



2023

COLLEGE REPORT



I am pleased to have the opportunity to share with you some of the accomplishments that the Freeman College of Management has achieved in the last year.

For the second consecutive year, the Freeman College was ranked a Top 20 Undergraduate Business School by *Poets&Quants* — making us the only school on this short list that does not have an MBA program. This ranking is based on the quality of our incoming classes, student satisfaction with their Bucknell experiences, and their success obtaining a career in their chosen field after graduation. We are also celebrating being recognized as a UNPRME Champion, one of only three U.S. colleges and one of 50 globally to earn this accolade (P.3).

In the pages that follow, we detail the refinement of our curriculum (P.2), global learning opportunities (P.7), and the accomplishments and growth of our faculty (P.4). In addition, you'll see a snapshot of the Class of 2027 — the largest yet (P.2). More than 200 of its members joined our college, tipping our total enrollment over 750.

Perhaps most importantly, this report highlights the distinctive strengths of the Freeman College: interdisciplinary experiential learning, powerful mentorship and community, and a focus on the importance of well-rounded leadership, business impact and strong ethics.

We continue to work tirelessly to provide our students with a distinctive education that prepares them for success in the business world and beyond. Many thanks for all the ways you support us!

'ray Bucknell!

Cynthia P. Guthrie

Interim Dean of the Freeman College of Management

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THE FREEMAN COLLEGE OF MANAGEMENT ADVISORY BOARD

Michael Davis '13, partner, Microsoft; venture partner, Overline

Michael Dominguez '91, chief investment officer and senior managing director, Providence Equity Partners

David Granson '93, P'24, managing director, Goldman Sachs

Lori Hartman Greeley '82, chief executive officer, Serena & Lily

Jim Howland '82, P'19, managing director and operating partner, Morgan Stanley Capital Partners

Brad Langer '96, P'26, managing director, co-manager and principal, BBH Capital Partners

Paul Ridder '93, P'24 (chair), former regional vice president, Flowers Foods; president, Tasty Baking Company

Susan Barrett Roddy '98, managing director, consumer, food & retail group, Houlihan Lokey

Dave Sharpe P'24, partner, national professional services group, PwC U.S.

Blake Silverman '05, president, Silverman Group

Todd Singleton '88, former senior managing director, Accenture

Paul Sturman '83, M'84, P'26, executive adviser, KKR & Co.

Robin Poliner Suskind '94, managing director, KBW, a Stifel Company

Alyson Weenig Welch '96, P'27, chief revenue officer, Neo4j

DATA ANALYTICS ADVISORY BOARD

Linda Wolff Avery '81, chief data officer, Verizon

Brian Coleman '02, director of supply chain data science and network optimization, GSK

Scott Feit '92, P'20, P'23, co-owner, Prime Pensions

Taylor Lukof '03, founder and CEO, ABR Dynamic Funds

Jim Sarraill '90, senior director of customer success, Moody's Analytics

REAL ESTATE BOARD

Dawn Becker '85, executive vice president — general counsel and secretary, Federal Realty Investment Trust

Bruce Burkard '90, managing partner, Four Corners Properties

William “Chip” Douglas '81, managing director, Lanark Management

Brett Earnest '03, vice president, Clark Construction Group

Peter Elfers '83, P'19, vice president, Van Houten Corporate Real Estate

Adam Frazier '99, president and CEO, Columbia Property Trust

Lauren Gilchrist '07, executive vice president, market leader, Newmark

Gene Gorab '85, P'12, P'16, president and CEO, Greenfield Partners

Dave Henry '71, P'12, co-founder, Peaceable Street Capital

Tom Howland '91, P'23, head of RE investment banking, Piper Sandler Companies

Christie Wholey Kelly '83, P'18, chief financial officer and treasurer, Realty Income Corporation

