
MI	3.3%	10.6%	3.6%	6.4%	8.3%	4.1%	5.9%	6.0%	3.8%
MN	7.4%	12.1%	12.9%	11.6%	12.7%	8.9%	14.5%	12.5%	12.7%
MS	0.8%								
MO	4.1%	3.8%	7.2%	6.4%	1.3%	5.3%	4.8%	6.0%	2.5%
MT		0.8%							
NE	1.6%	1.5%	1.4%	3.5%	1.3%	2.4%	1.6%		3.8%
NV							0.5%		
NM					0.6%				
NY				0.6%	0.6%			0.5%	
NC								1.6%	0.6%
ND	2.5%	1.5%	1.4%		1.3%	1.2%	2.2%	1.1%	1.9%
OH	5.7%	6.1%	4.3%	8.1%	5.1%	7.1%	8.1%	7.6%	3.8%
OK	1.6%		2.2%	3.5%	0.6%	0.6%	1.1%	1.1%	1.9%
PA	0.8%	0.8%	0.7%		0.6%	0.6%	0.5%		
SD		0.8%	1.4%	1.7%	0.6%	0.6%	1.6%	1.6%	3.8%
TN	0.8%					0.6%			
TX	2.5%	1.5%		3.5%	0.6%	1.2%	1.6%	0.5%	1.9%
UT							1.6%		
VA		0.8%					0.5%	1.1%	0.6%
WV	1.6%						1.1%		
WI	24.6%	24.2%	25.2%	15.1%	21.7%	23.1%	17.2%	12.0%	17.8%
WY						0.6%			
Washington, D.C.			1.4%		1.3%		1.1%	3.3%	

2024 Freshman Survey

Response History By State



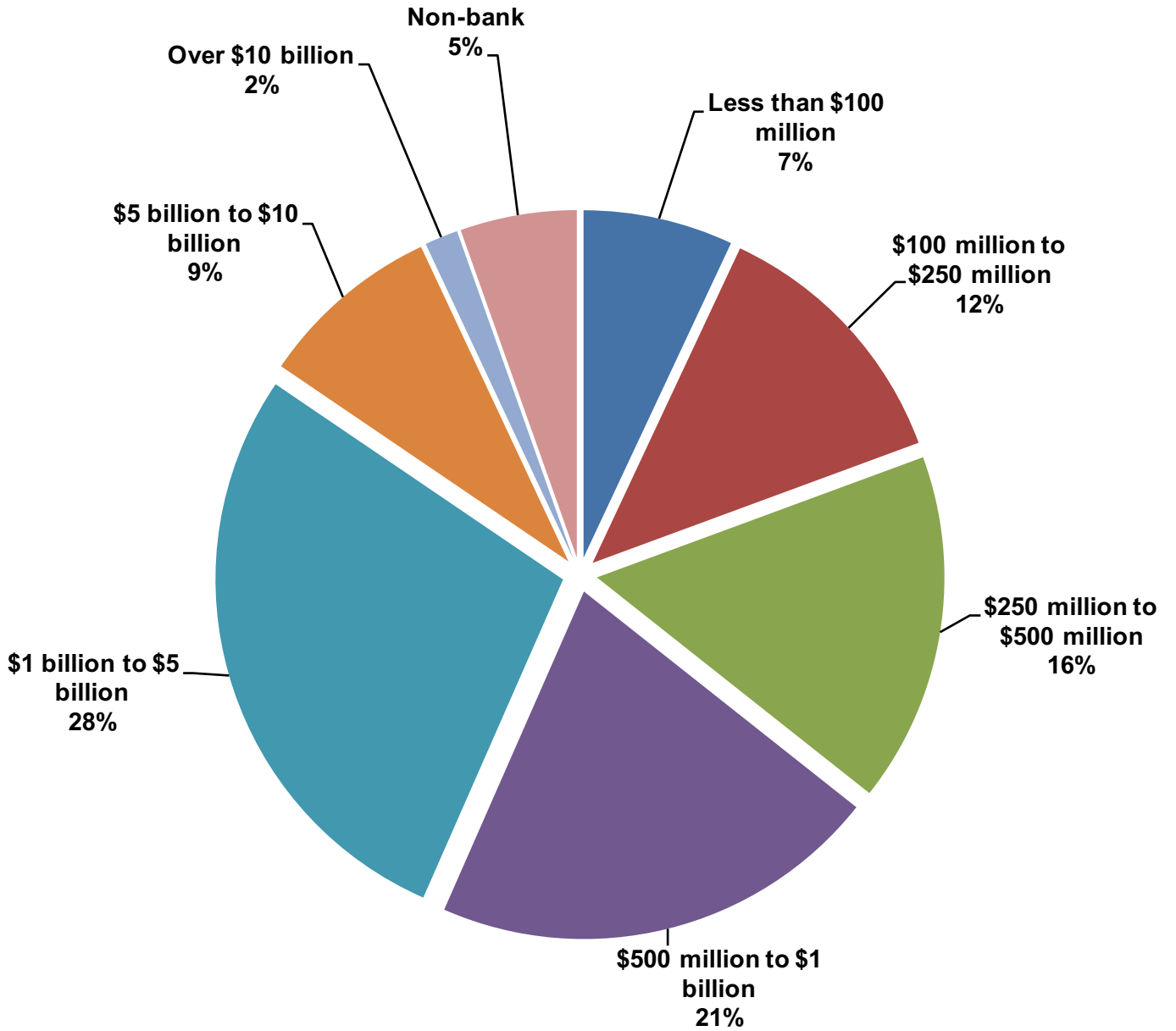
**Graduate School of Banking - Madison
Freshman Survey**

What is the asset size of your bank?

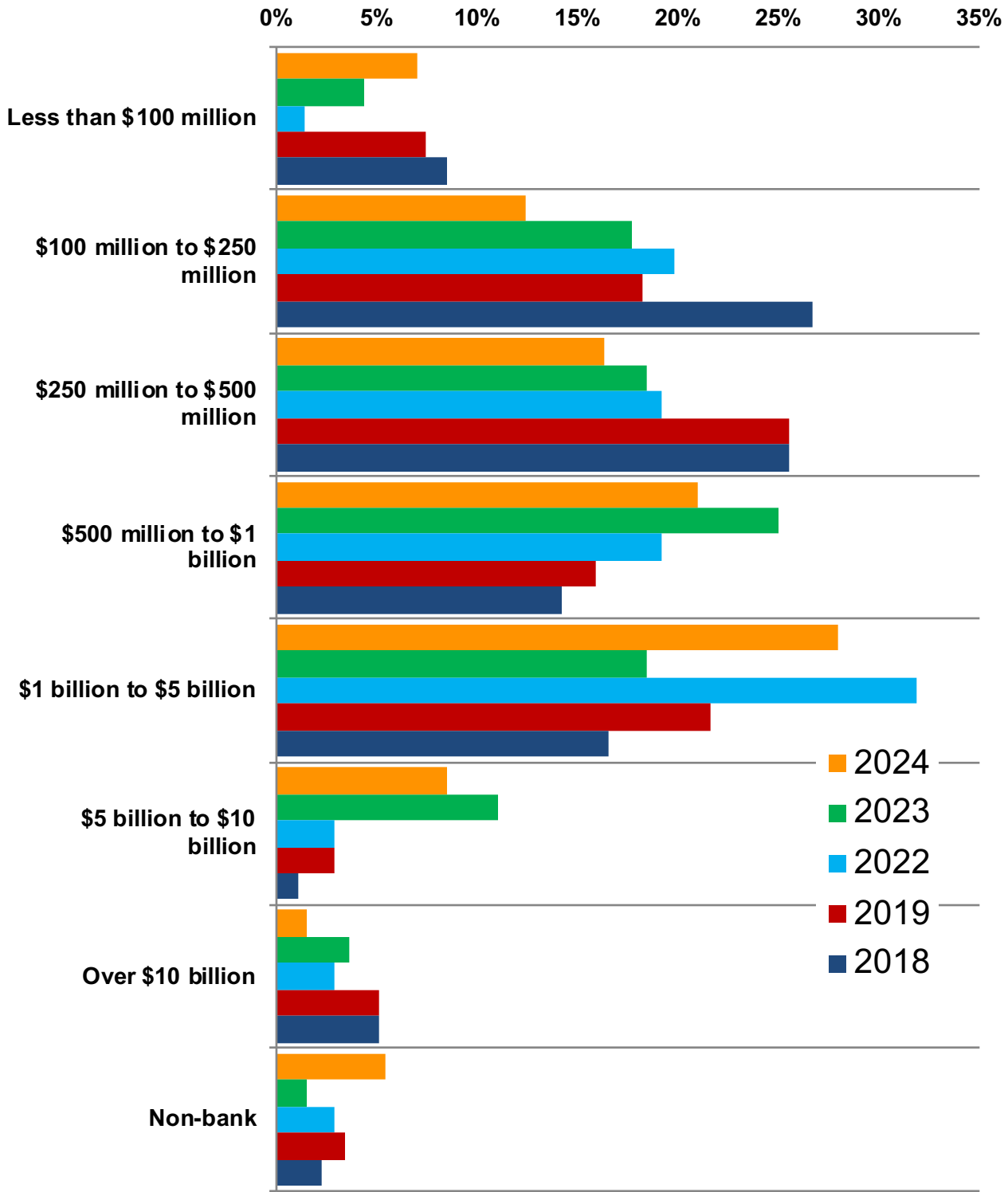
Asset Size	2024	2023	2022	2019	2018	2017	2016	2015	2014
Less than \$100 million	7.0%	4.4%	1.4%	7.4%	8.5%	5.0%	10.9%	4.6%	12.3%
\$100 million to \$250 million	12.4%	17.6%	19.9%	18.2%	26.7%	27.8%	14.6%	27.9%	43.9%
\$250 million to \$500 million	16.3%	18.4%	19.1%	25.6%	25.6%	26.1%	22.4%	25.9%	
\$500 million to \$1 billion	20.9%	25.0%	19.1%	15.9%	14.2%	11.7%	22.4%	11.7%	14.0%
\$1 billion to \$5 billion	27.9%	18.4%	31.9%	21.6%	16.5%	17.8%	16.7%	12.7%	15.2%
\$5 billion to \$10 billion	8.5%	11.0%	2.8%	2.8%	1.1%	4.4%	2.6%	0.5%	9.4%
Over \$10 billion	1.6%	3.7%	2.8%	5.1%	5.1%	3.9%	3.1%	10.7%	
Non-bank	5.4%	1.5%	2.8%	3.4%	2.3%	3.3%	7.3%	6.1%	5.3%

2024 Freshman Survey

Asset Size
n=129

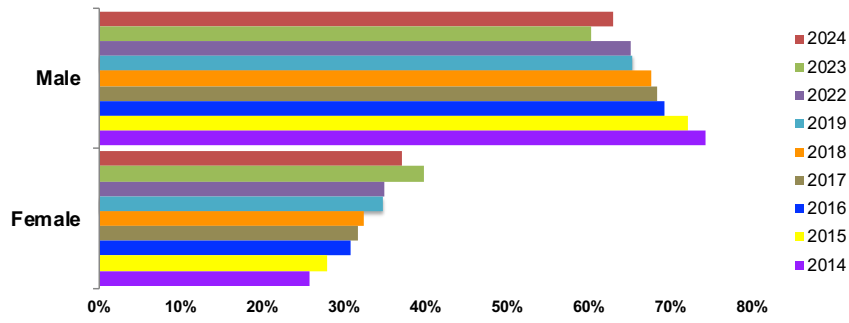


2024 Freshman Survey Asset Size Comparison



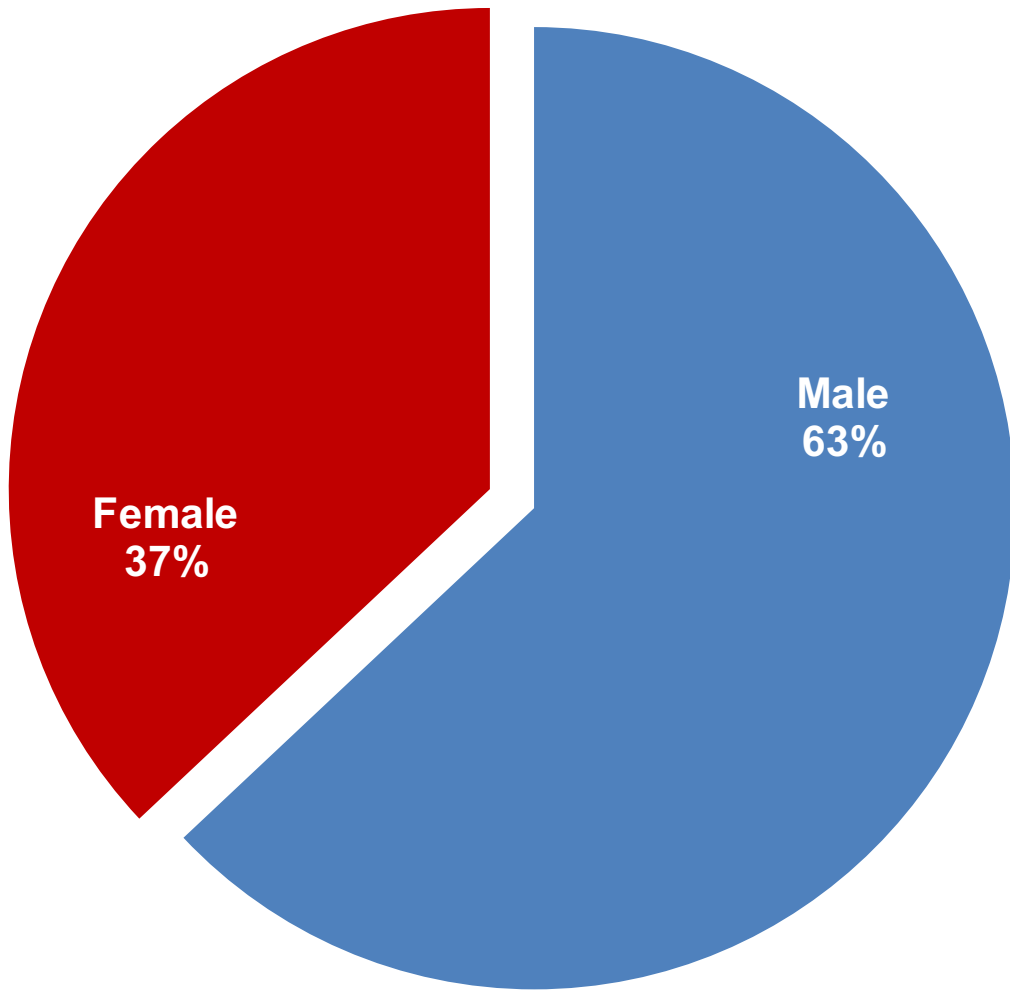
Gender

	2024	2023	2022	2019	2018	2017	2016	2015	2014	5 Year Average
Male	63.0%	60.2%	65.0%	65.3%	67.6%	68.3%	69.3%	72.1%	74.3%	64.2%
Female	37.0%	39.8%	35.0%	34.7%	32.4%	31.7%	30.7%	27.9%	25.7%	35.8%



2024 Freshman Survey

Gender
n=127



Banking Industry Tenure

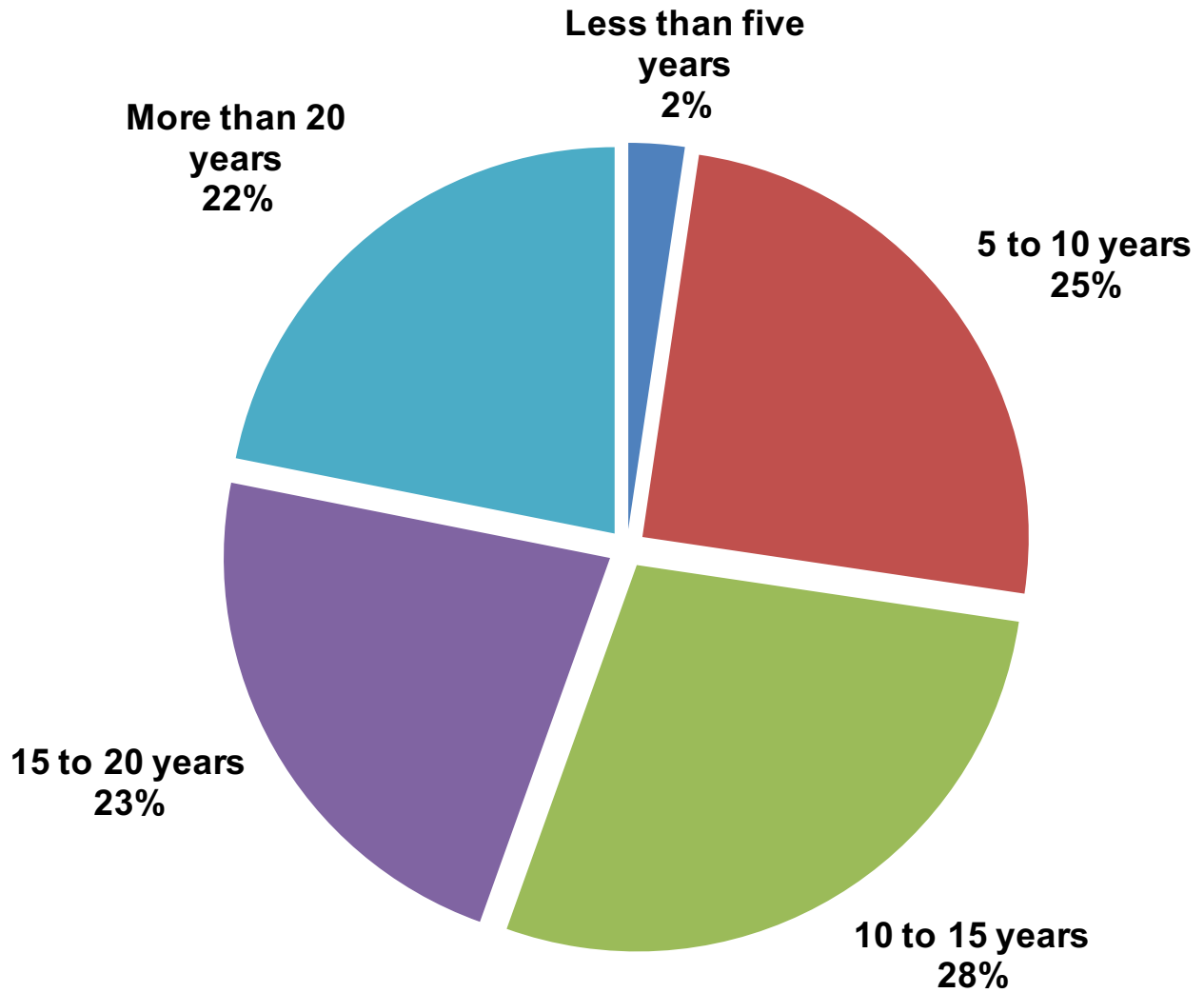
How long have you worked in the banking industry?	2024	2023	2022	2019	2018	2017	2016	2015
Less than five years	2.3%	7.5%	8.6%	10.8%	12.0%	8.3%	6.3%	8.1%
5 to 10 years	25.0%	21.8%	27.9%	22.7%	22.3%	29.4%	30.2%	34.0%
10 to 15 years	28.1%	18.0%	22.1%	22.2%	31.4%	28.3%	31.3%	39.6%
15 to 20 years	22.7%	21.1%	22.9%	27.8%	21.1%	17.2%	15.1%	
More than 20 years	21.9%	31.6%	18.6%	16.5%	13.1%	16.7%	17.2%	18.3%

