

HEAVENER SCHOOL OF BUSINESS

**2019
Annual Report**

ABOUT THE HEAVENER SCHOOL OF BUSINESS

The Heavener School of Business is the undergraduate division of the University of Florida's Warrington College of Business. Heavener is one of the nation's top-ranked undergraduate public business schools, offering bachelor's degrees in Finance, General Business, Management, Information Systems & Operations Management, and Marketing to more than 4,500 students. Accounting undergraduates earn their bachelor's degrees through the Fisher School of Accounting.

Heavener's simple formula of combining talented undergraduate business students with renowned scholars and innovative academic and professional initiatives creates one of the nation's most extraordinary business education environments.



FROM THE DIRECTOR

The evolution of the on-campus student experience was a priority for the Heavener School of Business in 2019. In a digital age where students are immersed in technology, we chose to think innovatively about how we can continue to embrace technology to strengthen our students' competencies and their interactions with faculty, recruiters and each other.

Our focus remains on our four pillars—Academics, Career Development, International Studies and Leadership. They are all well represented through Gator Ready, which we introduced to gamify the student experience and enable Heavener students to showcase their leadership and career readiness capabilities to employers.

Our students remain the priority as technology and capabilities change over

time, and we continue to find ways to innovate and ensure an impactful experience on our campus. At the heart of this priority is an unwavering focus on career readiness, leadership development and the aspiration of creating true transformation in the lives of the students we are entrusted to serve.

Thank you for your partnership, your ideas and your active engagement that fuel our efforts to support our incredible students.

Sincerely,



ALEX D. SEVILLA

*Associate Dean & Director,
Heavener School of Business*

THE 4 PILLARS

Academic Rigor

The classroom experience at Heavener is where students gain their business background. They grow through our Gator Ready program to ensure they have the most immersive experience possible and have access to our combined degree program, helping students graduate with their bachelor's and master's degrees.

Career Development

The Business Career Services office plays an integral role at Heavener. With numbers to prove success and students earning jobs at the most impactful companies in the world, Heavener's career services are making a difference. Students have access to HIREWarrington, a career platform with resources, salary databases and job postings.

International Studies

Heavener students aren't limited by borders. Half of our 2019 graduates participated in at least one international experience. It's an important part of their time at Heavener, broadening the horizons of our students to focus their sights on the entire world.

Leadership

Heavener ensures that students are ready to make an impact on day one of their jobs. We prioritize building leaders who stand out in their roles. They do this because of our strong background in the Heavener Leaders Sequence, helping them perfectly evolve as Business Gators throughout their time at Heavener.

Ascending the National Rankings

The Heavener School of Business was ranked No. 12 among publics on *U.S. News & World Report's* 2020 Best Undergraduate Business Programs rankings.

Heavener ranked in the No. 22 position among all U.S. undergraduate programs. It continues to be the highest-ranking undergraduate business program in the state of Florida.

"These rankings are a testament to the collective energy within Heavener to deliver transformational experiences to our amazing students," said Dr. Alex Sevilla, Associate Dean and Director of the Heavener School of Business.

The University of Florida also rose to the No. 7 public university. For the third consecutive year, UF appears in the top-10 rankings of national public universities.

#12

**U.S. PUBLIC BUSINESS SCHOOLS
U.S. NEWS & WORLD REPORT 2020**

BY THE NUM- BERS

STUDENT POPULATION SERVED IN 2019 = 5,962

MAJORS: 7

MINORS: 6

DEGREES CONFERRED: 1,178

STUDENTS ENROLLED BY MAJOR

FINANCE: 1,608

GENERAL BUSINESS: 1,360

MARKETING: 1,176

ONLINE BUSINESS: 849

MANAGEMENT: 546

INFORMATION SYSTEMS: 423

DEGREES CONFERRED

FINANCE: 305

MARKETING: 275

GENERAL BUSINESS: 218

ONLINE BUSINESS: 143

MANAGEMENT: 132

INFORMATION SYSTEMS: 105

MINORS AWARDED

BUSINESS: 235

REAL ESTATE: 110

RETAIL: 56

ENTREPRENEURSHIP: 44

INFORMATION SYSTEMS: 11

LAYING THE FOUNDATION OF BUSINESS

A rigorous and relevant classroom experience is the backbone for development at Heavener. Before they start an internship at a global company, take on a leadership role in a student organization or broaden their horizons through a study abroad experience, Heavener students build the groundwork of their business knowledge in the classroom. From there, their eyes are set on impacting the world.