Steven Kohn '81, president and vice chairman, Cushman & Wakefield

Bill Krokowski '84, principal, Requity Real Estate Group

Scott Lawlor '86, P'27, founder and CEO, Waypoint Residential

Andy Merin '70, executive vice chairman, Cushman & Wakefield

Michael Ritz '01, executive vice president, the Albanese Organization

Rich Robbins '70, president, Wareham Property Group

Gary Scott '86, president, Allen Tate Realtors

Blake Silverman '05, president, The Silverman Group

Jennifer Beauchamp Tuhy '97, chief financial officer, Hudson Yards

Peter Van Emburgh '02, global head of real estate, CBRE

Trevor Wilson '93, managing partner and founder, Ridge Capital Investors

STUDENT MANAGED INVESTMENT FUND BOARD

Joe Bridy '98, senior partner, Hamlin Capital Management

Bobby Le Blanc '88, P'18, president, Onex

Joe Quintilian '03, co-founder, Anja Labs

Sue Cleaver Valenti '84, P'21, former managing director, Wells Fargo Securities

Bill Vogel '73, managing principal, Montag & Caldwell

The Freeman College of Management has refined its academic offerings, revising the curriculum through an intentional and mission-centric approach. With the strategic goal of creating “well-rounded, grounded and compassionate business leaders,” the addition and expansion of programs create a distinct culture that highlights ethics, community and the power of immersive liberal arts exploration.



THE ROAD LESS TRAVELED

Entering the second half of its first decade, the Freeman College has developed a reputation for getting students where they want to go — on the path they’ve created for themselves.

A driving force in the Freeman College is a collective desire to offer the most distinctive, interdisciplinary programming of any undergraduate school of management. Faculty and college leaders intentionally evaluate the ways in which the offering of majors and minors shapes individual student paths.

With its most recent curriculum revision, the Freeman College adopted four new minors in addition to its existing real estate and management options. It also repositioned its management & organizations (MORS) major to offer concentrations in global management, managing for sustainability, entrepreneurship and human resource management.

These changes broaden students’ ability to craft custom academic paths to fit their specific interests and future goals. By combining experiences and coursework across all three of Bucknell’s colleges, Freeman students are exposed to a wide array of perspectives, modes of thinking and ideas that reach far beyond the scope of traditional management curricula.

The student-centric approach to academic paths differentiates the Freeman College, and is a key component of its growing reputation as a leader in the discipline. Named “a top 10 undergraduate business school to watch” by *Poets&Quants for Undergrads*, the college is poised to continue its efforts to offer a world-class student experience and transformative educational opportunities.

The Freeman College’s innovative, holistic approach to management and leadership hasn’t just gained national recognition — it’s attracted the best and brightest students.

**FREEMAN COLLEGE
CLASS OF 2027**

2,170
APPLICANTS

559
ADMITTED
(25.8% admit rate)

201
ENROLLED
(36% yield)

*as of Aug. 14, 2023



At the Freeman College, we're creating leaders who are equipped to think critically about the work they do. And they're learning how to do it from day one."

PROFESSOR MELISSA INTINDOLA
management & organizations



MORE THAN MANAGEMENT

Since its inception, the Freeman College has worked to integrate the ideals of ethics, sustainability and equity throughout its entire curriculum. It's taken cues from the UN's Principles for Responsible Management (PRME), an initiative that seeks to transform the future of global enterprise by shaping the skills and mindsets of today's students. Climate action, gender equality and the elimination of poverty are just some of the 17 PRME Sustainable Development Goals (SDGs) that guide pedagogy within the Freeman College. In Stakeholder Organization, for example, students assess the consequences of business decisions on communities. Other SDGs have been infused into the accounting and finance majors through lessons that highlight management responsibilities and what happens when institutional integrity fails.

"This is the kind of knowledge that isn't commonly taught at the average business school," says Professor Melissa Intindola, management & organizations.

Having produced two comprehensive reports detailing its successful efforts to integrate the PRME initiative — from identifying high-priority SDGs to creating a student-led ambassador program to promoting peer-to-peer engagement — the Freeman College proves its championing of these ideals, not as buzzwords, but as driving concepts that fuel each course and inform each decision.