Current Organization Tenure

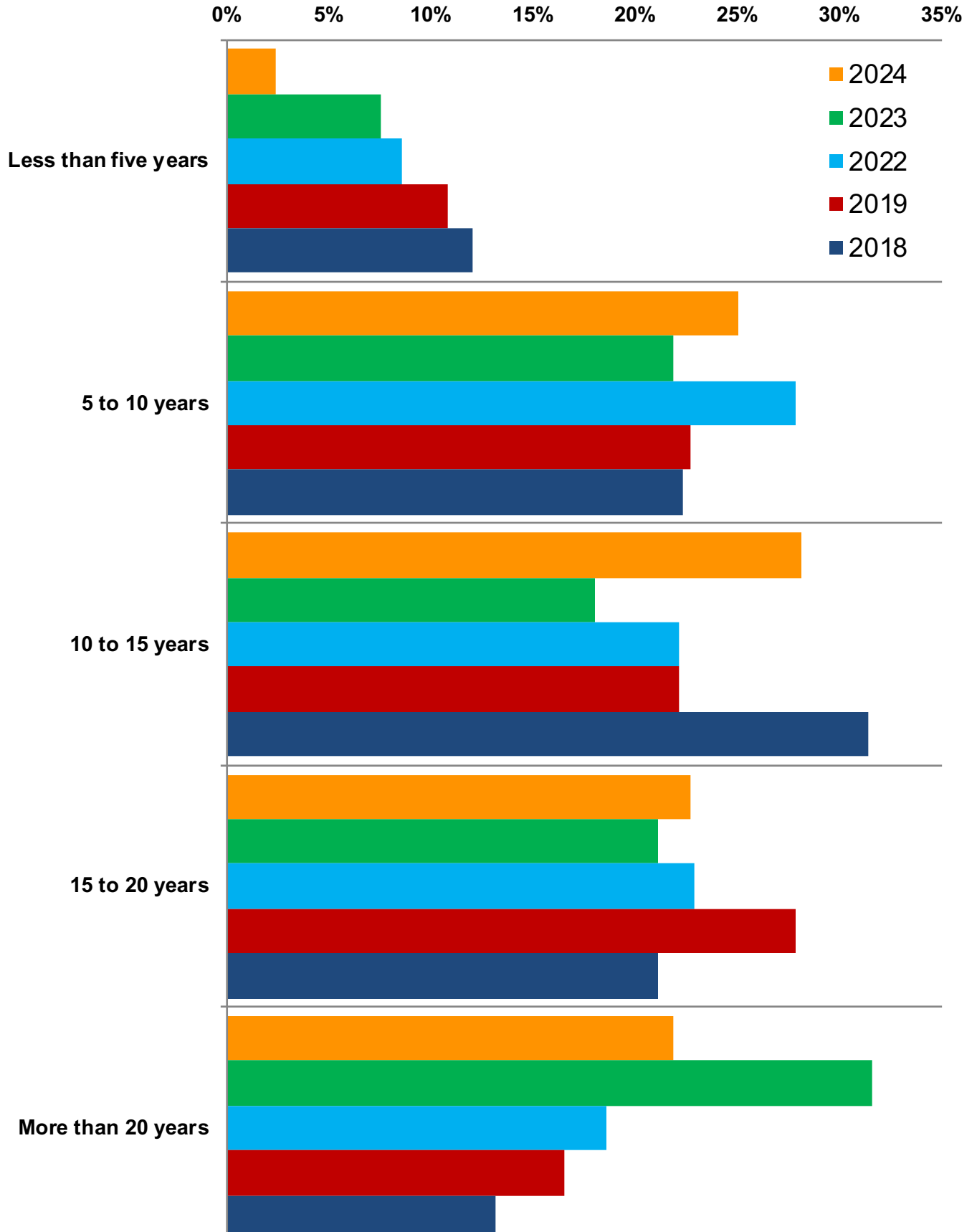
How long have you worked for your current organization?	2024	2023	2022	2019	2018	2017	2016	2015
Less than five years	30.5%	38.3%	33.6%	36.4%	39.4%	33.9%	31.3%	33.5%
5 to 10 years	41.4%	27.8%	40.0%	32.4%	30.9%	38.3%	32.8%	36.5%
10 to 15 years	15.6%	15.0%	13.6%	13.6%	18.3%	16.7%	20.8%	22.3%
15 to 20 years	7.8%	9.8%	9.3%	11.9%	7.4%	5.0%	9.9%	
More than 20 years	5.5%	9.8%	2.9%	5.7%	4.6%	5.6%	4.7%	7.6%