To learn more about Heavener academics,
visit news.warrington.ufl.edu/heavener

Prioritizing Career Readiness

Gator Ready launched its pilot in the summer as a way to provide employers with a much deeper understanding of the specific competencies our students develop in Heavener through our various career and leadership experiences.

No business school has ever done a program at this scale with more than 5,500 students. Early returns have been highly favorable, from both a student and employer perspective. Over 90% percent of students participating in the pilot have engaged multiple times with the system, and corporate recruiters have expressed a keen interest in utilizing Gator Ready to strengthen their hiring efforts.

Most importantly, as students engage with Gator Ready, they will dramatically improve their professional and leadership development in ways that will positively impact their early career success. The Heavener School is committed to weaving this sophisticated leadership development growth into its culture to maximize the career readiness of its graduates.

Defining a Career Ready Graduate

The National Association for Colleges and Employers (NACE) has researched and produced eight key competencies that define what career readiness looks like in graduating students. From learning in the classroom to professional development outside of it, every part of the Heavener experience is designed to strengthen these competencies.

The Gator Ready program aims to ensure Heavener graduates stand out as exemplary emergent leaders, as defined in these eight areas:

- | | |
|---|-----------------------------------|
| → Critical Thinking/
Problem Solving | → Leadership |
| → Oral/Written
Communications | → Professionalism/
Work Ethic |
| → Teamwork/Collaboration | → Career Management |
| → Digital Technology | → Global/Intercultural
Fluency |

FROM HEAVENER TO HOUGH

Combined Degree Success

As freshmen come to Heavener with an increasing amount of credits from high school, the School wanted to find a better way to maximize their time on campus. Through its innovative Heavener to Hough Program, the College offers a wide array of combined degree programs that give students an extra advantage as they launch their careers.

Students are eligible to take graduate level courses as part of their undergraduate curricula, leading to a master's in finance, information systems and operations management, international business, entrepreneurship, management, or real estate. Student participation in combined degrees has increased by 148% from 2014-15 to 2018-19.

Heavener students are taking advantage of the opportunity in strong numbers. In the past academic year, 24% of graduating Heavener students were simultaneously enrolled in graduate studies through a combined degree program in the Hough Graduate School of Business. Participation in combined degrees help Heavener students make an immediate impact in their careers.

“Combined degree programs accelerate the learning process, providing students with an edge to obtain coveted internships,” said Lana Parker, HR Recruiting for Global Equities and Investment Banking at Raymond James. “In turn, students are well equipped to add value to the organization from day one.”



DISTINCT BY DESIGN

Heavener students can take the pressure that comes in today's business world. They're built for it after spending their years at Heavener constantly learning from leaders at global companies, whether it comes during a classroom lecture or a career event. Our students are sought by companies from around the globe because of their reputation for influence.