NEW MINORS EXPAND INTERDISCIPLINARY OPPORTUNITY

Minors in the Freeman College of Management are open across colleges, enabling students in the College of Arts & Sciences and the College of Engineering to gain accounting, analytics, leadership and entrepreneurial knowledge and skills that will complement their majors.

Accounting: Provides a solid foundation of accounting principles, allowing students pursuing another major to develop a rounded background in the field.

Business Analytics: Teaches data visualization, prediction modeling and other analytic skills so that students can properly frame analysis and communicate insights.

Entrepreneurship: Provides students with the knowledge, skills and abilities to create entrepreneurial ventures in community-based, nonprofit, public and private-sector organizations.

Human Resource Management: Introduces students to the study of people in organizations as well as organizational structure and management.

Management: Allows College of Arts & Sciences and College of Engineering students to gain business and leadership skills they can apply in any field.

Real Estate: Prepares students to shape cities and other landscapes as they confront challenges such as climate change, rapid technological evolution and economic inequality.

The accomplishments of our esteemed faculty show our commitment to the liberal arts in action. Informed by experience, Freeman College professors lead the teaching of ethical decision-making by example, introduce purpose-driven concepts and remain as curious about industry innovations and trends as the students they teach.



Professors Joe Wilck, Daniel Street and James Lawson (L-R) are investigating how accounting professionals can leverage ChatGPT.

A FASCINATING FUTURE

Professors examine AI's application in accounting

Freeman College of Management professors Daniel Street and James Lawson, accounting & financial management; and Joe Wilck, analytics & operations management, are conducting research on the accuracy and best uses of ChatGPT, an AI tool that can converse with users and generate readable text on demand, in accounting practice. The capabilities of the program are expansive, which raises concerns regarding ethics, truth and originality across nearly every industry, including higher education.

But rather than bemoaning its existence or denying the opportunity it brings, Street and Wilck decided to investigate how accountants could harness ChatGPT. They published an article in the *Journal of Forensic and Investigative Accounting* proposing five principles to effectively and safely leverage ChatGPT and other large language models (LLMs) in the practice of accounting. "ChatGPT provides general knowledge about the accounting domain and can even suggest some techniques to mitigate fraud risks, but ultimately, it lacks the nuance and expertise of a true accounting professional," Street says. "We believe that LLMs can

produce a good first draft of written text. They can draft tax memos, emails to clients or even help you explore a new industry or topic."

Despite those positive attributes, the team identified significant weaknesses in ChatGPT. "Its knowledge is an inch deep and a mile wide," Wilck says. "It looks promising the first few times you use it, but you can discover the limits of its expertise if you try." Pointedly, they realized the potential (and high likelihood) for ChatGPT and other LLMs to produce false information that could be presented as fact.

Lawson, along with Street and a worldwide group of professors, put the tool to the test on accounting assessments, testing its depth of knowledge. "ChatGPT did provide answers to accounting exams," says Lawson. "But it did not perform as well as our students."

In their collective opinion, Pandora's box has been opened and will not be shut. "There is no ignoring tools like ChatGPT," says Street. "Professionals should learn to harness their capabilities and strengths while remaining aware of their weaknesses. Human skill is still critical."



RENEWING WONDER

After two decades spent intently focused on industrial design, Gabriela Diego, markets, innovation & design, joined Bucknell's faculty with a unique expertise — the skill of play.

Diego's practical experience was honed at local equipment manufacturer Playworld, where she led teams in the creation of playground equipment as a design strategist. "I loved working with children and seeing how those spaces enabled them to explore," Diego says. The relationship was direct — the more curious she and her design team were in their work, the better their results.

Now, she carries that mentality into the Freeman College of Management, where she's teaching Bucknell designers to call on their inner child and think imaginatively. "You can't be so serious when thinking about a design problem," she says. "Like children, you have to stay curious."