2024 Freshman Survey

Banking Industry Tenure
n=128

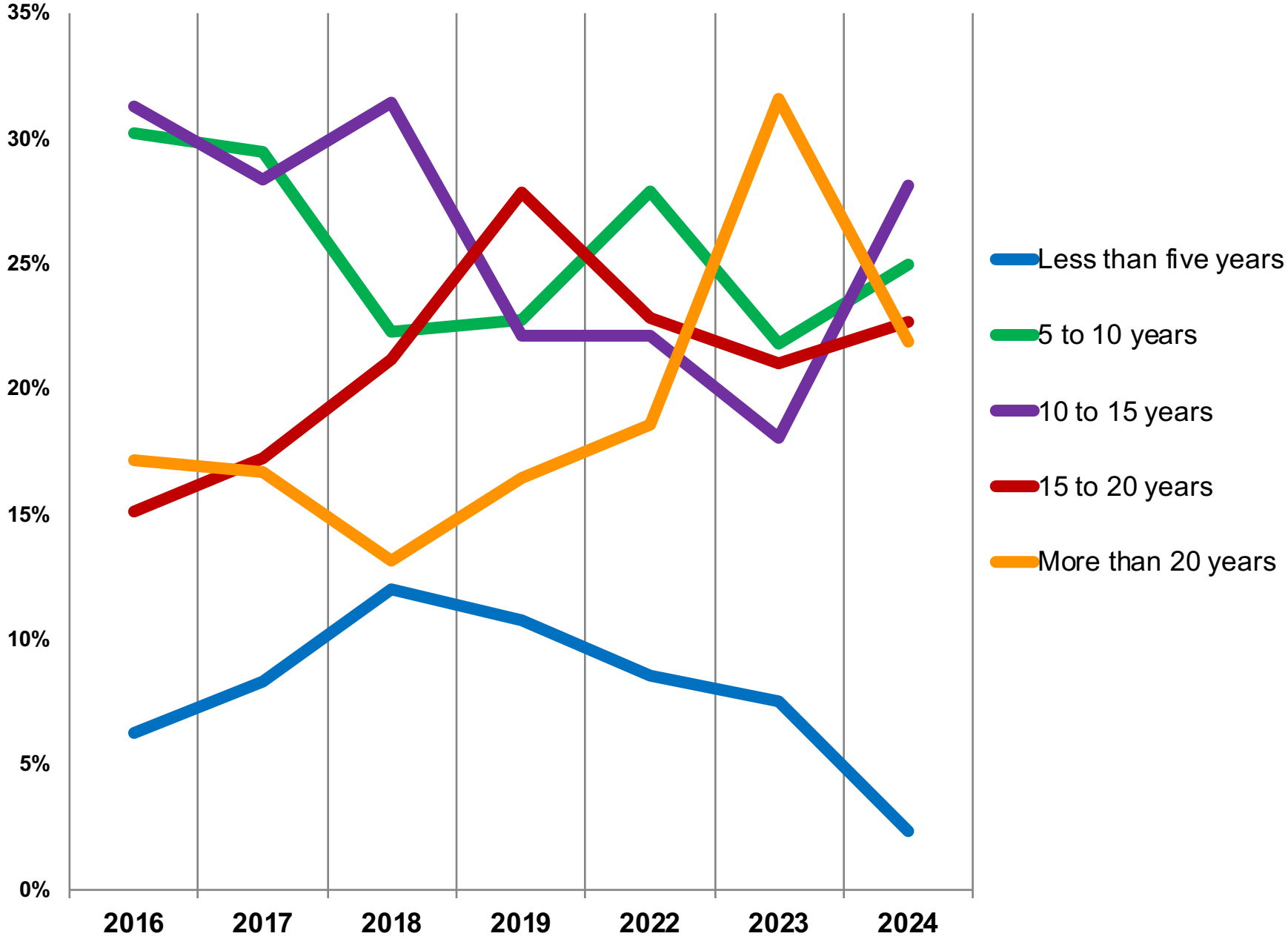


2024 Freshman Survey Banking Industry Tenure



2024 Freshman Survey

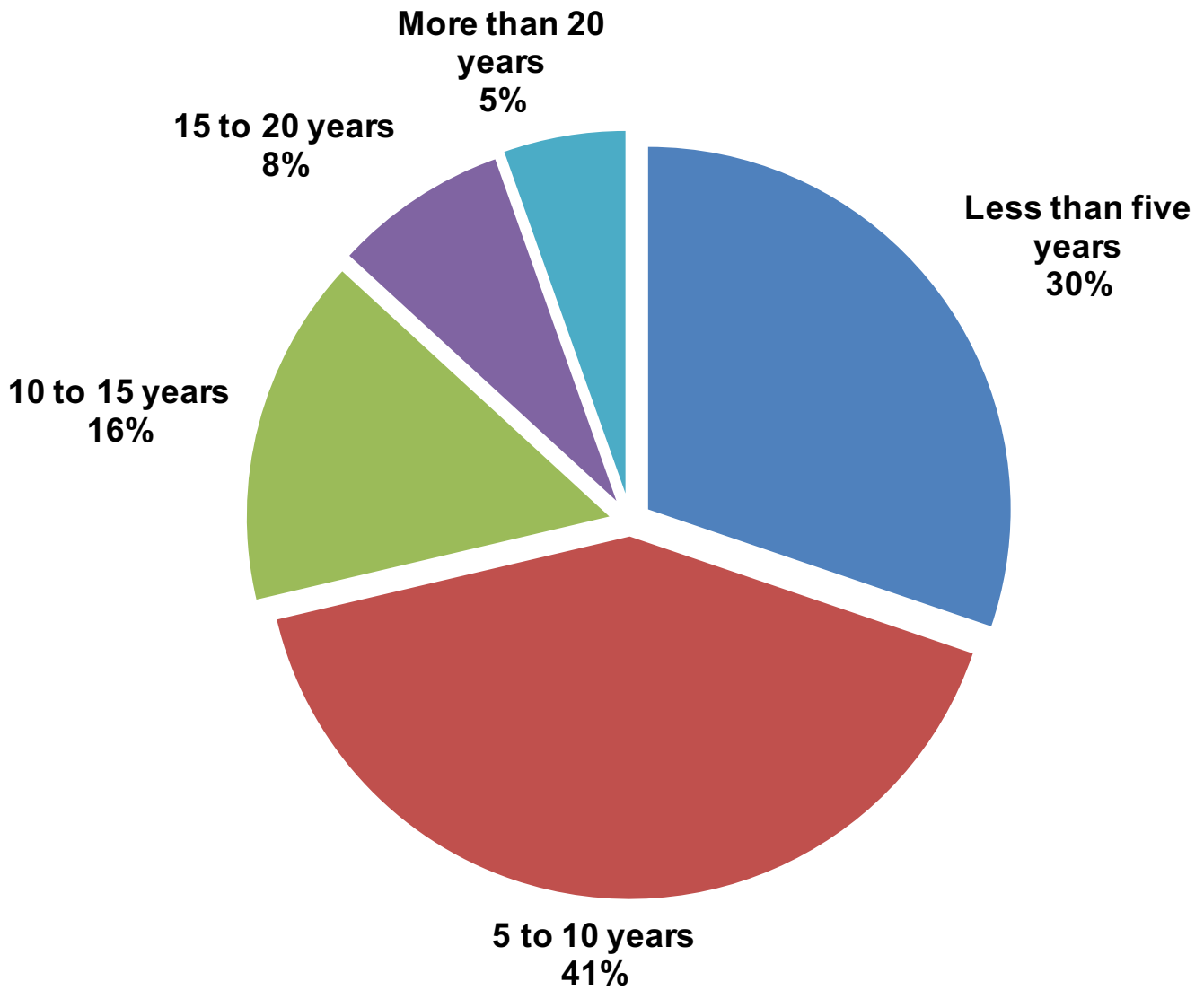
Banking Industry Tenure



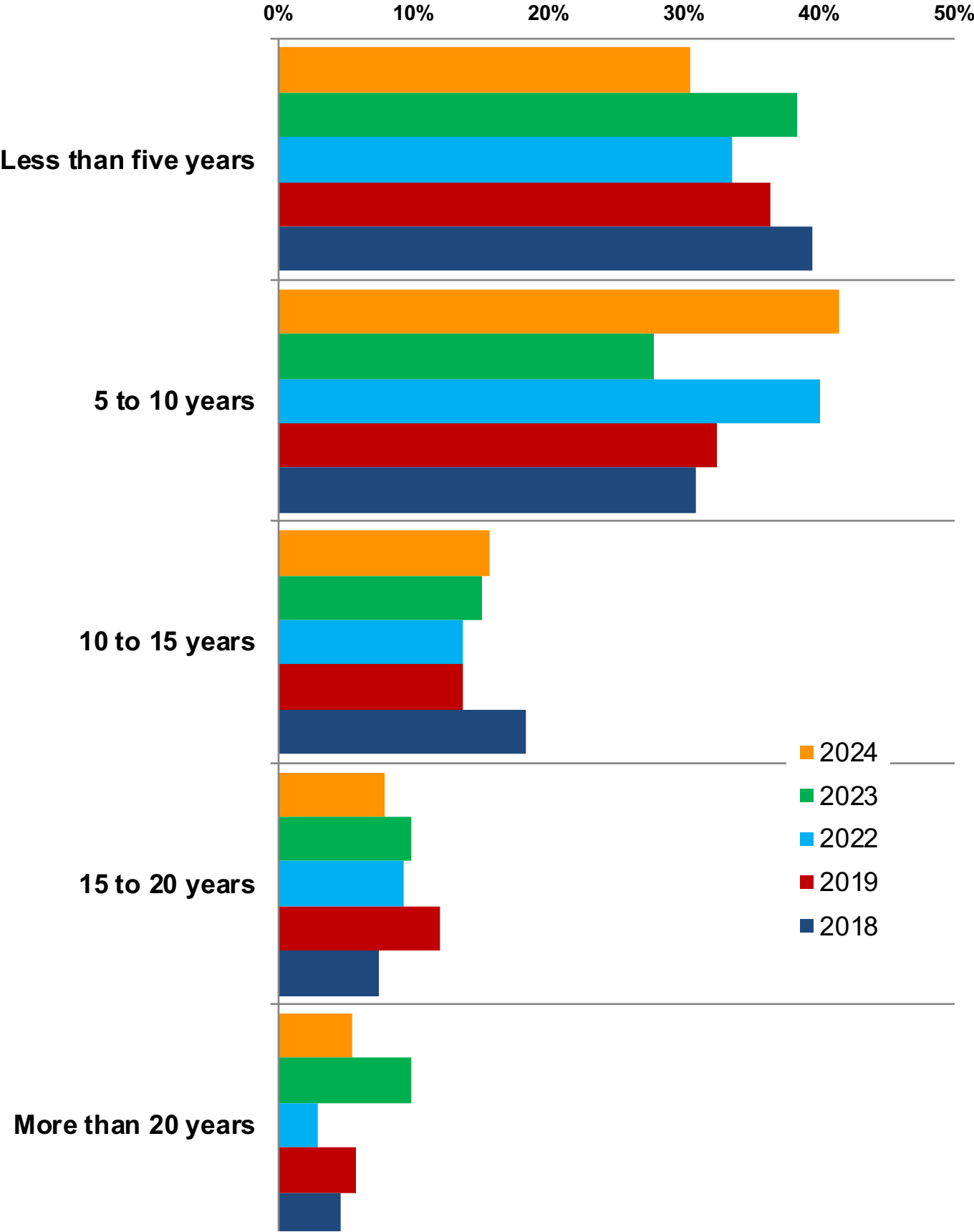
2024 Freshman Survey

Organization Tenure

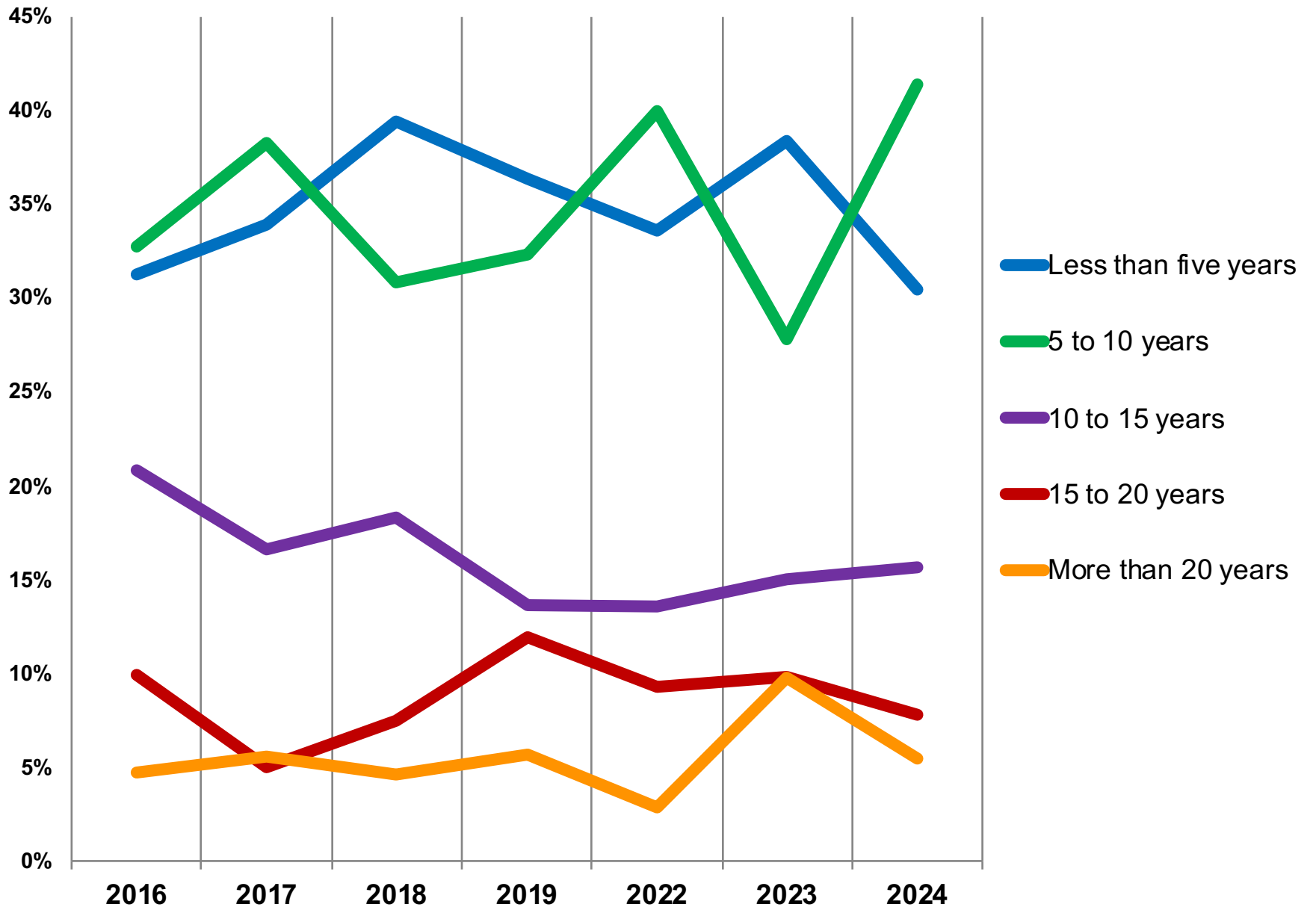
n=129



2024 Freshman Survey Organization Tenure



2024 Freshman Survey Organization Tenure



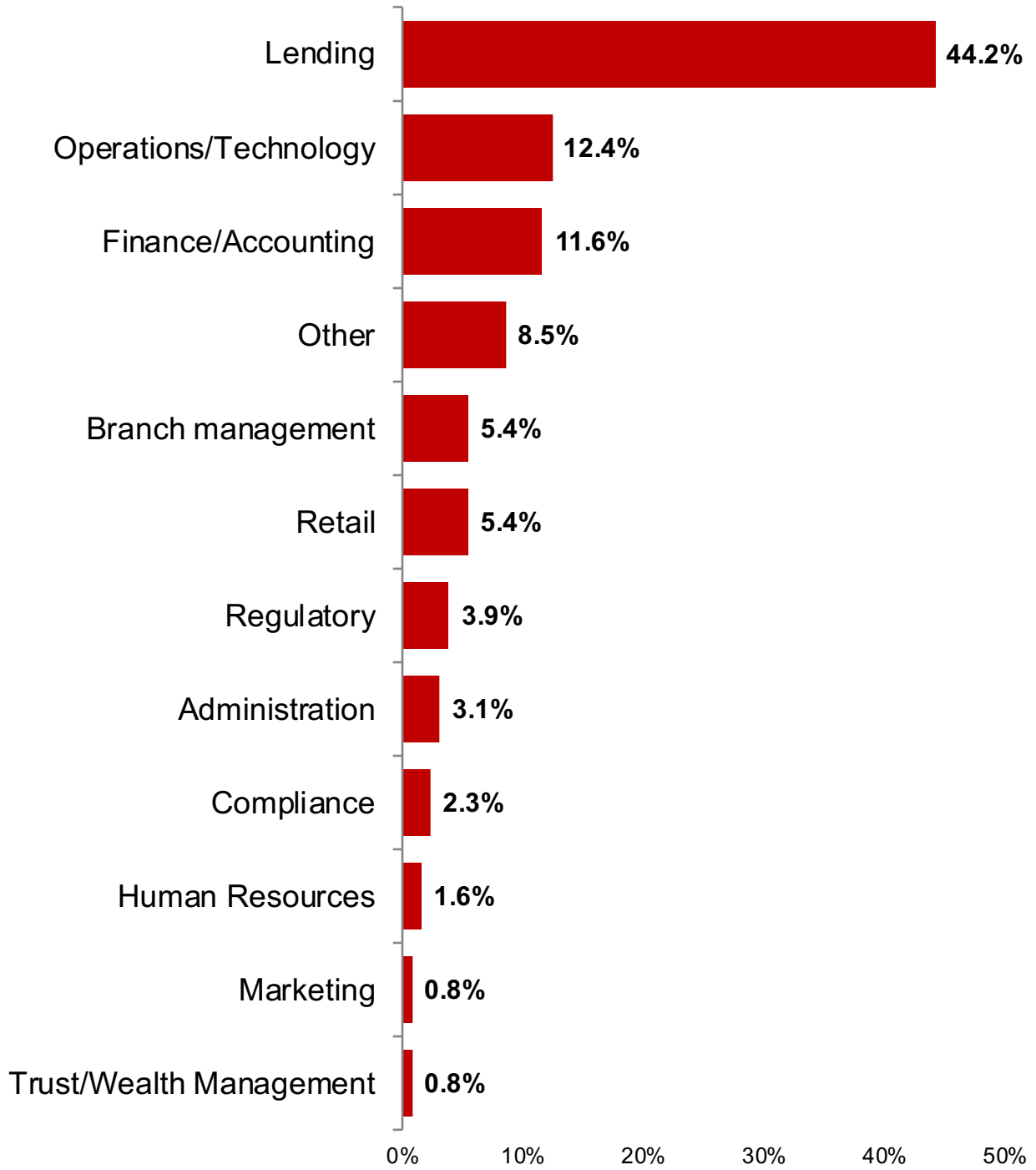
**Graduate School of Banking - Madison
Freshman Survey**

Work Area

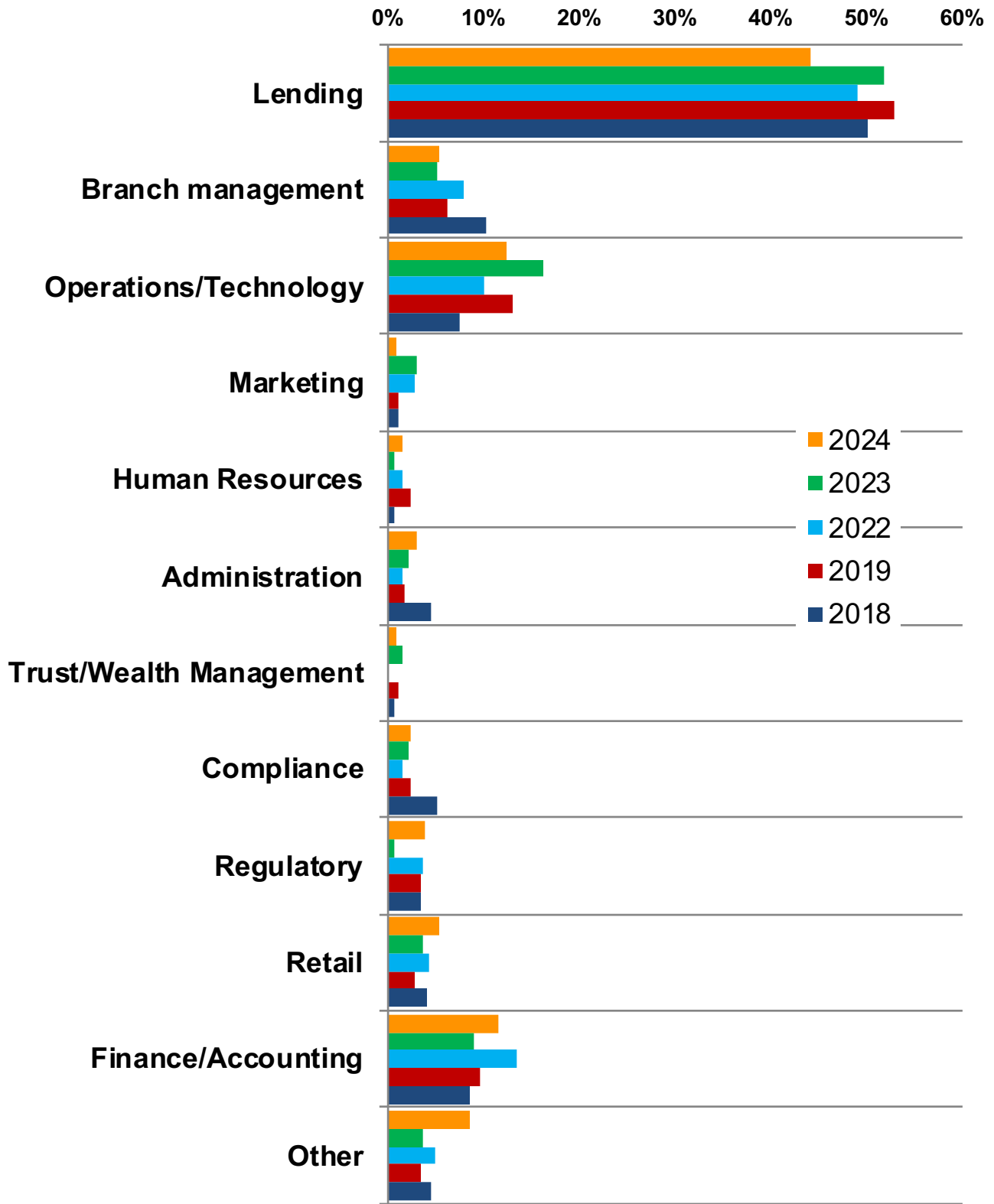
	2024	2023	2022	2019	2018	2017
Lending	44.2%	51.9%	48.9%	52.8%	50.0%	48.9%
Branch management	5.4%	5.2%	7.8%	6.3%	10.2%	2.2%
Operations/Technology	12.4%	16.3%	9.9%	13.1%	7.4%	7.8%
Marketing	0.8%	3.0%	2.8%	1.1%	1.1%	1.1%
Human Resources	1.6%	0.7%	1.4%	2.3%	0.6%	0.0%
Administration	3.1%	2.2%	1.4%	1.7%	4.5%	3.9%
Trust/Wealth Management	0.8%	1.5%	0.0%	1.1%	0.6%	1.7%
Compliance	2.3%	2.2%	1.4%	2.3%	5.1%	5.0%
Regulatory	3.9%	0.7%	3.5%	3.4%	3.4%	2.8%
Retail	5.4%	3.7%	4.3%	2.8%	4.0%	3.3%
Finance/Accounting	11.6%	8.9%	13.5%	9.7%	8.5%	12.2%
Other	8.5%	3.7%	5.0%	3.4%	4.5%	11.1%

2024 Freshman Survey

Work Area
n=129



2024 Freshman Survey Work Area



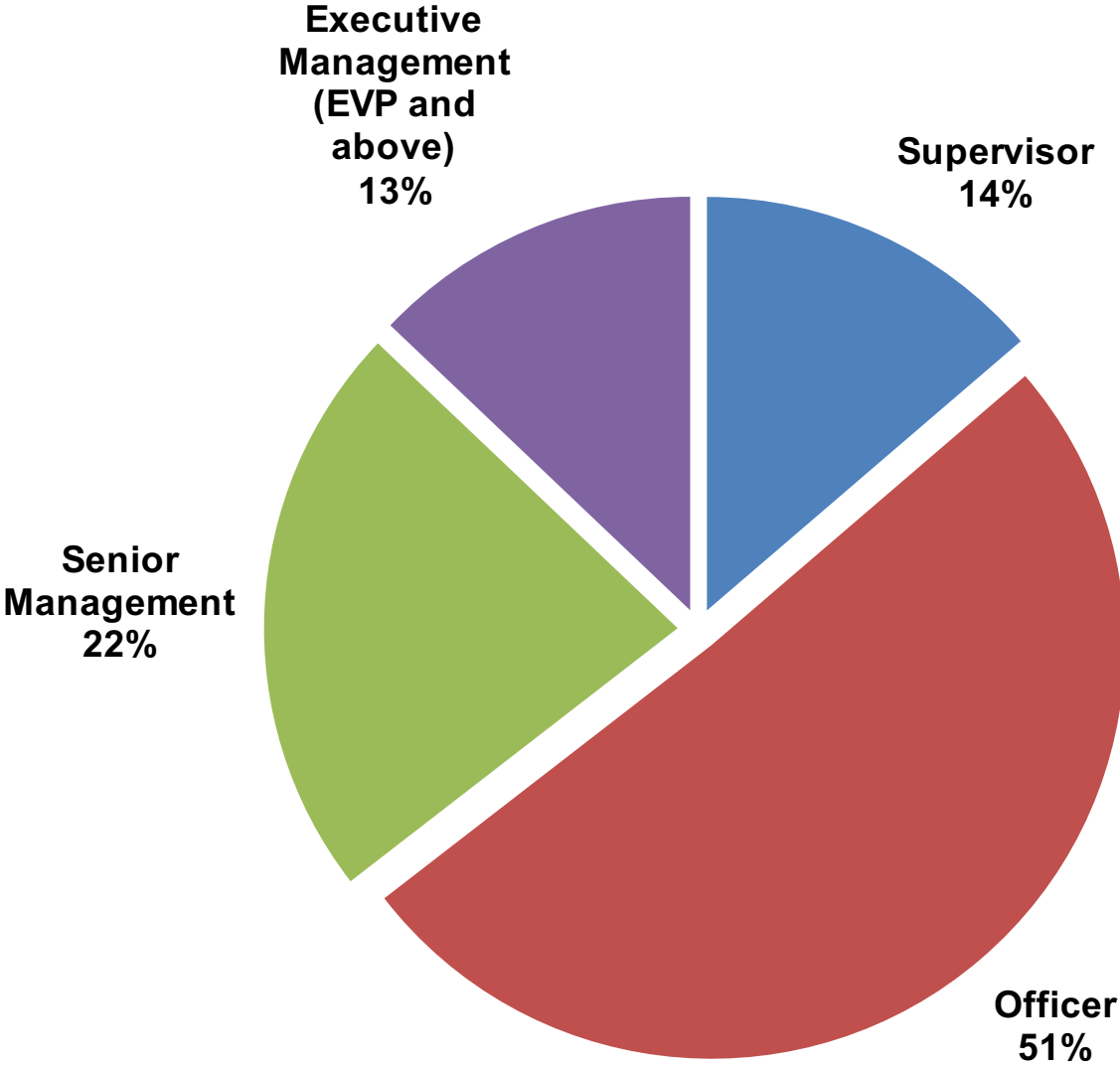
**Graduate School of Banking - Madison
Freshman Survey**

Position

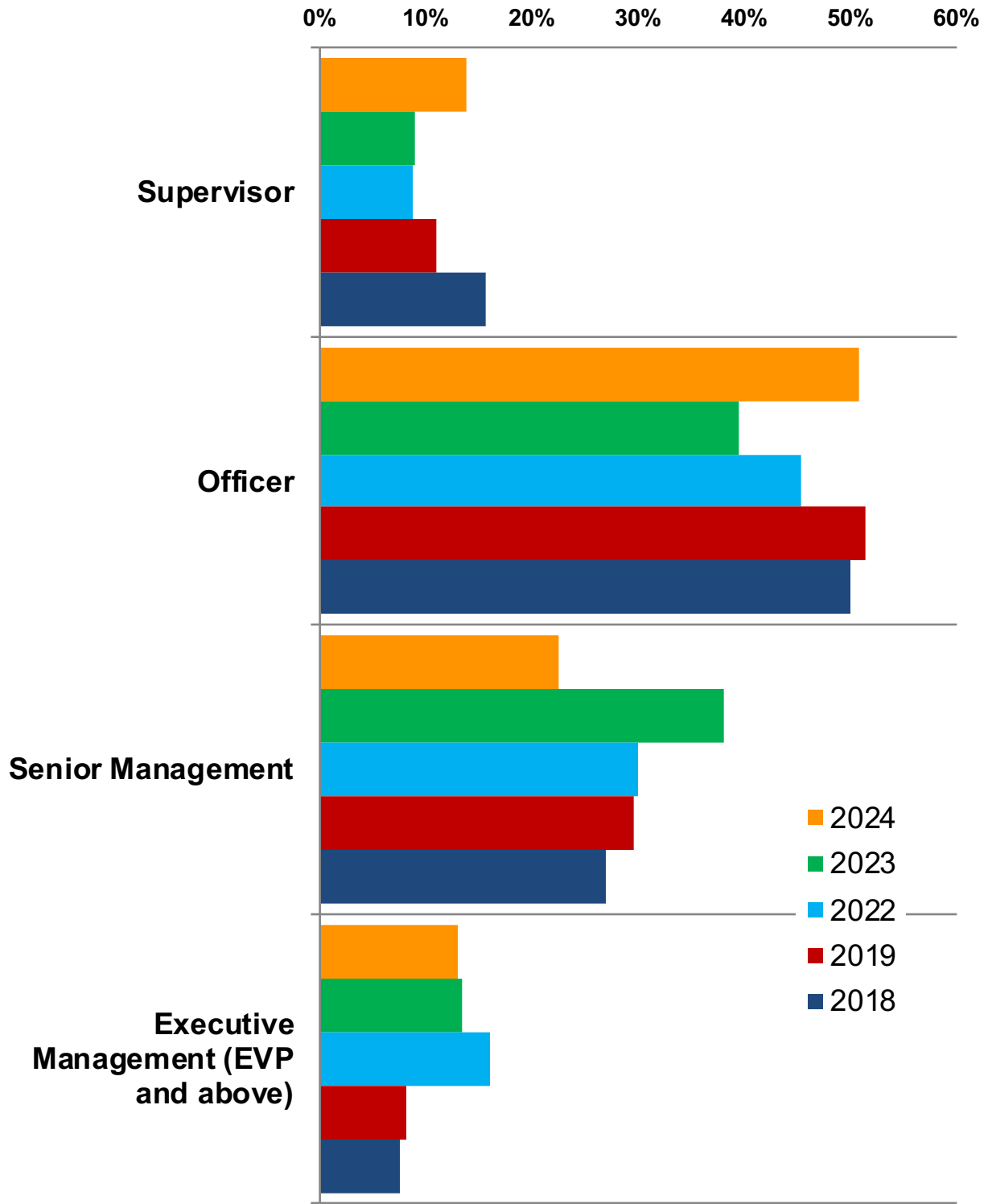
	2024	2023	2022	2019	2018	2017	2016	2015
Supervisor	13.7%	9.0%	8.8%	11.0%	15.5%	7.3%	8.6%	11.5%
Officer	50.8%	39.6%	45.3%	51.4%	50.0%	55.1%	57.5%	54.5%
Senior Management	22.6%	38.1%	29.9%	29.5%	27.0%	29.8%	26.9%	28.3%
Executive Management (EVP and above)	12.9%	13.4%	16.1%	8.1%	7.5%	7.9%	7.0%	5.8%

2024 Freshman Survey

Position
n=124



2024 Freshman Survey Position



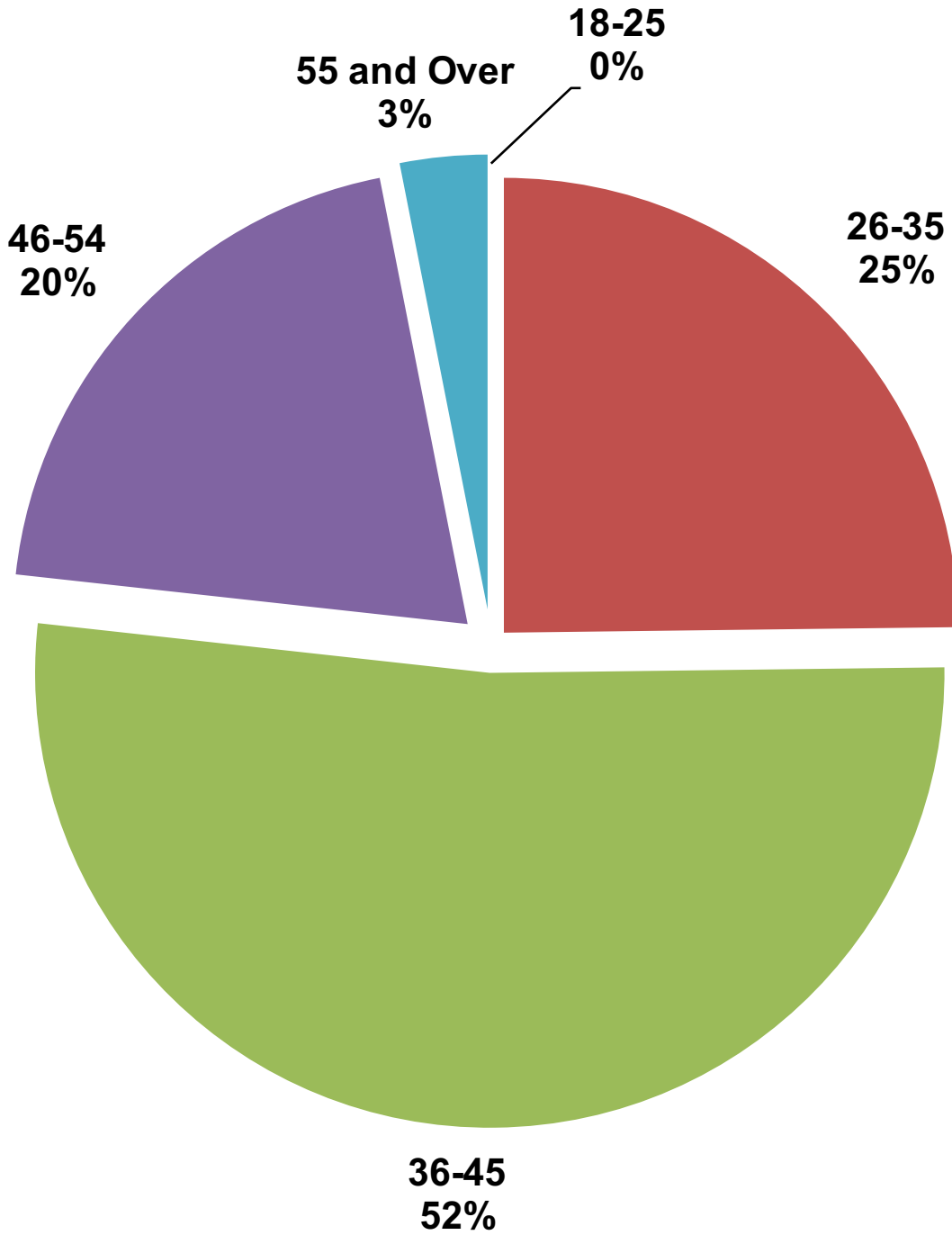
Graduate School of Banking - Madison
Freshman Survey