COMPANIES HIRING BUSINESS GATORS

- Accenture
- ALDI
- Amazon
- Anheuser-Busch
- Booz Allen Hamilton
- Boston Consulting Group
- Capital One
- Citigroup
- Comcast NBCUniversal
- Convergence Consulting Group
- Deloitte Consulting
- E&J Gallo
- Enterprise Holdings
- Ernst & Young
- Fisher Investments
- Gartner
- General Electric
- Goldman Sachs
- Google
- Honeywell
- IBM
- Johnson & Johnson
- JPMorgan Chase
- Kellogg
- KPMG
- L3Harris
- Lockheed Martin
- Oracle
- PepsiCo
- Procter & Gamble
- Protiviti Consulting
- PwC
- Raymond James
- RBC Capital Markets
- Royal Caribbean Cruise Lines
- RSM
- SunTrust Robinson Humphrey
- Target
- UBS
- The Walt Disney Company
- Wells Fargo Securities



To learn more about career development at Heavener, visit warrington.ufl.edu/career

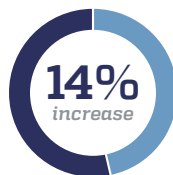
Immediate Impact

Since Business Career Services expanded their services into the Heavener School of Business in 2018, undergraduate students have not only increased their starting salaries, but also their skills in job search strategies and geographic reach.

Median Salary

2018 = **\$57,000**

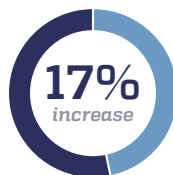
2019 = **\$65,000**



Median Signing Bonus

2018 = **\$6,000**

2019 = **\$7,000**



Percentage breakdown

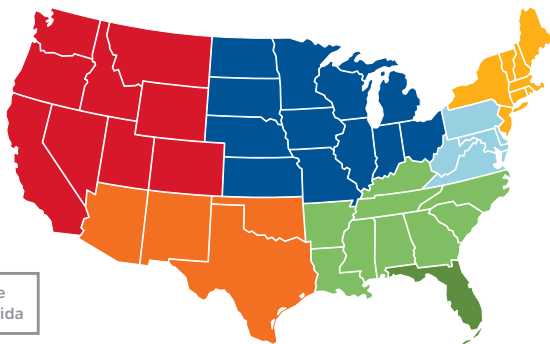
- **Florida = 37%**
- **Southeast (non-Florida) = 24%**
- **Northeast = 15%**
- **Southwest = 7%**
- **Mid-Atlantic = 5%**
- **Midwest = 5%**
- **West = 4%**
- **International = 3%**

39%

Heavener graduates are working outside of the Southeast

63%

Heavener graduates are working outside of Florida





Paying it Forward

Briana Klein

experienced the benefits of UF Warrington's Business Career Services office throughout her four years at Heavener and

turned it into a full-time job with Google as an Associate Product Marketing Manager.

As a freshman, her connection to the office started through her relationship with a Career and Peer Mentor. What she thought was a meeting to edit her resume served as the launching point for a support system from the entire Business Career Services team throughout her time as a student.

"As I got older, I began to turn to the BCS Coaching staff for help with more serious matters such as managing multiple offers and negotiating starting salaries," Klein (BSBA '19) said. "I'm grateful for the help they provided me during my time in college and was so eager to pay it forward, which is why I became a CAP Mentor myself. I was able to support dozens of other students with their career journeys."