EXPANDING OUR FACULTY

Leandro Bonfim, assistant professor, management & organizations
Background: doctorate in management strategy and organizations, Federal University of Paraná, Brazil
Area of expertise: innovative networks

James Paine, assistant professor, analytics & operations management
Background: doctorate in management science, Massachusetts Institute of Technology
Area of expertise: supply chains

Leila Soleimani, assistant professor, management & organizations
Background: doctorate in strategy, global management and entrepreneurship, University of Calgary
Areas of expertise: entrepreneurial exit, new venture team composition, internationalization

These new faculty members join more than 40 colleagues across the college's five academic majors:

Accounting // Business Analytics // Finance
Management & Organizations // Markets, Innovation & Design



Thanks to the generous support from donor Norm Kiken '64, Professor Curtis Nicholls, accounting & financial management (above), was awarded the newly endowed Kiken Family Chair in Management. The chair is reserved for exceptional faculty who are committed to the student experience and have distinguished themselves through superior teaching and mentorship.

The Freeman College recognizes the deep learning that comes through cultural immersion, real-world exposure and the cultivation of curiosity.

WELCOME TO THE WORLD

At Bucknell, alumni and families are a central force in the community that empowers experiential learning.



Experiential opportunities that extend learning outside the classroom are a defining element of the Freeman College of Management. Freeman students have access to rich, transformative experiences: from networking events with professional experts, to day trips exploring the financial and real estate industries in New York City, to immersive, extended experiences in Seattle, Sydney and Singapore.

Bucknell alumni and families play a key role in facilitating these opportunities. “I can pick up the phone, call our alumni and say, ‘We have students who are interested in a certain industry or location. Can you host us for a day or engage with our students in another way?’” says Missy Gutkowski, assistant dean for experiential learning. “Even if their answer is ‘No, I can’t,’ they almost always add, ‘But did you call this person?’ The community is powerful.”

This network has enabled the college to expand experiential learning opportunities. “Parents of incoming first-year students offer to come and speak or to host students at their place of employment before their child is officially enrolled at Bucknell,” says Gutkowski. “They are eager to help our students move forward and thrive.” Upon graduation, students can’t wait to take part in the giving side of the experience. “Students make strong connections, develop mentors, secure internships and jobs — they gain multiple touch points — which makes the value of their Bucknell experience palpable,” Gutkowski says. “They want to pass that on, and since they’re so willing, we’ll be able to keep growing.”



I never felt intimidated; I felt prepared. I was able to be really successful in a totally different place, in a different political system. It gave me a lot of confidence moving forward.”

HOLLIE WALTERS '24
global management and political science,
participated in a parliamentary internship
program in London in 2022



During a 2023 experiential learning trip, students traveled to Seattle to learn from professionals at Microsoft (pictured), Tableau, Oracle and Expedia.

AT THE CROSSROADS: SUSTAINABLE MANAGEMENT

Led by Professor Neil Boyd, management & organizations, and Professor Peter Jansson, electrical engineering, Sustainable Management in Costa Rica is a robust, three-week program focused on the infusion of sustainable development goals (SDGs) in organizations and across organizational forms. Traditionally offered only during winter break, the program's post-COVID-19 return in the 2022-23 academic year created so much demand that a May option was added.