Age

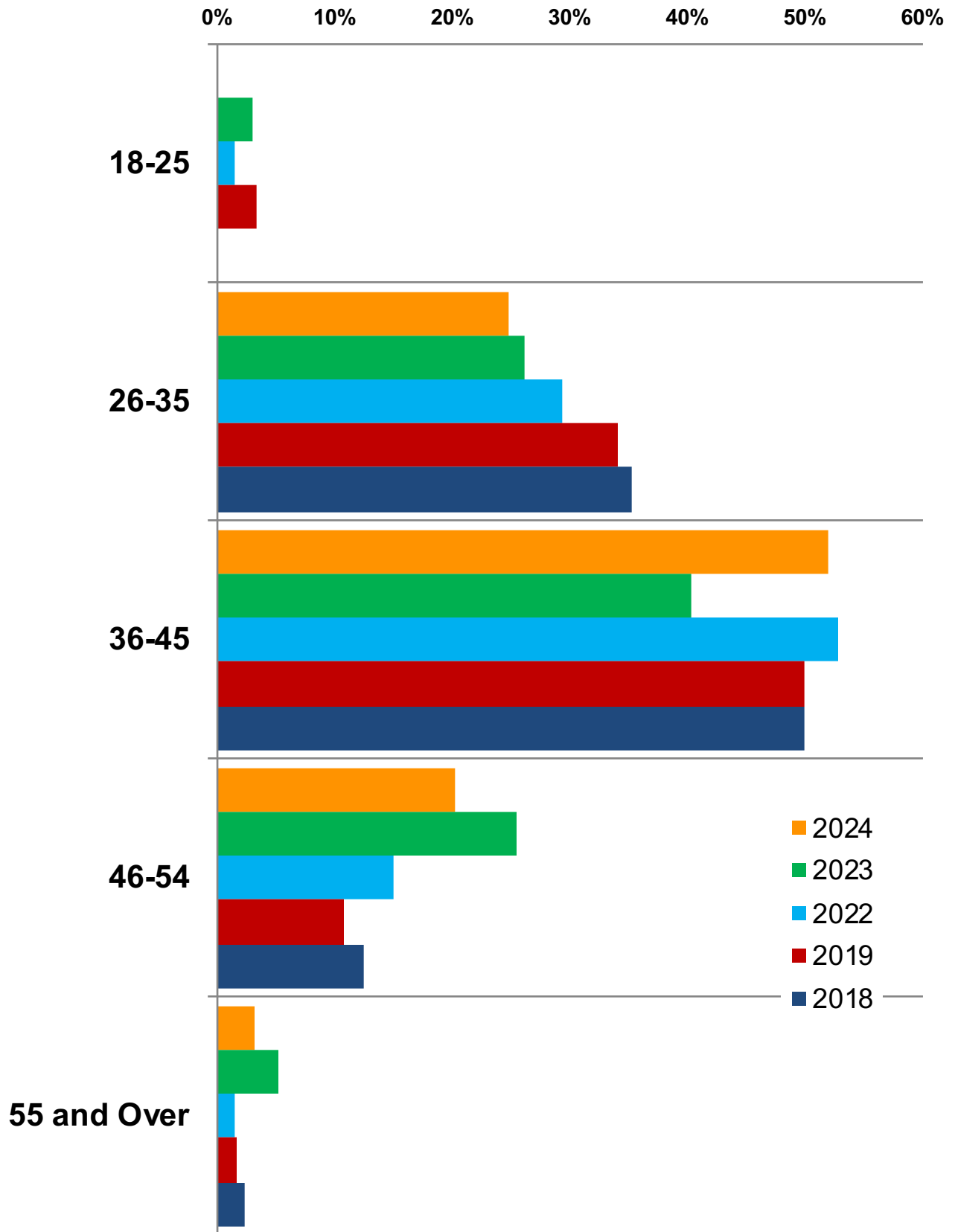
Age Category	2024	2023	2022	2019	2018	2017	2016	2015
18-25	0.0%	3.0%	1.4%	3.4%	0.0%	0.6%	0.5%	2.0%
26-35	24.8%	26.1%	29.3%	34.1%	35.2%	37.2%	39.1%	46.2%
36-45	51.9%	40.3%	52.9%	50.0%	50.0%	41.7%	41.7%	29.9%
46-54	20.2%	25.4%	15.0%	10.8%	12.5%	18.3%	15.6%	18.3%
55 and Over	3.1%	5.2%	1.4%	1.7%	2.3%	2.2%	3.1%	3.6%

2024 Freshman Survey

Age
n=129



2024 Freshman Survey Age



**Graduate School of Banking - Madison
Freshman Survey**

Why did you choose to attend GSB Madison?

	2024	2023	2022	2019	2018	2017	2016	2015	2014
Support career advancement	26.3%	24.8%	25.1%	25.3%	24.0%	25.5%	25.2%	18.8%	0.0%
Improve industry knowledgebase	23.7%	23.0%	22.7%	22.6%	22.6%	22.5%	23.9%	16.9%	0.0%
Reputation	6.5%	5.5%	5.3%	18.5%	21.7%	13.1%	12.7%	8.5%	11.7%
Dates of school	19.3%	19.5%	18.0%	13.1%	12.0%	3.5%	2.6%	2.3%	1.2%
Location, close to home	6.3%	6.6%	6.6%	6.5%	4.4%	5.8%	5.7%	5.9%	4.1%
Recommendation	1.2%	2.2%	1.7%	5.6%	7.6%	21.1%	21.4%	38.3%	42.1%
Participation in previous GSB Madison school or program	2.7%	2.4%	2.1%	4.5%	3.9%	1.0%	0.6%	1.1%	4.1%
Curriculum	12.6%	13.7%	14.2%	2.0%	1.6%	3.6%	4.6%	5.4%	5.3%
Scholarship	0.5%	1.8%	3.8%	1.3%	1.2%	3.5%	2.9%	2.6%	1.8%
Other	1.0%	0.4%	0.4%	0.7%	0.9%	0.6%	0.4%	0.3%	0.1%

Multiple responses allowed

Who was the recommendation from?

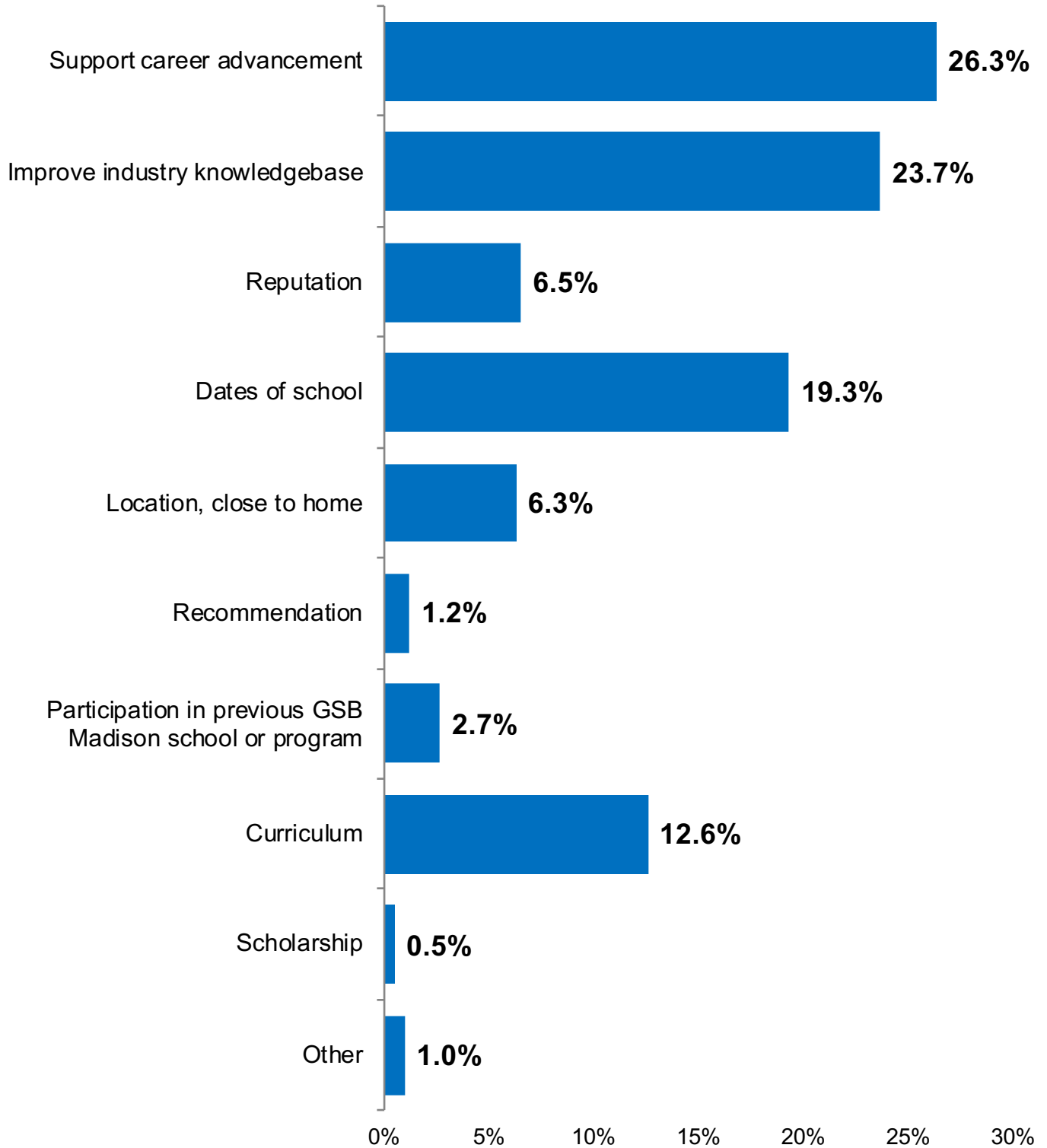
	2024	2023	2022	2019	2018	2017	2016
Colleague	40.0%	23.9%	32.9%	35.0%	24.4%	33.6%	24.6%
Supervisor	56.3%	72.7%	65.9%	60.2%	72.4%	64.5%	75.4%
State Association	3.8%	3.4%	1.2%	4.9%	3.3%	1.8%	0.0%

Were they a GSB Alumni?

	2024	2023	2022	2019	2018	2017	2016
Yes	86.3%	88.6%	84.7%	82.5%	81.0%	89.1%	77.4%
No	13.8%	11.4%	15.3%	17.5%	19.0%	10.9%	22.6%

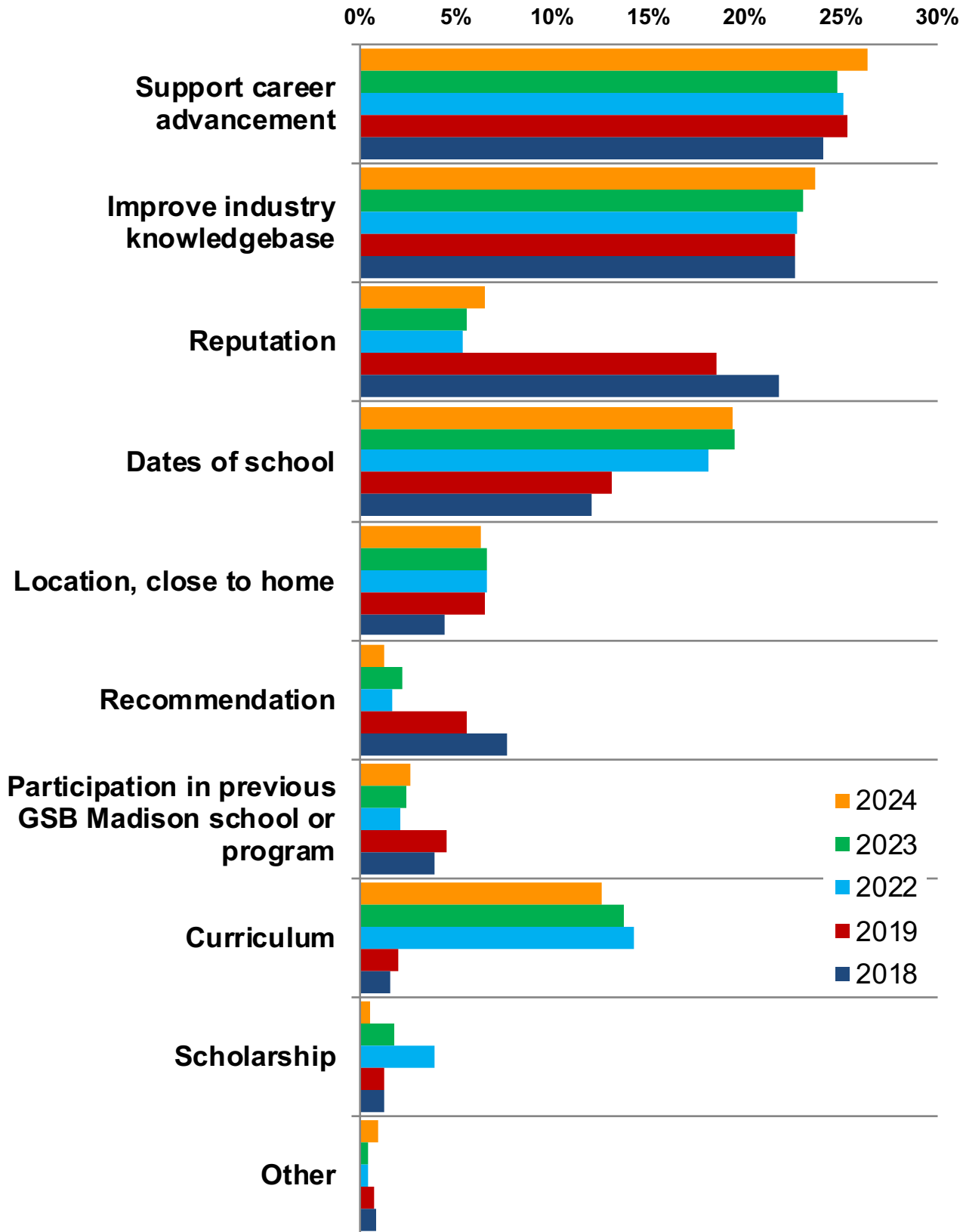
2024 Freshman Survey

Why did you choose to attend GSB Madison?
Multiple Responses Allowed



2024 Freshman Survey Historical Comparison

Why did you choose to attend GSB Madison?
Multiple Responses Allowed



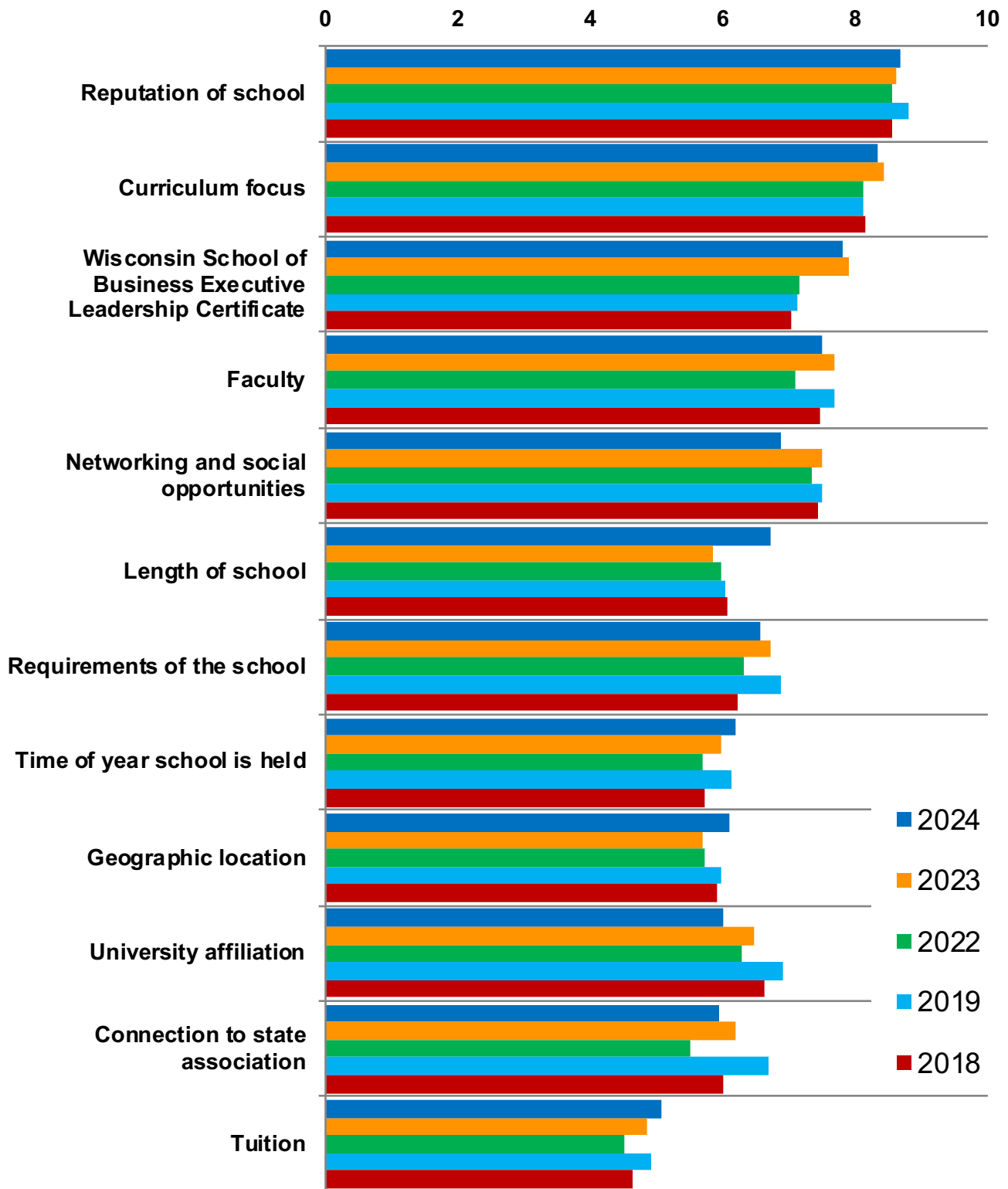
**Graduate School of Banking - Madison
Freshman Survey**