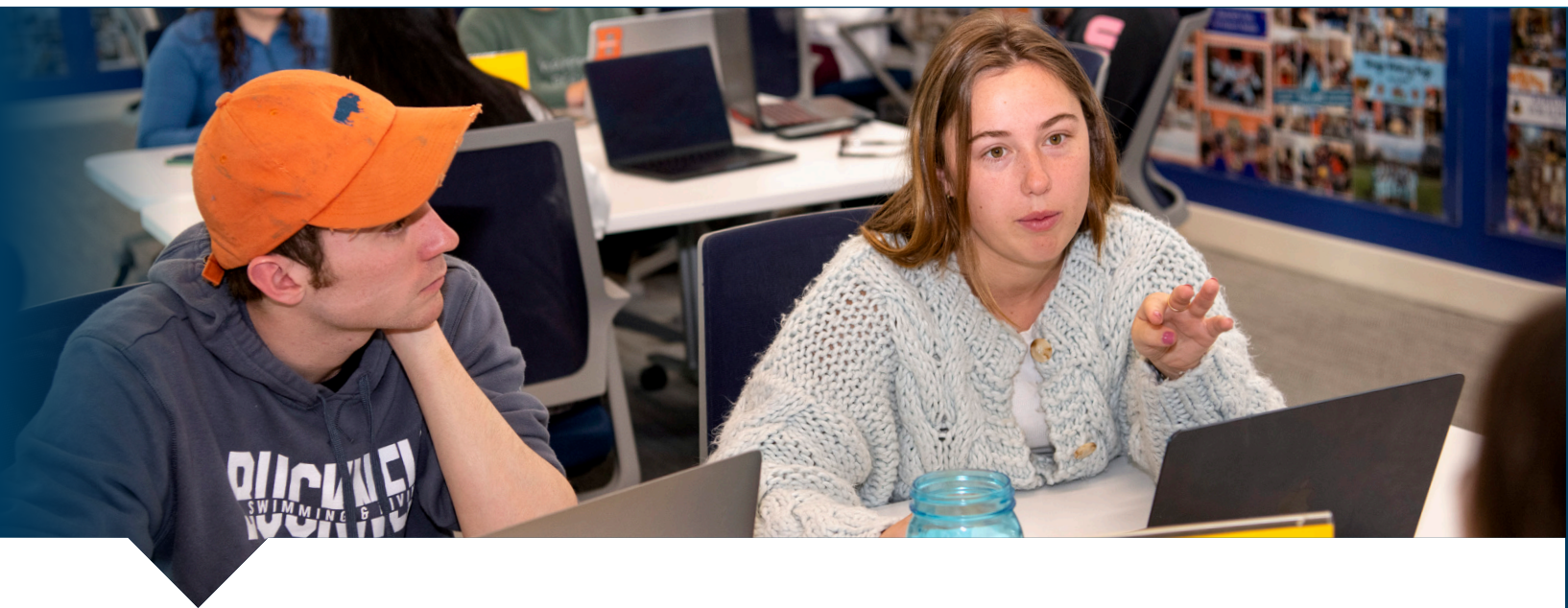
The course includes site visits to government, NGO and private-sector organizations, universities, energy facilities, and historical, cultural and natural sites.

"We visit the main Ministry of Costa Rica that runs the SDG program for the United Nations, meet with the National Electric Utility as they institute renewable energy across the entire country, and learn how various entities are infusing economic, social and environmental justice

through their missions," Boyd says. "And then of course we're engaging with ecotourism organizations as well — whether they run zip-lining excursions, or sustainable agriculture practices, or they help to protect the leatherback turtles on the west coast by studying microplastics on the beach and advocating for change."

In addition to focusing on SDGs across business entities with Boyd, students benefit from Jansson's expertise in renewable energy. He offers explanation and narrative as students tour the country's energy facilities and learn about the hydroelectric, volcanic geothermal, solar and wind technologies that power nearly 98% of its energy needs.

"We get to be in the mountains or out on the coast or in the rain forests," Boyd says. "Costa Rica is an ideal place to discover the amazing diversity of the global natural environment, and to study how organizations set strategic priorities and conceive, enact, measure and report on SDGs."



COURSEWORK — WITH IMPACT

FROM 101 TO 400, THE BUCKNELL MANAGEMENT CURRICULUM GOES BEYOND BUSINESS.

What is impact? And how do we measure our success?

In the Freeman College of Management, these aren't philosophical questions to ponder in quiet spaces — they're the driving force shaping the curriculum. Two landmark experiences — Management 101 and the culminating project — occur on opposite ends of the student experience and galvanize the vision that Bucknell hopes its students will adopt: one of tangible impact and purposeful leadership.

Traditionally taken in the first or second year, Management 101 brings students together to create companies from the ground up, and emphasizes how important it is for businesses to recognize their social responsibilities. In partnership with local nonprofit organizations, each student company conceptualizes, pitches and executes a business plan while developing a service project to benefit their partner. They then use their profits to support and undertake the project. "101 has an excellent reputation for teaching students that businesses can and do have a responsibility in a multitude of ways," says Terrance Burke, management 101 coordinator.

Not only do the nonprofits benefit from the students' work, but the students also gain a valuable understanding of humanitarian issues. "It brings together theory and practice through the creation of real companies that create social impact," says Robyn Eversole, the Howard I. Scott Professor of Practice in Social Entrepreneurship. "We teach them how to identify an issue and do something about it."

The course precedes the formation of the Freeman College by several decades, and alumni look back at Management 101 as a pivotal benchmark in their educational experience. "Grads from the early years still talk about 101 as being transformational and helping them determine what they wanted to study," says Professor Melissa Intindola, management & organizations.

"I still use it today," says Laura Reed '01, a senior manager at Comcast Business. "It was important to how I perceive my responsibilities as a leader — how to approach the community aspect and how to build a strong team. Management 101 was probably the most actionable class I had because it applied to the real world."

Now, Reed is playing an integral role on the other side of the management experience — she's sponsoring a culminating management project. "The students I'm working with aren't evaluating a theoretical data set somewhere in the cloud," Reed says. "They're working with real-world data and making a real impact."

Culminating projects offer another opportunity for collaboration through purpose-driven, experiential learning. Partnering, again, with real-world companies and organizations — like Comcast Business with Reed — students offer consulting and technical services as they execute high-level projects.

Across the college, culminating projects are direct reflections of the 101 framework — relationship-driven, actionable and impactful. But now, students approach their work with the expertise they've gained from their unique path through the Freeman College's curriculum. For example, students in MORS 400 — the culminating experience for management & organizations majors — aid communities in the lower anthracite coal region through a series of revitalization projects. By integrating community engagement into coursework, students learn to be concerned with more than profits or performance metrics, and to realign their focus toward prosperity, people and place.

"We're creating good humans who will end up in leadership positions where they can feel empowered to make a difference," Intindola says. "We want them to be the ones who recognize problems and say, 'How can I do something about this?'"

PROJECTS WITH PURPOSE

MORS 400

The Client: The Borough of Mount Carmel, Pa.

The Lesson: After gaining an understanding of the consulting process, students took on consulting roles that fit within the management & organizations department's focus on community impact.

The Impact: Students consulted with local community leaders as they completed a succession of interrelated projects that ultimately resulted in the development of a community center. "Our students helped them think through strategy, structure, process elements and the beginnings of a strategic plan," says Neil Boyd, the David J. '85 & Deborah West Professor in Management. "We helped them develop fundraising and marketing plans, and guided them through the process to purchase a building. Now, we're helping them think through program development, renovation elements and facilities."

ANOP 400

The Client: Comcast Business, led by Laura Reed '01

The Lesson: Students used language processing and sentiment analysis to help Comcast evaluate the emotional tone of chat messages and determine if there is a variation between current and new customers.

The Impact: "We were really impressed by how quickly the students made progress with initial data points so that they could start thinking about how to make the project actionable," Reed says. "Students were able to deliver insights and recommendations that we can apply to our marketing and other functions in the future. Some of the information they shared will be presented at our quarterly business review. I'm excited to go there and say, 'Look at some of the great work that was done by this group of students at Bucknell. Look at all we accomplished.'"



WHERE IT ALL LEADS

Freeman graduates pursue paths in many directions, led and informed by their unique learning experience at Bucknell. Nine months after graduation, the Center for Career Advancement surveyed the Class of 2022 to learn about the success they found in their first year in the field.

**POETS&QUANTS UNDERGRADUATE
BUSINESS SCHOOL RANKINGS**

RANKED NO.