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

Scale of 1 (Not At All Important to 10 (Very Important)	2024 Average Rating	2023 Average Rating	2022 Average Rating	2019 Average Rating	2018 Average Rating	2017 Average Rating	2016 Average Rating	2015 Average Rating
Reputation of school	8.7	8.6	8.6	8.8	8.5	8.4	8.6	8.7
Curriculum focus	8.4	8.4	8.1	8.1	8.1	8.1	8.1	8.1
Wisconsin School of Business Executive Leadership Certificate	7.8	7.9	7.2	7.1	7.0	6.6	7.1	6.5
Faculty	7.5	7.7	7.1	7.7	7.5	7.2	7.6	7.6
Networking and social opportunities	6.9	7.5	7.3	7.5	7.4	6.9	7.4	7.1
Length of school	6.7	5.9	6.0	6.0	6.1	6.3	5.7	5.7
Requirements of the school	6.6	6.7	6.3	6.9	6.2	6.2	6.5	6.6
Time of year school is held	6.2	6.0	5.7	6.1	5.7	5.7	5.7	5.7
Geographic location	6.1	5.7	5.7	6.0	5.9	5.9	5.6	5.6
University affiliation	6.0	6.5	6.3	6.9	6.6	6.4	6.5	6.5
Connection to state association	6.0	6.2	5.5	6.7	6.0	6.1	5.9	5.1
Tuition	5.1	4.9	4.5	4.9	4.6	4.7	4.5	4.6

2024 Freshman Survey

Rate the importance of the following items when choosing to attend GSB Madison.
1 - Not At All Important, 10 - Very Important



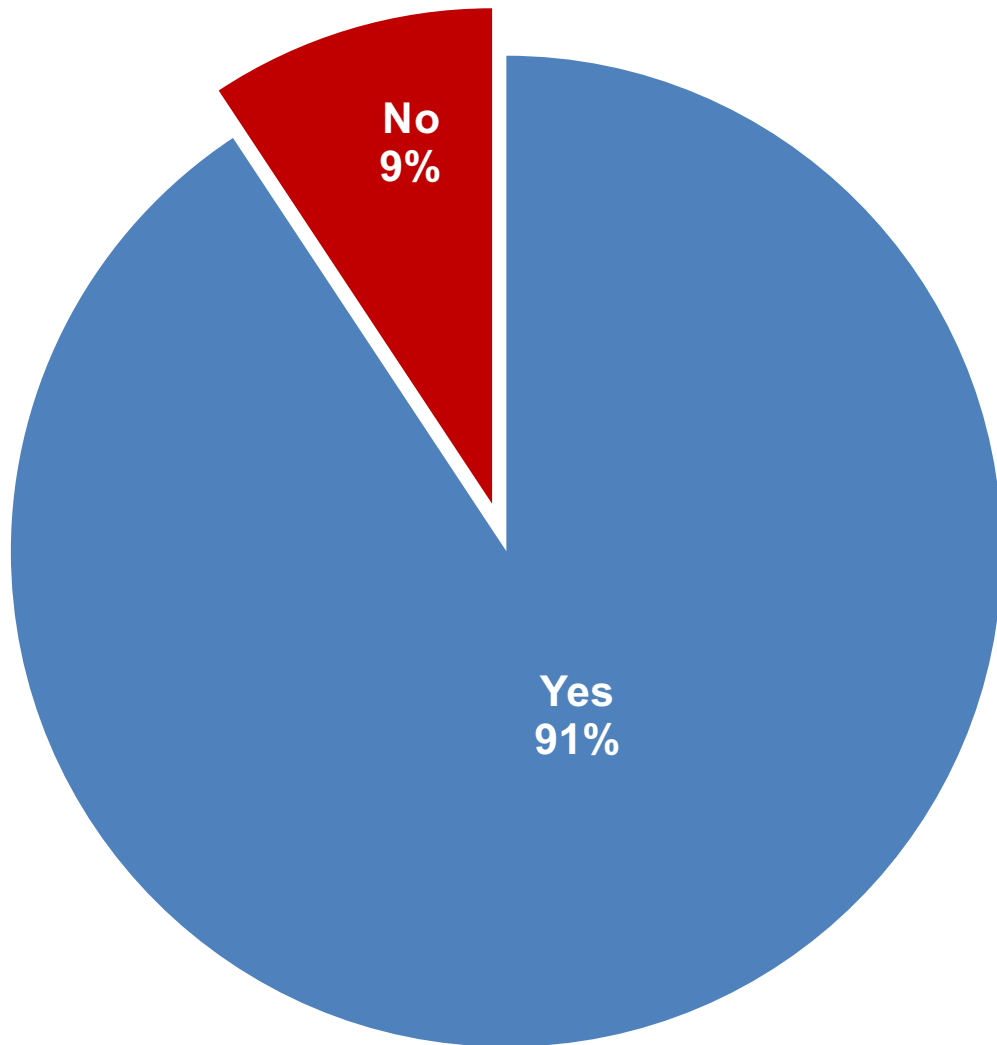
**Graduate School of Banking - Madison
Freshman Survey**

**Are you aware you will receive a
Certificate of Executive
Leadership from the Wisconsin
School of Business after your
completion of GSB Madison?**

	2024	2023	2022	2019	2018	2017	2016	2015
Yes	90.7%	97.1%	92.2%	90.8%	84.1%	76.7%	87.5%	86.3%
No	9.3%	2.9%	7.8%	9.2%	15.9%	23.3%	12.5%	13.7%

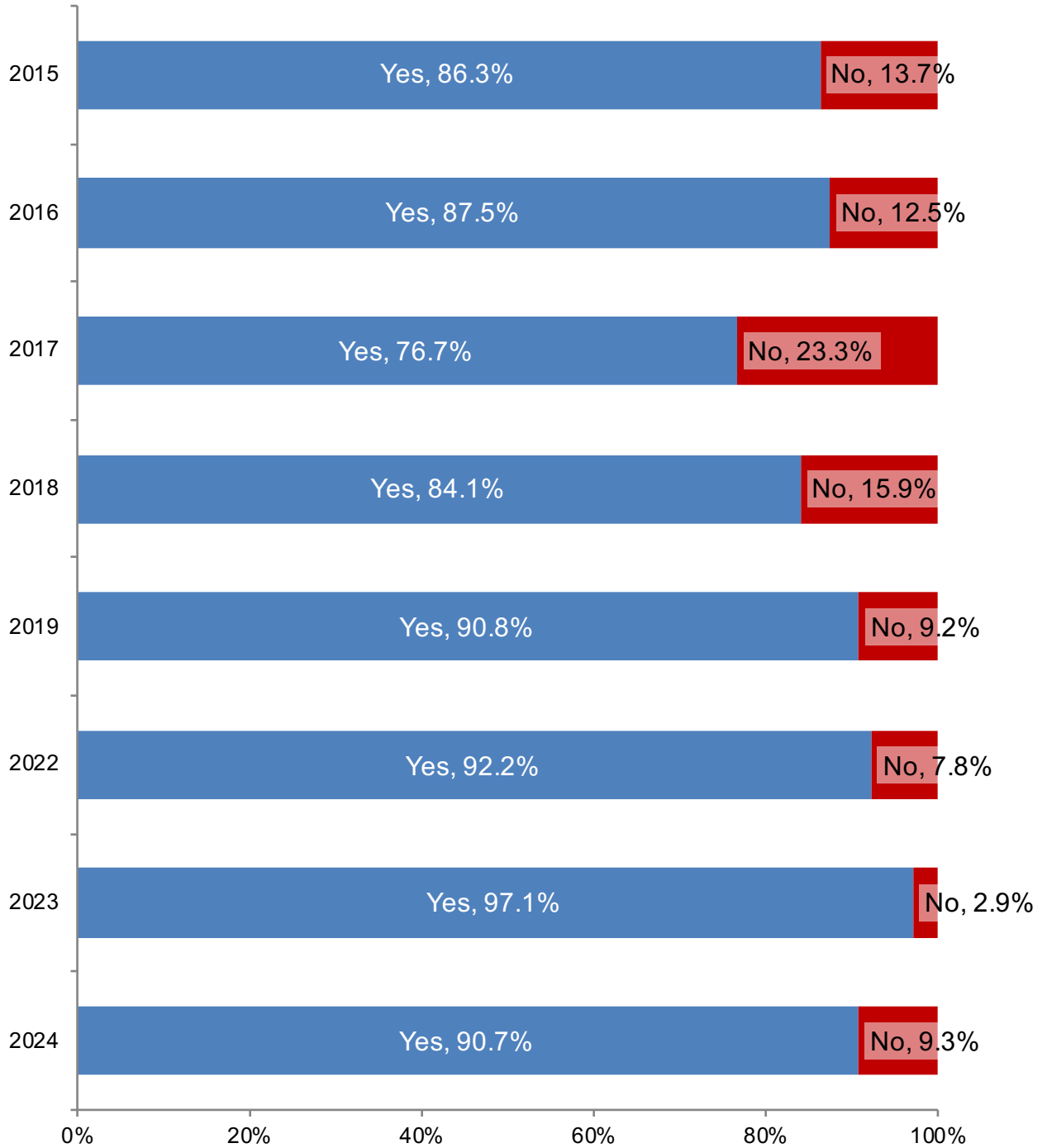
2024 Freshman Survey

Are you aware you will receive a Certificate of Executive Leadership from the Wisconsin School of Business after your completion of GSB Madison?
n=129



2024 Freshman Survey

Are you aware you will receive a Certificate of Executive Leadership from the Wisconsin School of Business after your completion of GSB Madison?



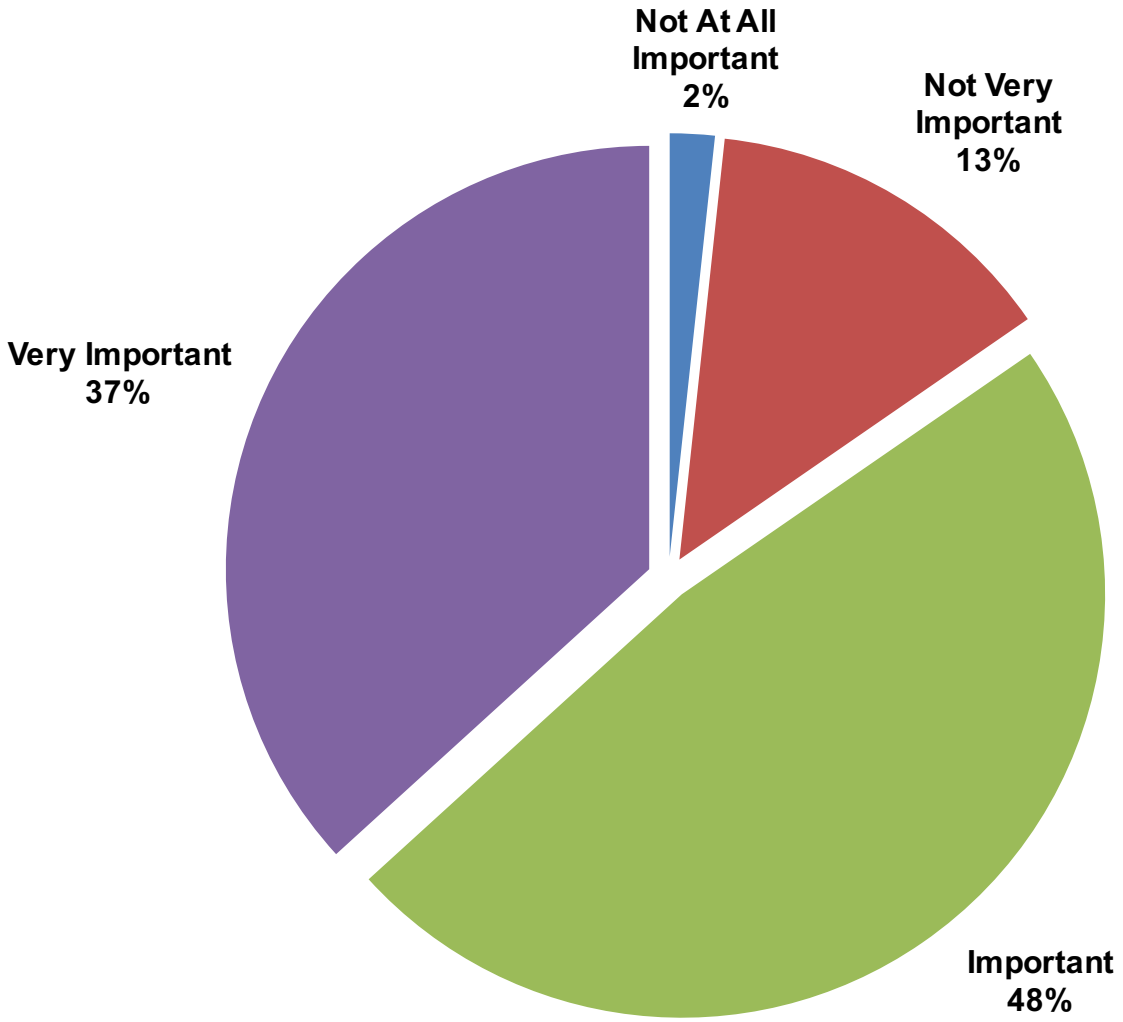
**Graduate School of Banking - Madison
Freshman Survey**

Please rate how important the addition of a Certificate of Executive Leadership for attending GSB Madison was during your decision making process.

Importance Rating	2024	2023	2022	2019	2018	2017	2016	2015
Not At All Important	1.7%	2.3%	2.3%	6.3%	4.1%	9.4%	9.5%	13.5%
Not Very Important	13.7%	12.9%	23.1%	20.3%	17.6%	14.5%	18.5%	23.5%
Important	47.9%	50.0%	46.2%	41.1%	46.6%	46.4%	45.2%	41.8%
Very Important	36.8%	34.8%	28.5%	32.3%	31.8%	29.7%	26.8%	21.2%

2024 Freshman Survey

Rate how important the addition of a Certificate of Executive Leadership for attending GSB Madison was during your decision making process.
n=117



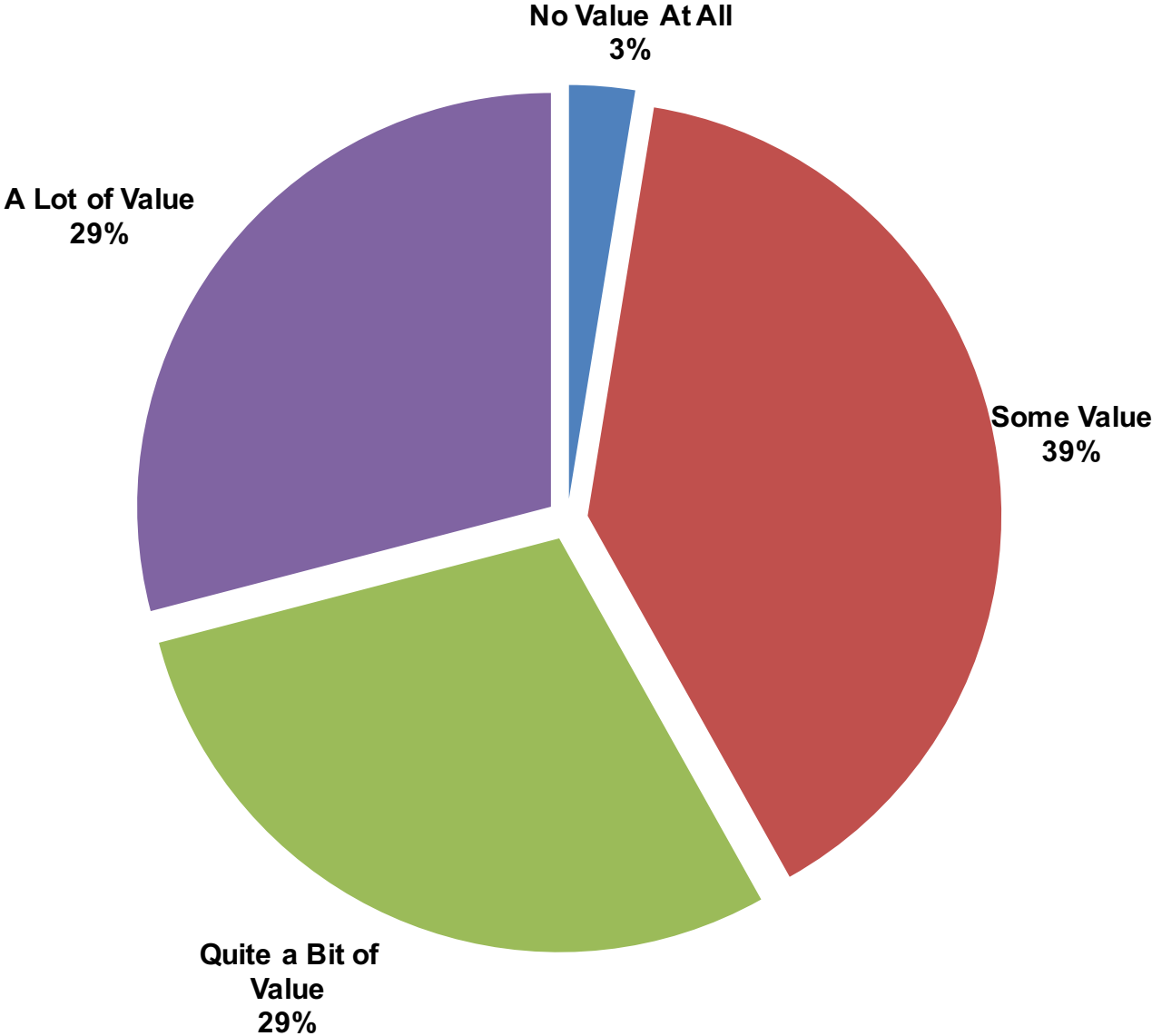
**Graduate School of Banking - Madison
Freshman Survey**

**How much value did the Certificate of
Executive Leadership add to your decision to
attend GSB Madison?**

Value Rating	2024	2023	2022	2019	2018	2017	2016	2015
No Value At All	2.6%	9.1%	10.0%	13.9%	9.5%	14.5%	19.0%	22.4%
Some Value	39.3%	31.1%	38.5%	36.7%	38.5%	39.1%	38.7%	35.9%
Quite a Bit of Value	29.1%	33.3%	26.9%	22.2%	32.4%	25.4%	23.2%	21.2%
A Lot of Value	29.1%	26.5%	24.6%	27.2%	19.6%	21.0%	19.0%	20.6%

2024 Freshman Survey

How much value did the Certificate of Executive Leadership add to your decision to attend GSB Madison?
n=117