19

NAMED A
TOP 10 SCHOOL TO WATCH
FOR THE SECOND TIME

TWO STUDENTS RECOGNIZED
IN THE "100 BEST & BRIGHTEST
BUSINESS MAJORS OF 2023"



WHERE THE FREEMAN COLLEGE CLASS OF 2022 IS WORKING*



99%

EMPLOYED, IN GRADUATE SCHOOL
OR VOLUNTEERING



\$76,898

AVERAGE STARTING SALARY

No. 30

RANK AMONG MORE THAN
5,500 COLLEGES FOR RETURN
ON INVESTMENT

From the Georgetown Center for Education and the Workforce

EMPLOYER SNAPSHOT

Accenture
Deloitte
Goldman Sachs
HubSpot
JPMorgan Chase
Johnson & Johnson
KPMG
Madison Square Garden
Entertainment Corp
Paramount
PwC
RSM

STARTING SALARY BY MAJOR

\$86,086 Finance	\$78,000 Business Analytics
\$77,333 Managing for Sustainability	\$72,813 Markets, Innovation & Design
\$71,411 Accounting	\$69,783 Global Management
\$69,500 Management & Organizations	

TOP EMPLOYER INDUSTRIES

29% Consulting	53% Financial Services
2% Information Technology	3% Entertainment and Athletics
	4% Computer Science

*Alumni were surveyed nine months after graduation. One hundred percent of 2022 graduates responded.

**In April, Bucknell was ranked No. 18 by The Wall Street Journal for highest accounting salaries at private institutions.

COLLEGE STATS



806



Total Full-time Undergraduate Enrollment
Academic Year 2023-24

95%



FIRST-YEAR RETENTION RATE

83%



SIX-YEAR GRADUATION RATE



NEARLY
7,000 ALUMNI
living management/business
administration graduates

Management Majors, 2023-24

Accounting
Business Analytics
Finance
Markets, Innovation & Design
Management & Organizations
Concentrations:
Global Management
Managing for Sustainability
Entrepreneurship
Human Resource Management

Management Minors, 2023-24

Accounting
Business Analytics
Entrepreneurship
Human Resource Management
Management
Real Estate

FACULTY PUBLICATIONS

Karen McGrath, professor of finance, co-authored the paper “An Analysis of U.S. Multi-Family Housing, Eco-Certifications, and Walkability,” which was published in the *Journal of Sustainable Real Estate* in 2023.

Xinwei Chen, visiting assistant professor of analytics & operations management, co-authored the paper “Same-day Delivery with Fair Customer Service,” published in the *European Journal of Operational Research* in 2023.

James Paine, professor of business analytics, authored “Dynamic Supply Chains with Endogenous Dispositions” in *System Dynamics Review* in 2023.

William Meek, Campbell Rutledge Jr. and Eleanor Rutledge Professor of Management & Entrepreneurship, co-authored the paper “The Death and Rebirth of the Entrepreneurial University Model,” which was published in *Academy of Management Perspectives* in 2023.

Ryan Stauffer, professor of finance and Perricelli Faculty Fellow, and **Leila Soleimani**, professor of management & organizations, co-authored “New Venture Teams and Acquisition: Team Composition Matters,” published in the *Journal of Small Business* in 2022.

Annetta Grant, professor of markets, innovation & design, co-authored the paper “How Institutional Logics Shape Fairness in Crowdsourcing: The Case of Threadless,” which was published in the *International Journal of Research in Marketing* in 2022.

SUPPORTING OUTSTANDING FREEMAN FACULTY

Thanks to the generosity of Katie and Bruce Van Saun '79, Freeman faculty will receive a boost in resources to pursue their scholarly interests at Bucknell. The Van Sauns' endowment gift to the Freeman College of Management Faculty Fund will provide competitive compensation, stipends for research and other faculty resources to support outstanding teacher-scholars in perpetuity.



“Bucknell has equipped me with a diverse range of skills that will help me succeed in my career. My positions as a research assistant and teaching assistant improved my technical and communication skills, and my work as a residential adviser and dean's office assistant developed my interpersonal and problem-solving abilities. Now, as a member of Deloitte's risk & financial advisory division, I am using all of those skills to provide financial risk management service to clients and collaborate with other Deloitte professionals across service lines.”

JAMES ANDRADAS '23
business analytics

Generosity Drives Impact

Your support advances the Freeman College of Management's mission of educating leaders who will make a difference in the world. By establishing a scholarship or fellowship fund for students, you can help the Freeman College attract top talent and uphold our commitment to improving access to a life-changing education. By funding professorships or faculty research, you can support the Freeman College's outstanding faculty and enable us to expand opportunities for influential thought leaders and educators.

FINANCIAL AID

37%

of students received Bucknell aid (need-based, merit or a combination of both)

46%

of students received any aid (including grants, scholarships, loans and outside aid)

\$18,757

average federal student loan debt for the Class of 2022 among those who borrowed (compared to about \$24,500 nationally)

GIVING IMPACT

32

TENURE
TRACK
FACULTY

14

ENDOWED CHAIRS/
PROFESSORSHIPS AND
FACULTY FELLOWS

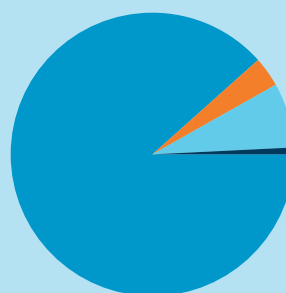
- David J. '85 & Deborah West Professorship in Management
- Susan & Scott Perricelli Fellowship for Entrepreneurial Finance
- Kenneth W. Freeman Professor & Dean of the College of Management
- Christian R. Lindback Chair in Business Administration
- James and Elizabeth Freeman Chair in Management
- Campbell Rutledge Jr. and Eleanor Rutledge Chair in Management
- Howard I. Scott Professor of Practice in Social Entrepreneurship
- Howard I. Scott Associate Professor of Managerial Practice
- Howard I. Scott Professor
- Holmes Professorship in Management
- Kiken Family Chair in Management
- William H. Dunkak Chair in Finance
- Sidney L. Miller Career Development Assistant Professor of Leadership
- Sidney L. Miller Career Development Assistant Professor of Analytics & Operations Management

FUNDS RAISED

Fiscal Year 2023

Gifts	\$397,250
Matching gifts	\$72,642
Planned gifts	\$278,110
Pledges	\$1,806,880
Total	\$2,554,882

DONORS



- Alumni: \$2,270,263
- Corporations, foundations and organizations: \$88,167
- Parents: \$189,950
- Others*: \$6,502

*Students, staff and other individuals

“

Being a markets, innovation & design major set me up for success in my career. At the same time, I don't feel like I just went to the Freeman College of Management at Bucknell — and I think that's the evidence of a really, really powerful business program within a strong liberal arts education. I went to Bucknell, as a whole. I was able to take courses and have experiences outside of my major that directly influenced who I am and what I'm doing today.”

LINDSAY GARFINKEL '19

senior business consultant, innovation & experience design, EY US



ENRICH THE EXPERIENCE

When you give to the Freeman College of Management, you make the initiatives that define the Bucknell experience possible. Specific, impactful and purpose-driven learning in the Freeman College of Management doesn't happen from a prescriptive, predefined map designed to create leaders who think alike.

It happens through exceptional experiences — in the classroom and outside of it — that shape unique mindsets.

Leaders who graduate from the Freeman College of Management credit their success to Bucknell, recognizing the impact not only of their management coursework, but also of the interdisciplinary experiences that informed their view of the world.

WE ARE GRATEFUL FOR THE FUTURE YOU'RE EMPOWERING.

Where will we go next?

MAKE YOUR MARK ON THE FREEMAN COLLEGE OF MANAGEMENT. GIVE AT [GIVE.BUCKNELL.EDU/MANAGEMENT](https://give.bucknell.edu/management)



Make a Gift



bucknell.edu/management

 Freeman College of Management

 @bucknellmgmt