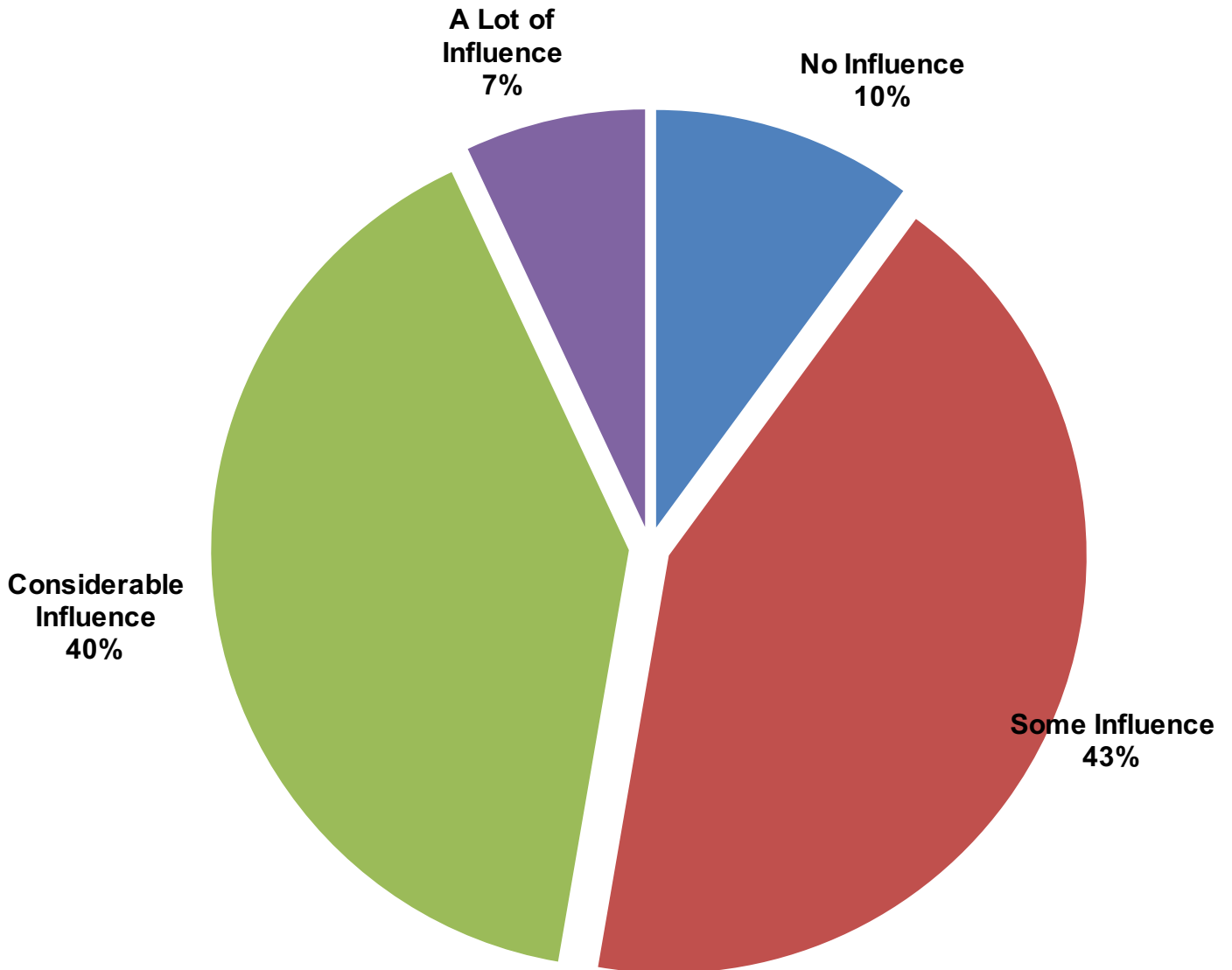
**Graduate School of Banking - Madison
Freshman Survey**

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

	2024	2023	2022	2019	2018	2017	2016	2015	2014
No Influence	10.1%	12.4%	24.8%	17.6%	23.3%	20.6%	20.3%	15.7%	31.1%
Some Influence	42.6%	50.4%	42.6%	45.5%	43.8%	50.0%	49.5%	54.3%	54.3%
Considerable Influence	40.3%	30.7%	27.7%	29.0%	23.9%	22.8%	21.9%	25.4%	14.6%
A Lot of Influence	7.0%	6.6%	5.0%	8.0%	9.1%	6.7%	8.3%	4.6%	4.3%

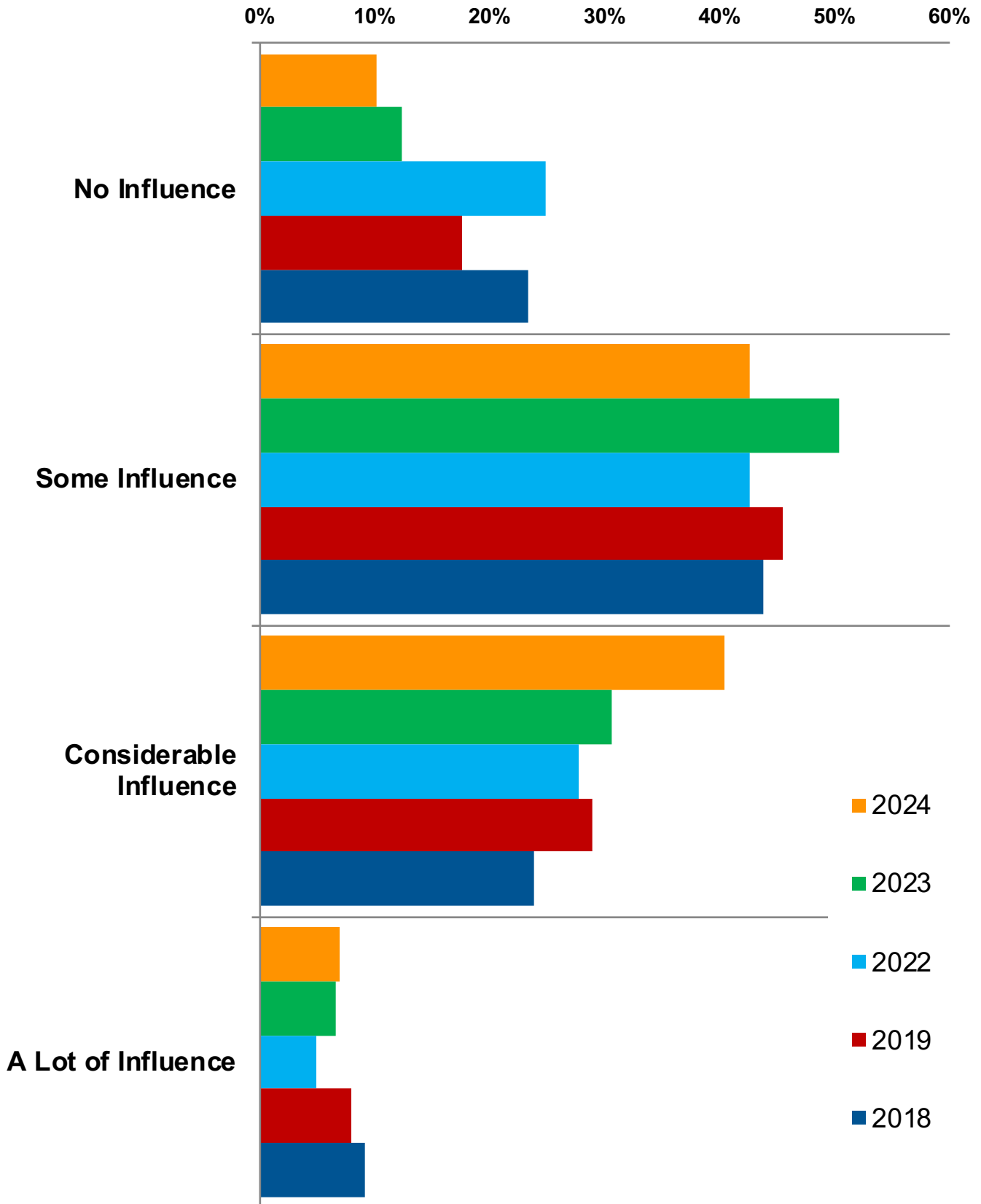
2024 Freshman Survey

How much influence did the length of the school have on your final decision to attend GSB Madison?
n=129



2024 Freshman Survey

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

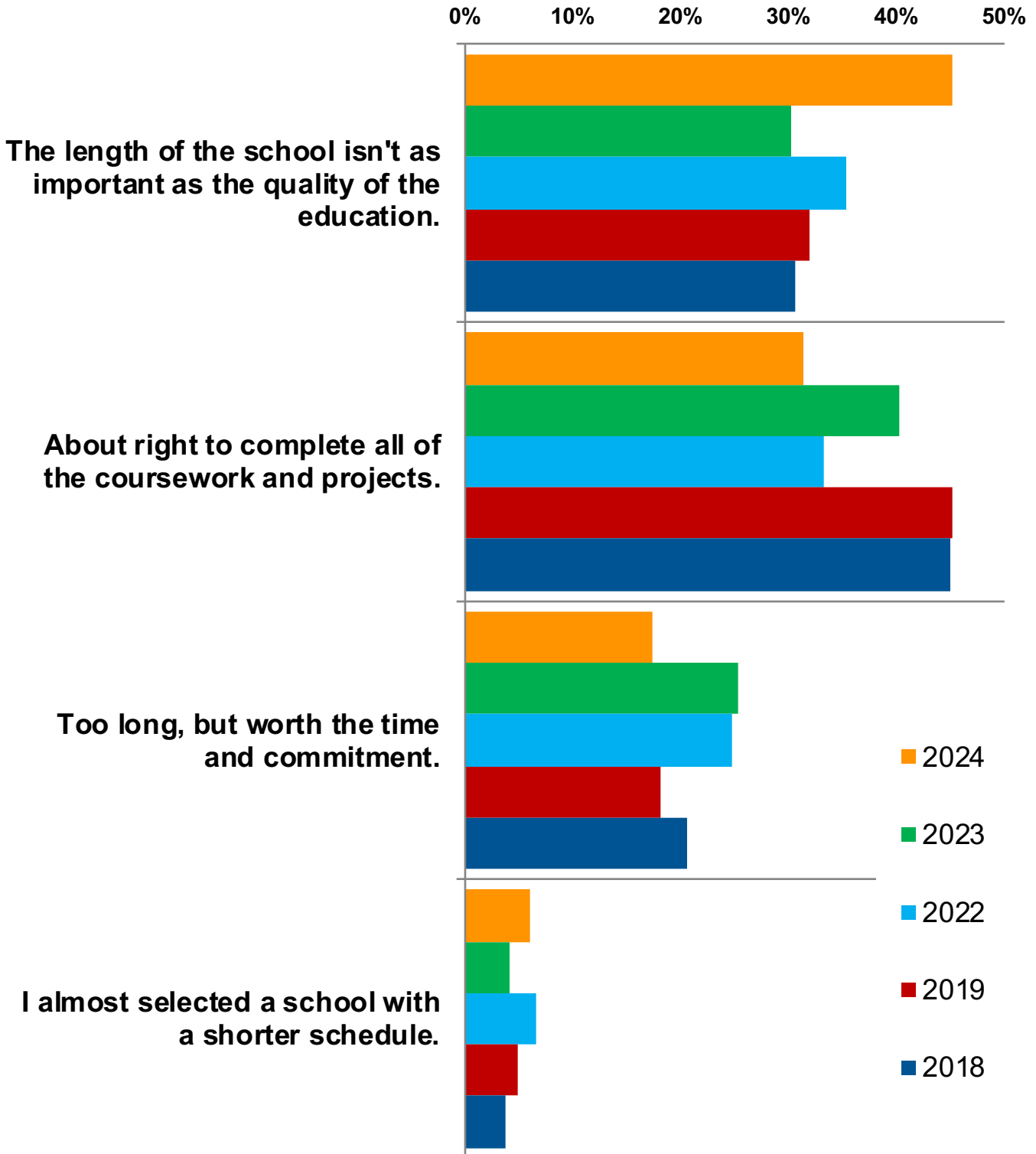


**Graduate School of Banking - Madison
Freshman Survey**

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

	2024	2023	2022	2019	2018	2017	2016	2015
The length of the school isn't as important as the quality of the education.	45.2%	30.3%	35.2%	31.9%	30.5%	34.5%	30.9%	38.6%
About right to complete all of the coursework and projects.	31.3%	40.3%	33.3%	45.1%	45.0%	45.1%	40.1%	43.4%
Too long, but worth the time and commitment.	17.4%	25.2%	24.8%	18.1%	20.6%	16.9%	27.0%	12.0%
I almost selected a school with a shorter schedule.	6.1%	4.2%	6.7%	4.9%	3.8%	3.5%	2.0%	6.0%

2024 Freshman Survey
 Which statement comes closest to matching
 your opinion of the length of school?
 n=115



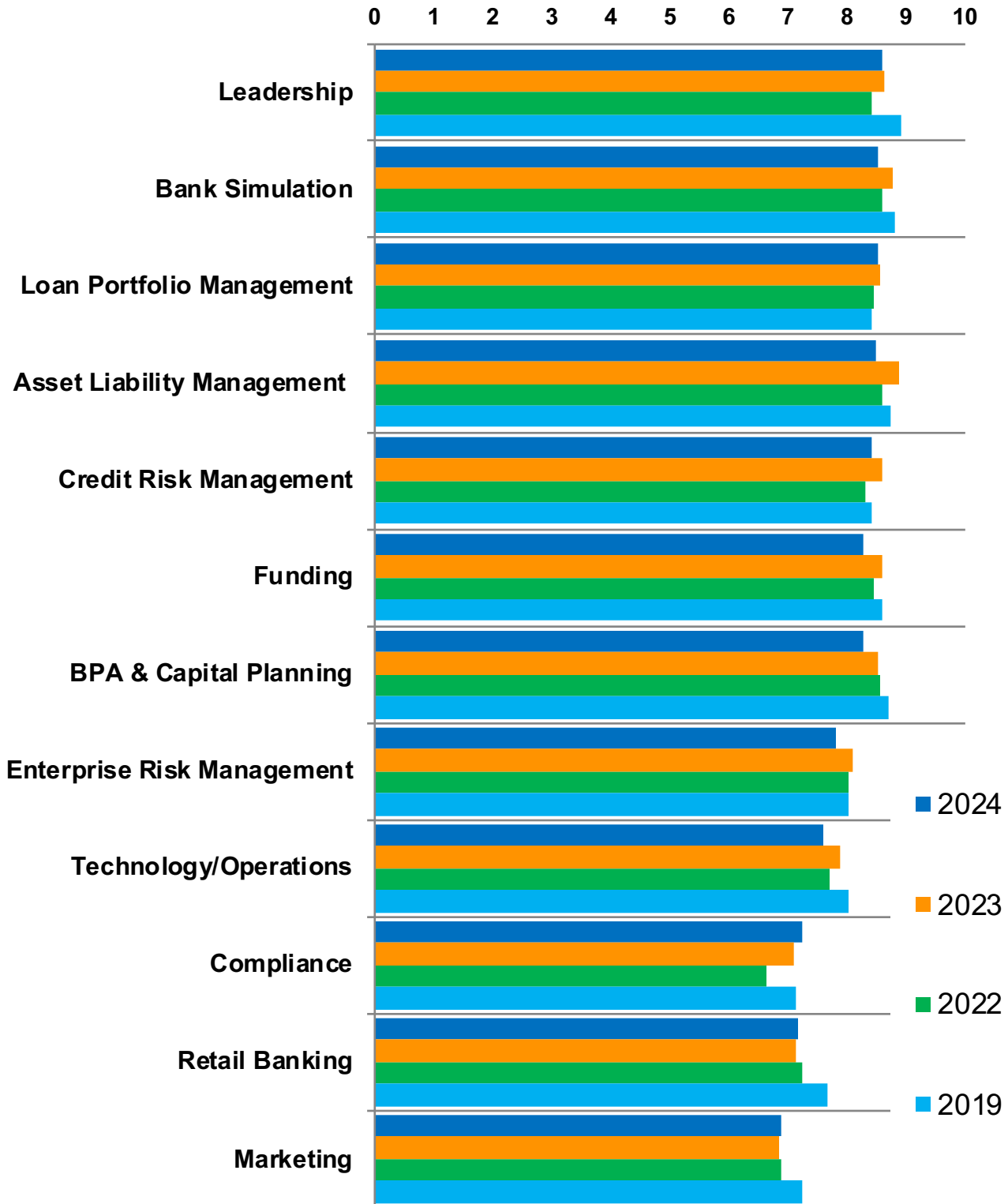
**Graduate School of Banking - Madison
Freshman Survey**

**Rate how important you think the following curriculum topics will
be as part of your overall GSB-Madison education.**

Scale of 0 Not At All Important to 10 Very Important	2024 Average Rating	2023 Average Rating	2022 Average Rating	2019 Average Rating	2018 Average Rating	2017 Average Rating	2016 Average Rating
Leadership	8.6	8.6	8.4	8.9	8.7	8.5	9.7
Bank Simulation	8.5	8.8	8.6	8.8	8.8	8.6	9.6
Loan Portfolio Management	8.5	8.6	8.5	8.4	8.7	8.4	9.5
Asset Liability Management	8.5	8.9	8.6	8.7	8.8	8.6	9.5
Credit Risk Management	8.4	8.6	8.3	8.4	8.6	8.4	9.5
Funding	8.3	8.6	8.4	8.6	8.5	8.4	9.3
BPA & Capital Planning	8.3	8.5	8.6	8.7	8.5	8.4	9.3
Enterprise Risk Management	7.8	8.1	8.0	8.0	7.9	7.8	8.9
Technology/Operations	7.6	7.9	7.7	8.0	7.7	7.4	8.7
Compliance	7.2	7.1	6.6	7.1	7.2	7.2	8.0
Retail Banking	7.2	7.1	7.2	7.7	7.3	7.1	8.3
Marketing	6.9	6.8	6.9	7.3	6.9	6.9	8.0

2024 Freshman Survey

Rate how important you think the following curriculum topics will be as part of your overall GSB-Madison education.
0 Not At All Important to 10 Very Important



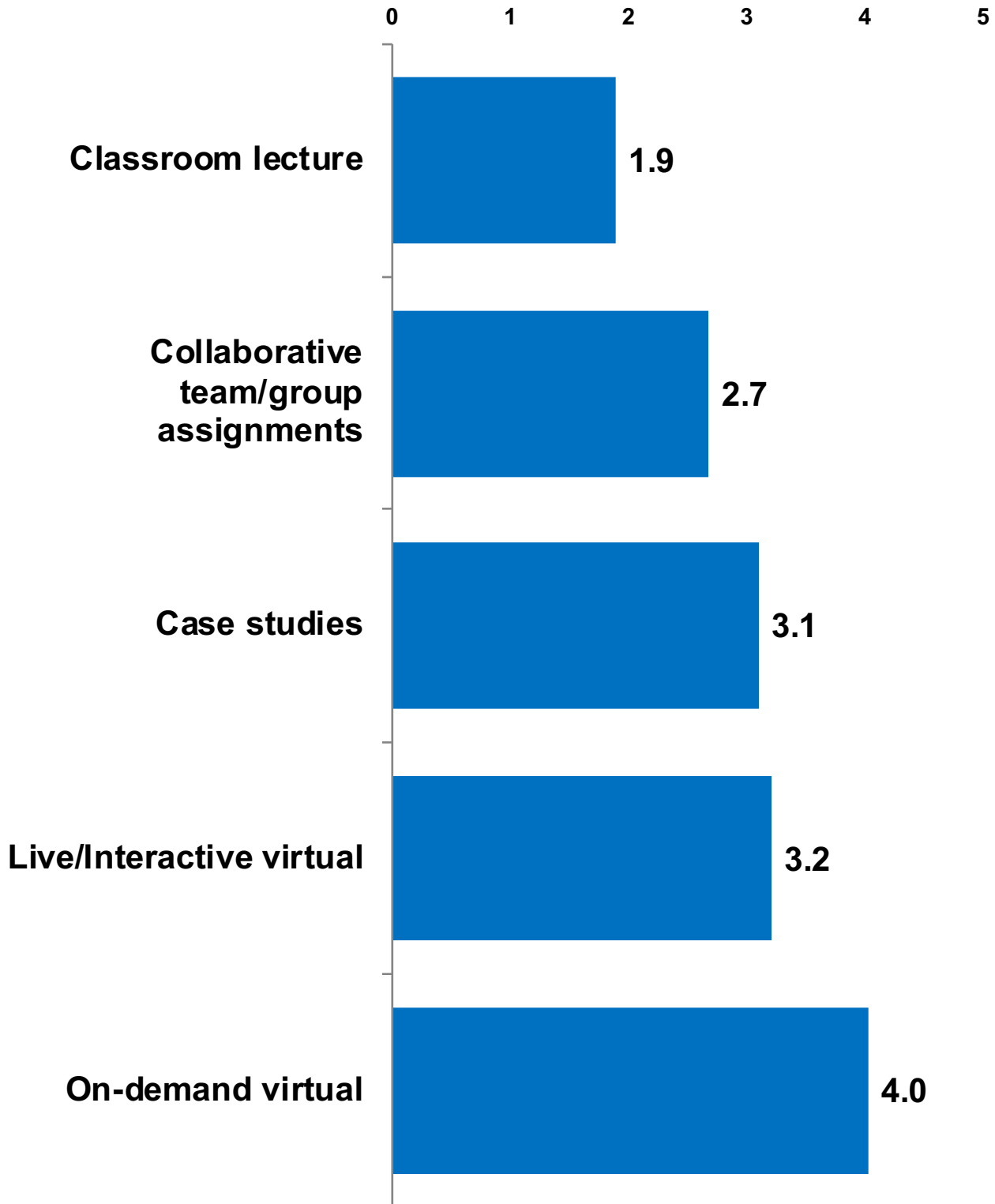
**Graduate School of Banking - Madison
Freshman Survey**

**Tell us about the ways you like to learn. Please rank
in order the following instruction methods**

Instruction Method	2024 Rank
Classroom lecture	1.9
Collaborative team/group assignments	2.7
Case studies	3.1
Live/Interactive virtual	3.2
On-demand virtual	4.0

2024 Freshman Survey

Tell us about the ways you like to learn. Please rank in order the following instruction methods from Most Effective (1) to Least Effective (5)



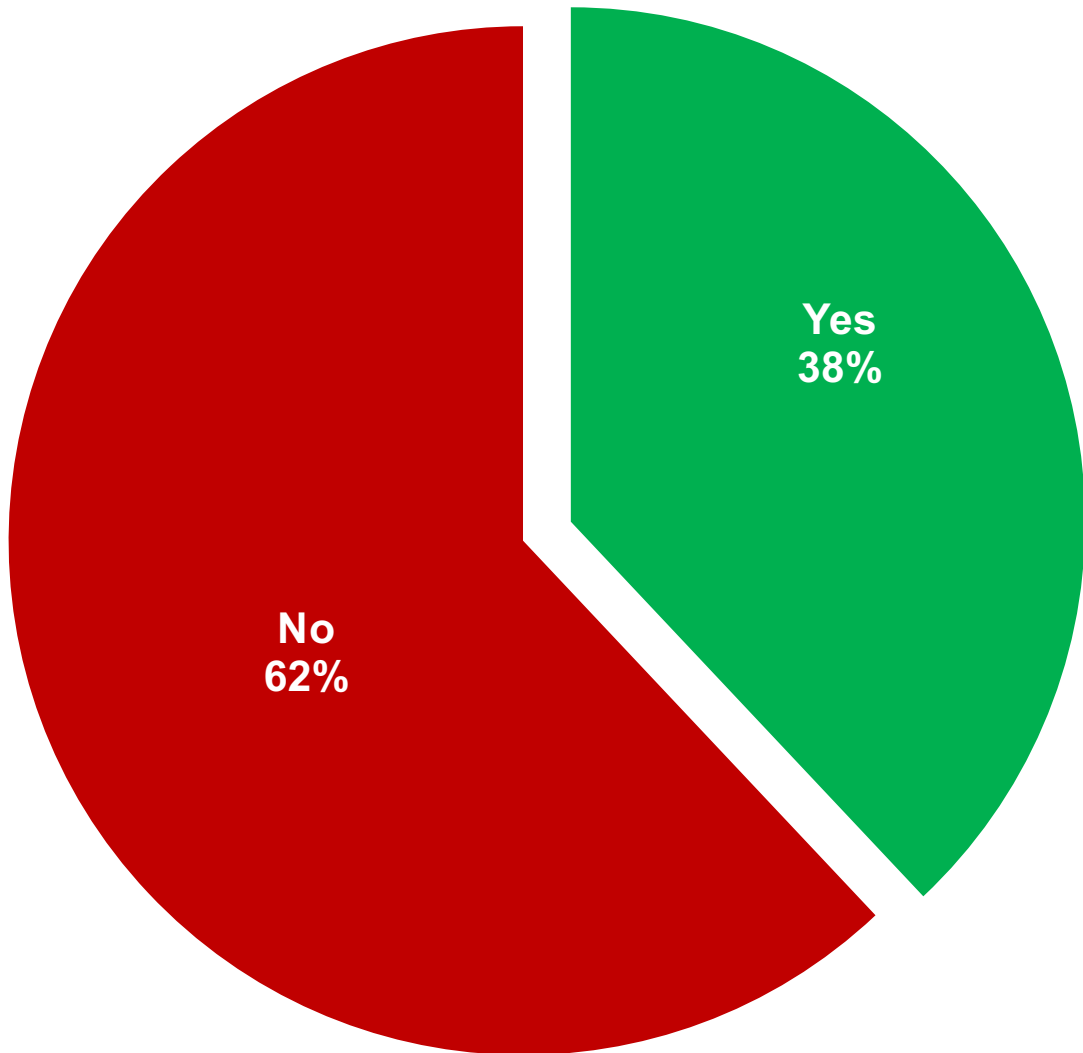
**Graduate School of Banking - Madison
Freshman Survey**

**Did you consider other
graduate schools before
selecting GSB Madison?**

	2024	2023	2022	2019	2018	2017	2016	2015	2014
Yes	38.0%	32.8%	39.0%	38.6%	34.7%	34.4%	39.1%	45.7%	35.1%
No	62.0%	67.2%	61.0%	61.4%	65.3%	65.6%	60.9%	54.3%	64.9%

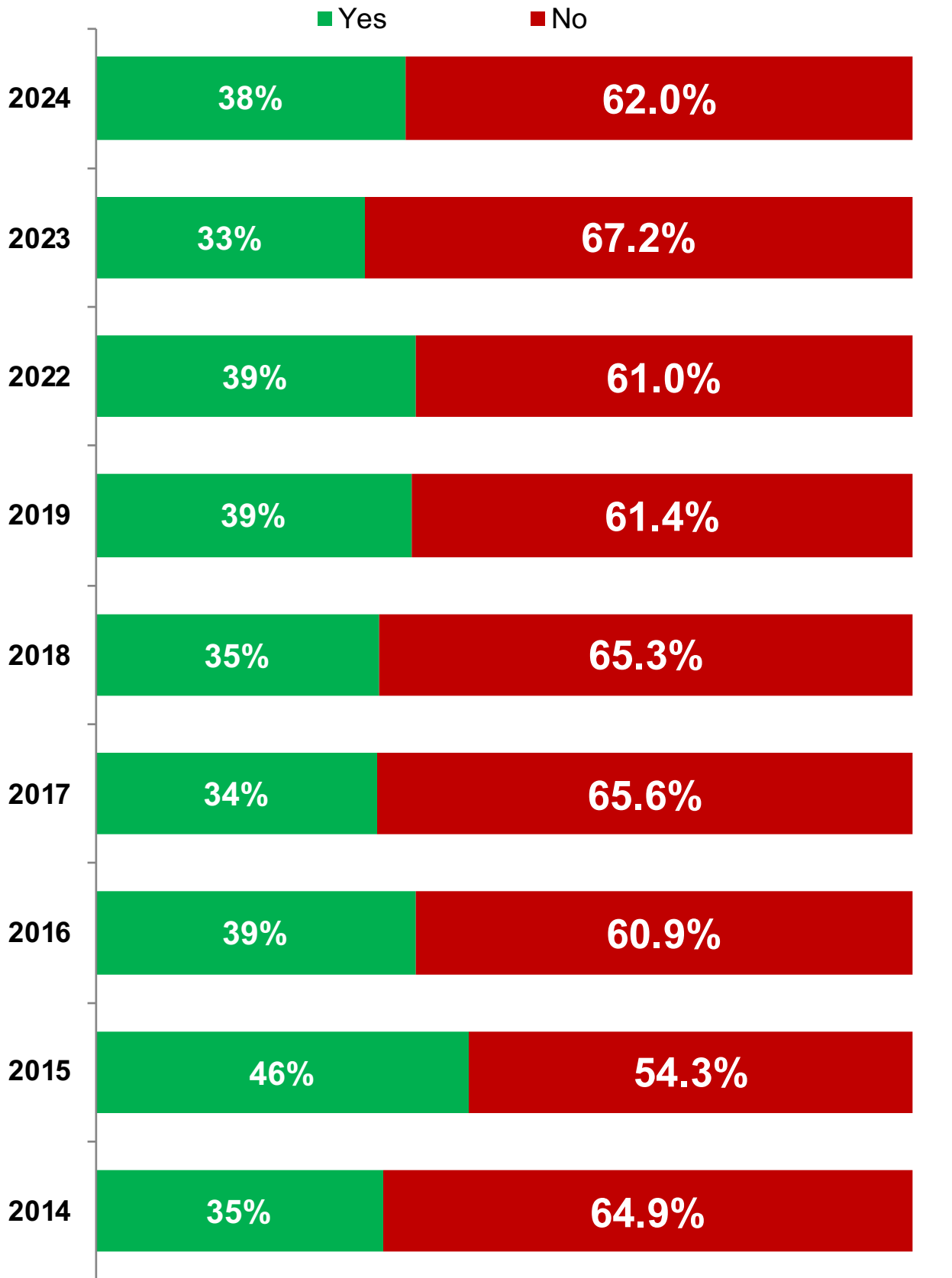
2024 Freshman Survey

*Did you consider other graduate schools before selecting GSB Madison?
n=129*



2024 Freshman Survey

Did you consider other graduate schools before selecting GSB Madison?

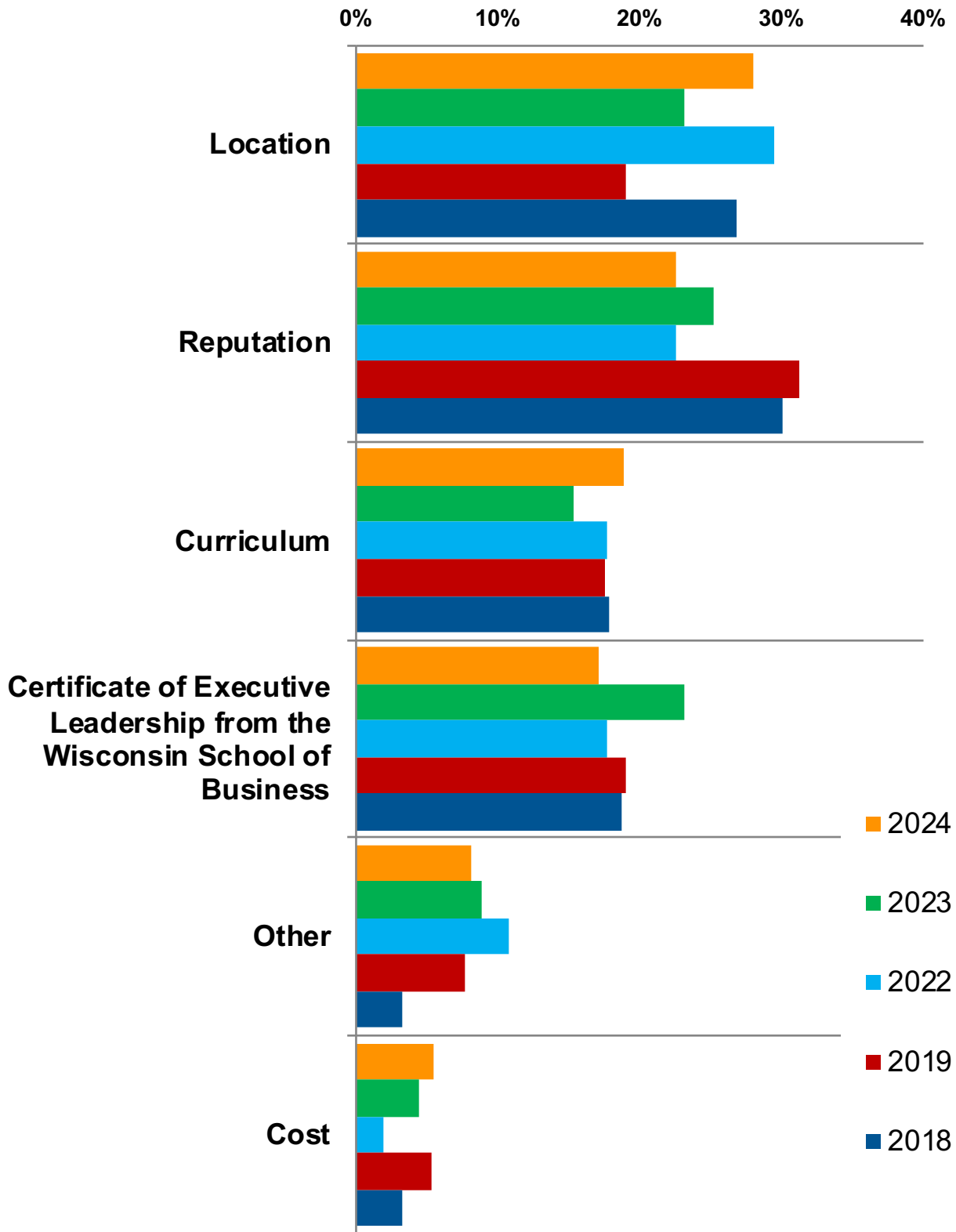


**Graduate School of Banking - Madison
Freshman Survey**

What set GSB Madison apart from other graduate schools you considered?

	2024	2023	2022	2019	2018	2017	2016	2015
Location	27.9%	23.1%	29.4%	19.1%	26.8%	29.6%	23.9%	23.7%
Reputation	22.5%	25.3%	22.5%	31.3%	30.1%	29.6%	30.3%	37.0%
Curriculum	18.9%	15.4%	17.6%	17.6%	17.9%	10.4%	17.4%	16.8%
Certificate of Executive Leadership from the Wisconsin School of Business	17.1%	23.1%	17.6%	19.1%	18.7%	16.5%	17.4%	12.1%
Other	8.1%	8.8%	10.8%	7.6%	3.3%	10.4%	7.1%	6.4%
Cost	5.4%	4.4%	2.0%	5.3%	3.3%	3.5%	3.9%	4.0%

2024 Freshman Survey
 What sets GSB Madison apart from other schools?
 n=111

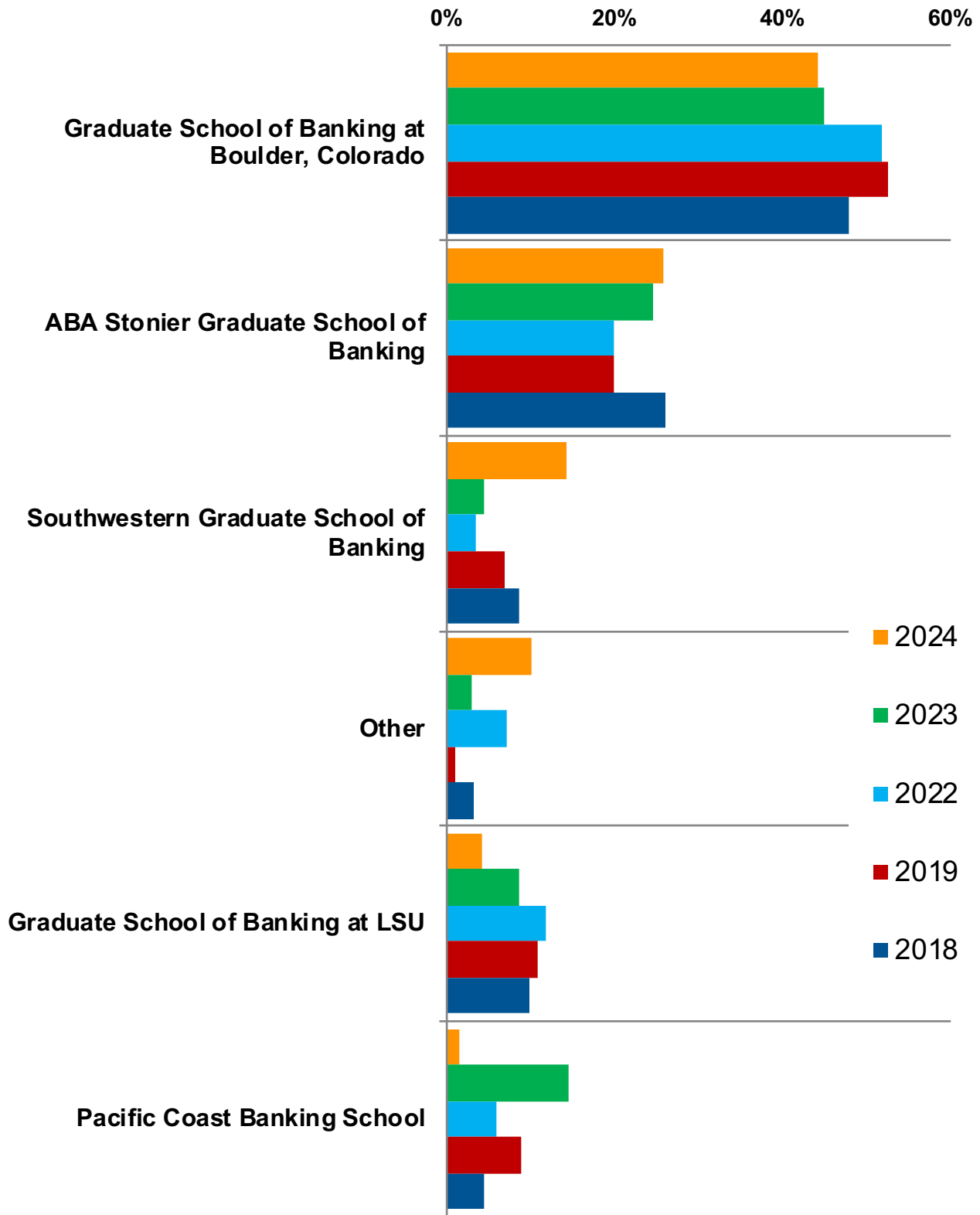


**Graduate School of Banking - Madison
Freshman Survey**

Which other graduate schools did you consider?

	2024	2023	2022	2019	2018	2017	2016	2015
Graduate School of Banking at Boulder, Colorado	44.29%	44.93%	51.76%	52.48%	47.83%	47.19%	41.09%	48.84%
ABA Stonier Graduate School of Banking	25.71%	24.64%	20.00%	19.80%	26.09%	16.85%	24.03%	22.48%
Southwestern Graduate School of Banking	14.29%	4.35%	3.53%	6.93%	8.70%	6.74%	6.20%	3.10%
Other	10.00%	2.90%	7.06%	0.99%	3.26%	7.87%	3.88%	5.43%
Graduate School of Banking at LSU	4.29%	8.70%	11.76%	10.89%	9.78%	16.85%	13.18%	11.63%
Pacific Coast Banking School	1.43%	14.49%	5.88%	8.91%	4.35%	4.49%	11.63%	8.53%

2024 Freshman Survey
 Which other graduate schools did you consider?
 n=70





Graduate School of Banking

Madison, Wisconsin

2024 Freshman Survey Comments

Other Country

- India
- Suriname
- Suriname
- Suriname

Other Department

- OCC

What changes in the 25-month program would make GSB-Madison a more attractive option for female students?

- A better social presence: when trying to decide between two schools, I found a desire to see similar content online to the alternative I was considering. I think women tend to be very analytical and would enjoy “seeing” more about the school and activities prior to coming.
- Any time I mentioned that I was attending GSB to another banker, their response always was something related to drinking. I strongly dislike that all of the social events appear to be centered around drinking alcohol. It is a factor that had me questioning whether to attend or cancel. This is the biggest detractor for me, as it unintentionally pushes a “frat boy” vibe. I think it would also be beneficial to seek out more female instructors to better represent that banking isn’t just a male dominated field. If I remember correctly, there are only 2 female instructors for the entire two weeks (both for leadership courses). Living in the dorms for two weeks is a hard sell, and even harder the older you are. I would prefer classes were split throughout the year, maybe some classes held virtually. Or there are more frequent, but shorter in-campus trips over the course of the 25-month program. But two weeks living dorm style is pretty tough and not ideal for someone with young children.
- Close to home. Don’t like being away from family this long though.
- Having more diversity in both instructors and the distinguished speaker series. There is a lot of emphasis on “drinking” culture, which doesn’t resonate with every student. In fact, for me it has been a source of anxiety as there is an expectation that we attend social events and network with other bankers. But all the events are held at a bar and centered around drinking (state banking association meetups, Poker Run, Sunday funday specials). Please be more mindful that not all students are comfortable in that type of environment and consider organizing additional activities that are not centered around drinking (perhaps an evening at the botanical gardens or zoo). Be more considerate that loud bars are extremely difficult for people with hearing impairments and/or sensory issues, and even just moving some of the social gatherings to a location that isn’t so loud will allow others with sensitivities the ability to participate/network.
- Having own bathroom. More female instructors.

- I can answer this better once I've completed year 1. In Wisconsin, I think the WBA does an excellent job having education options that lead a person to want to pursue GSB.
- I don't believe there were any factors based on Gender that influenced my decision to attend GSB-Madison.
- I don't know if being a being a female makes a difference in the school
- I guess I don't know what in particular would attract to female students. The shared bathrooms aren't ideal, but I doubt it would stop someone from coming.
- I was surprised when I saw the stats that there were so many more men in the program than women. I found it surprising because in my own organization I would say that our percentage of our (non-market president) senior leadership is very high. For myself, the biggest obstacle is needing to leave my children for two weeks. I understand the importance of the on sight learning experience, but I also feel that may be part of the challenge for women wanting to attend with younger families.
- I'm not sure what would make it MORE attractive per se. I found it appealing "as is"
- I've wanted to attend GSB for several years. My hesitation was the length of time away from work and home each year.
- It is very challenging to leave for 2 weeks straight given other responsibilities at home. I have put off attending for years because of the commitment for three summers, two weeks at a time. One week in person seems more manageable. I would find an option of one week in person with the 2nd week having a virtual option to be really helpful.
- It's difficult to leave home for 2 weeks in a row as a mom and wife. Perhaps do split sessions. Also, staying in a college dorm is not something I've been excited about. Private bathrooms would be much better.
- It's hard to be away from families/children for 2 weeks. Maybe if the program were only a week or provide online options. But with that being said, I've REALLY enjoyed my experience so far.
- Maybe a female specific/executive management event/mixer or class geared towards females?
- Maybe more upfront information about the program itself, and the time commitment to expect.
- N/A
- None
- Not sure yet
- Nothing I can think of
- Tailor leadership classes toward male or female members so that relevant info is shared on each group's issues and/or challenges.
- The timing is bad for mothers with younger children, I will miss my back-to-school days from my children for the next 3 years. It is also difficult to be away from home for a 2-week period as a mother to young children.
- Unsure

As a female student, what expectations do you have for your GSB-Madison experience that may be different from your male classmates?

-
- Gaining relationships with other females in a similar management role and to hear their experiences and suggestions for navigating through an industry still largely dominated by males.
 - I came here to learn the ins and outs of banking. I am already a leader at my FI and the one my peers go to for help and/or advice.

- I didn't have any expectations which was kind of stressful. We worry more about what kind of dress is appropriate, what kind of amenities are available in housing, etc. If we had a designated upper class student assigned ahead of time to be a resource for the first year, that would have been nice. I know they do that at my regional banking school. It would alleviate some of the ahead of time stress for someone like me who doesn't have a resource that has been through the program before.
- I don't have any expectations that would be different from my male classmates.
- I don't know if this is a gender specific response, but my time here would be more valuable if we actually took time each day to apply what was taught to our own financial institution, perhaps a jump start on each of the 4 projects. It is ineffective to sit in lectures for two weeks without any time spent applying or having discussions about the material covered. I'm concerned I won't retain information that was taught and will struggle to successfully complete my intercession projects because everything was dumped on us without any time spent actually applying the knowledge in order to gain a better understanding.
- I had assumed the class make up would skew much more male but I've been pleasantly surprised!
- I think there may be an increased desire to connect and network with other women bankers since we tend to be outnumbered in positions of leadership.
- I would like to be able to network well and not always have it focused on drinking late into the night. It might be helpful to have a course discussing biases in the industry specific -maybe a panel of women executive bankers who discuss their approach to overcoming that specific adversity.
- I wouldn't know what the male classmates expectations are.
- I'm looking forward to networking connections and learning real life examples of various areas of banking. I don't think those expectations would be any different than as a male.
- My expectations are that I would be able to connect with other bankers that are in similar roles, as well as gain a higher level of understanding of banking than what I currently have. I don't think these expectations are any different than what my male counterparts would expect. At least I hope that is the case 😊
- N/A
- N/A
- NA
- none
- None, other than equal consideration.
- None.
- None.
- Safety is probably an expectation that male counterparts are not thinking about while here
- There is definitely a glass ceiling at my organization and I believe many organizations similar to mine. Perhaps I will be taken more seriously once I complete this program.
- To gain knowledge to set me ahead as a female executive
- Unknown

What phrases best describe GSB-Madison?

- A program that allows students to further their understanding of today's banking environment that will help them excel as leaders at their bank.
- A step toward community leadership
- Academic challenging.
- All round courses in banking
- An opportunity to elevate your career and give yourself a competitive advantage in the pursuit of leadership positions in the Banking industry.

- An opportunity to increase my knowledge and skill set while advancing my career and growing my professional network.
- An opportunity to walk through the door of your potential.
- Banker focused
- Banking Centered
- Be the first to learn about new exciting opportunities!
- Best leadership School. An honor to attend and graduate from GSB.
- Career advancement. Diverse topics.
- Community of likeminded professionals with similar goals for their respective organizations.
- Consistent, Well-known, Respected
- Dynamic and forward leading with the elective options. Great networking and engagement. More rigorous with the intersession projects.
- Esteemed, convenient, efficient.
- Excellent educational opportunity. Excellent networking opportunity. Excellent opportunity for personal and bank development.
- Excited to learn, scared for what the first day will entail
- Exhausting
- Experience and practical approach
- Flexible. High value education. Industry specific content.
- FUN
- Good reputation for higher learning in the banking industry.
- Good reputation that leads to executive leadership opportunities.
- Good training of all banking aspects
- Great Experience
- Great learning environment and fun.
- Great networking experience!! Well-rounded program!
- Great program led by top-tier talent and consisting of classes with aspiring leaders, all within the banking industry
- Great program, lots of great learning
- Great Reputation. Beautiful Campus. Great Faculty.
- GSB has been very welcoming so far. The faculty and other students have been quite friendly so far which is good for me because I am not very outgoing.
- GSB-Madison is a valuable learning opportunity for those who wish to greater understand all aspects of banking and it's leadership.
- High level of education, life long connections,
- Highly rated, highly recommended, requirement at my current bank to advance to executive level management.
- I just started, so I am not sure
- I think GSB-Madison appears to be one of the best opportunities to develop a future in executive leadership in this industry.
- In depth and rigorous.
- In-depth banking challenging
- Informative, challenging, interesting.
- Intense, thorough, communicative, educational. growth
- Long
- Mid-West culturally friendly, emphasis on executive leadership

- N/A
- Networking. Connections.
- Nice and clean
- Opens future opportunities in banking
- Organized Structured Opportunity
- Outstanding education
- Practical Learning Experiences and building a strong professional network.
- Professional advancement and education
- Professional development program for bankers
- Professional development, career advancement and leadership training.
- Quality leadership development, tailored curriculum, relevant
- Relevant
- Reputable, great opportunity for learning and advancement.
- Reputation and quality,
- Respected
- Solid curriculum/teachers. Real-world, applicable lessons/learning. Project-based learning.
- Strong Enveloping
- Thorough and Immersive
- Time Commitment, Challenging, Exciting, Educational
- Top of class, rigorous
- Top Tier Banking School in the Country and definitely in the Midwest.
- Tremendous opportunity nearby
- Welcoming
- Well known program among bankers
- Well known, positive reputation.
- Well regarded banking school at a well regarded business school.
- Well respected, tradition
- Well thought of. Highly recommended and recognizable.
- Will know better once I complete my first two weeks.

What expectations do you have for your GSB-Madison education and experience?

- A strong network near and far
- Access to Resources: Availability of additional resources such as office hours, some coaching, and online materials to help us succeed.
- An enhanced understanding of banking as a business and increased analytical skills and management techniques. Increased understanding of critical banking functions.
- Be able to bring back knowledge to assist others with improving my current bank
- Be pushed to learn more
- Become a better leader, and understand better the global operations of a bank
- Become more knowledgeable with the Financial Management component of the curriculum as well as establishing strong relationships with colleagues in the business.
- Being challenged and stretched to learn more. Networking with other bankers.
- Clear Structure and Organization
- Closing the gap from tactical pov to a more strategic vision
- Complete the program on time and gain knowledge and skills in areas of the Banking sector that I am a bit unfamiliar with.

- Connect with other professionals, enhance banking knowledge
- Excited for class work relating to upper management responsibilities
- Expand banking knowledge, gain respect in industry
- Experience and knowledge preparing me for executive management at my Bank.
- Exposure and exercise in a broad scope of banking concepts and practices
- Fair and Transparent Assessment: Clear guidelines on how assignments and exams will be graded, along with opportunities for feedback and improvement. Will we have the opportunity to better our papers after submission?
- Flexibility: Some degree of flexibility in deadlines and assignments to accommodate different learning paces and personal circumstances. Especially regarding the students from abroad. Ps. This is my second submission. I still don't see my first submission in Canvas. Greets, Anwar :-)
- Gain a more broader knowledge base of banking/finance, improve leadership skills, advance career.
- Gain more knowledge & connections
- Have a better understanding of ROA, ROE and other management areas of our bank!
- Help me become a well-rounded banker
- I already have a MBA. I am choosing to pursue this additional education because of its banking focus. My expectation is to use the banking focused education and experience I gain here to make meaningful contributions to my bank and to further my career. Because the bulk of my banking experience has been more software/systems focused, I am hoping that this will help to fill some of my knowledge gaps and allow me to step into new opportunities and responsibilities.
- I am expecting to walk away with a more rounded view of how I will be able to help move the company forward.
- I am hoping to leave with a deeper understanding of banking as well as knowledge that will allow me to be an innovative partner to our team.
- I am not sure what to expect. I am looking forward to networking, gaining new ideas, building my knowledge base and hopefully taking them back to make an impact.
- I expect it will be a pretty intense 2 weeks
- I expect that I will become a more well-rounded contributor to my organization throughout the GSB program.
- I expect to be challenged and learn a lot.
- I expect to broaden my overall knowledge of the banking industry and grow my skills in a positive manner.
- I expect to expand my knowledge in different areas of overall bank management. I also am looking forward to networking and meeting different bankers from throughout the nation from different areas of experience throughout bank.
- I expect to gain a stronger understanding of the bank operations as a whole. I'm excited to advanced my skill's in leadership, strategy, and finance, and build a robust professional network
- I expect to have a better overall knowledge of banking and what I can do to assist to make my bank even better
- I expect to improve my leadership abilities, further the knowledge I already have, and gain knowledge in areas of banking where I am lacking.
- I expect to increase my breadth of knowledge across banking with the different subjects and in turn make myself a better leader within the bank.
- I expect to learn about all of the key areas of the Bank and to make a lot of new contacts with other Bankers.
- I expect to learn and gain important tools needed to be successful in executive management.

- I expect to receive a well-rounded education that is focused on teaching the necessary qualities I need to know to become an executive level personnel.
- I expect to return to my bank with a much higher understanding of how the bank functions outside of my commercial lending world. Further I hope to bring back valuable information that we can act on and leadership style that will inspire others to act as well.
- I expected to develop a more well rounded understanding of the entire banking industry
- I have not enough financial experience in certain areas so I expect some extra guidance/ coaching and support
- I hope I learn a lot and make connections with other bankers I can use as a resource. I also hope the skills and concepts I learn here are easy to incorporate in my bank. I am from a VERY small bank, so I think this puts me at a disadvantage for a lot of the discussions and projects we've already discussed the first day, so I hope it doesn't make the projects more difficult for me to do. I don't have as big of a pool of resources or people to work with.
- I hope to gain knowledge in the banking field that will help me to advance
- I hope to leave GSB-Madison prepared to take the next step in my career and be able to successfully run a financial institution
- I'm looking to learn as much as I can so that I can continue to develop my career goals. My focus is on the curriculum and learning opportunities, with a secondary focus on networking with individuals from other institutions.
- Improving my expertise in my field, making connections
- Increase knowledge and ability to manage a bank
- Increase my knowledge and understanding of the banking industry.
- Increase my knowledge base, improve my skillset, and meet great people.
- Knowledge
- Leadership training and loan portfolio management. And networking.
- Learn a lot and connect with others.
- Learn more about the banking industry and meet great people.
- Learn real life examples of how to apply concepts we learn while here, make connections
- Learn the "how to" followed by the "why" as it applies to all areas of the Executive lens of the bank
- Learning more about other parts of banking that I don't have day to day operations in.
- More in-depth knowledge in areas of banking that I have less experience with.
- My focus is on the curriculum and learning everything that I can from the instructors and projects.
- Networking and a broad view of banking.
- No expectation going in
- Opportunities for collaboration: I expect opportunities to work with my peers on the papers.
- Opportunities to build experience in scenarios and topics I wouldn't encounter in my day to day work responsibilities. Add current academic perspective to banking topics. Grow my professional network.
- Opportunities to connect, a well-rounded understanding of all areas of the bank, ability to apply ideas and possibly have recommendations for improvement when completing the projects on my bank
- Relevant Content: The course material should be engaging, up-to-date, and relevant to their field of study. This includes a mix of lectures practical applications. I do have trouble with my in depth knowledge of the subjects. I'm in automation so this isn't my day to day business.
- Supportive Learning Environment: I look for a supportive environment where I can ask questions, participate in discussions, and receive timely feedback from instructors.
- That I will be able to expand my knowledge base and prepare for my next level of leadership in my institution.

- To achieve a better understanding of the industry which will allow me to serve my bank, customers, and community with the highest level of competence.
- To be able to graduate GSB and be properly equipped to step into a bank management role
- To build a network of other bankers, develop big picture knowledge of how the bank runs
- To deepen my knowledge in all areas of banking.
- To discuss leading topics in the industry. To build a network with bankers who want to critically think and discuss industry problems to problem solve and create opportunities out of those risks/uncertainties. I want to learn perspective from real world strong bankers and leaders.
- To further understand the complexities involving financial institutions.
- To gain a better understanding of non lending bank functions and how all bank departments relate.
- To gain a very well rounded knowledge base of the financial industry.
- To get a new knowledge
- To grow as a leader and financial executive across all lines of business at a community bank.
- To grow my overall knowledge of the banking industry and set myself up for future roles within banking at a higher level.
- To learn invaluable skills especially to understand bank financials
- To learn more banking knowledge, development of personal skills and networking.
- To learn the day-to-day banking world and to build relationships with the attendees.
- To make great new connections and expand my knowledge.
- To understand banking from various aspects. as the Head of Retail Banking, I am involved in conversations regarding ALM, however, didn't have a good understanding prior to school.
- Tools to advance my career into Executive Mgmt. Further, looking forward to building connections and networking.
- Top quality faculty helping guide me to be the best bank leader I can be.
- Understanding of the banking system as a whole graduating!
- Unknown
- With openness to become a better banker

Which other graduate schools did you consider that are not listed above?

- Barret School of Banking
- FINANCE MBA-UW-PARKSIDE
- MBA - Northwestern, University of Chicago
- Michigan ABA GSB
- UW-Parkside -Finance MBA

What additional information should GSB-Madison be providing to new or prospective students?

- As a freshmen its difficult yet to gauge the school as a whole, but so far the information is applicable to institutions of many sizes and to several roles within each bank.
- Better initial instructions for navigating canvas
- Better instructions...most students I met on the first day didn't know assignments or tests due. Video was a little hard to find
- Canvas has not been the easiest way to receive updates & notifications, even with all notification settings to on.
- Check first if you have the background to be able to participate and understand the crash course you get in the first two weeks at GSB. And another challenge, I come from abroad and the classes relate more to the USA economy.

- Clear direction and instruction to students traveling from other countries to attend the GSB Program.
- Great opportunity recommended to anyone who is interested in furthering their knowledge, building a strong network of industry experts across the midwest markets, and a beautiful campus to experience everything on.
- GSB does a good job of equipping incoming students with the info they need to be fully aware of expectations coming into the program
- I already mentioned getting students in touch with someone who had already been here at least a year. I'm probably in the minority for that, though, because I think most people here have resources at their bank to help them with any questions they have ahead of the session.
- I am unsure as of yet.
- I find the layout of canvas to be confusing. It is difficult to know what needs to be done ahead of time.
- I think Canvas, to someone who is not familiar, is very difficult to navigate/interpret. I've had more difficulty than I should getting information from that system.
- I would prefer printed materials. Up to this point in the program, a laptop is really not necessary for in-class participation.
- Information about dorms and other living areas should be presented MUCH earlier than the week prior to class starting.
- It would be helpful to have a list of participants that includes bank size and role to help with networking. It would also help to have more class specific networking (vs all GSB classes together) as it's been challenging to meet people in the class during just the breaks. I would also like a way to network by asset size and job function.
- It would be really nice if we would receive a list of other attendees, including name, bank, position, and contact information.
- It would have been nice to have a tour of the school and a session on the WiFi and other important things we need to do.
- n /a
- n/a
- N/A
- Na
- NA
- No recommendations
- None at the moment.
- Our bank has put many leaders through this program because of its reputation.
- Pack list ideas
- Packing list
- Single occupancy dorms was a HUGE factor in my decision to choose GDB Madison! Thank you for providing that option!
- That the first few days (week) on campus are overwhelming, especially for those who did not attend college. That test and exams would be given in the evening upon completion of each class. The time needed for each intersession project.
- The emails/canvas notices have been overwhelming and confusing. The information doesn't seem to be telling us much and then the pre-classroom assignments are not laid out in a clear manner.
- There is some work to be completed before GSB starts.
- Things to do and places to eat
- Which electives best suit their current and future goals.