To read more about Briana's journey,
visit news.warrington.ufl.edu/heavener

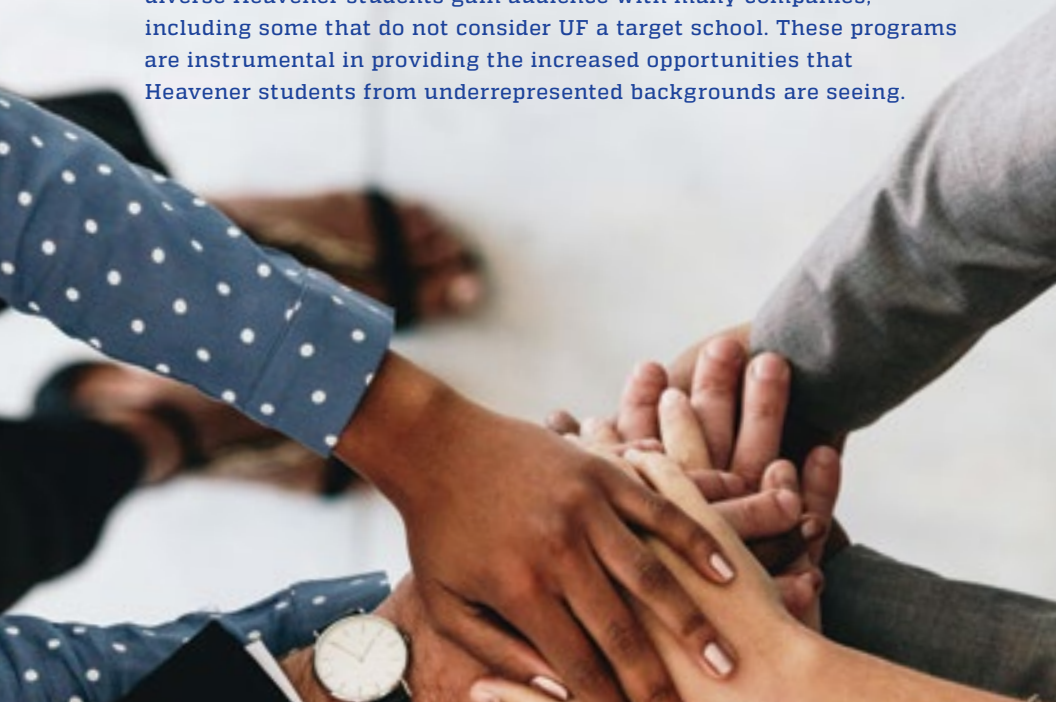
DIVERSITY AND INCLUSION

A Heavener Priority

Heavener hosts diversity and inclusion student groups and events to provide underrepresented students with the resources necessary to land their dream job.

In 2019, Business Career Services expanded its annual Diversify Your Network event to three days. It hosted 70 students, and Heavener was able to strengthen the employers' recruitment process through our collaboration with a wide network of diversity and inclusion partners and initiatives.

Through the partnership of career prep programs like Seize Every Opportunity (SEO) and Management Leadership for Tomorrow (MLT), diverse Heavener students gain audience with many companies, including some that do not consider UF a target school. These programs are instrumental in providing the increased opportunities that Heavener students from underrepresented backgrounds are seeing.



Making a Difference

Business Career Services Career Coaches and Career and Peer Mentors make it a priority throughout the year to set students up for success after graduation. These appointments are instrumental in helping students take the next step in their search for a job, but they also add to the continued touch points students have with the Business Career Services office.

CAREER STUDENT TOUCHPOINTS



3,317

- **624** career coach appointments
- **950** career event attendees
- **853** CAP Mentor coaching appointments
- **890** CAP Mentor event attendees



Student and Employer Engagement

First-year students can be overwhelmed by the transition to college, but Business Career Services is making sure their transition doesn't overlook considerations about the future.

In 2019, more than 70 percent of first-year students were engaged with HIREWarrington, Heavener's career platform that gives students access to a resource library, salary database, job postings, internships and an interview question database. The platform also allows employers to directly post their job and internship opportunities.

5,934

employers listed on

warrington.ufl.edu/HIRE



HIREWARRINGTON

Increased Attention on Consulting

Heavener students are being hired by an increasing amount of consulting firms. In 2019, 26 Heavener graduates were hired by firms such as Boston Consulting Group, Accenture, Deloitte, KPMG, EY, Protiviti, RSM, PwC, and Convergence Consulting Group.



50% of Heavener students graduated with an international experience in 2019

BUSINESS GATORS GO GREATER

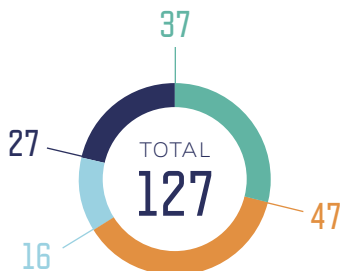
The impact of the Heavener experience isn't limited to the UF campus, Gainesville, the state of Florida or even the United States. Heavener students have their eyes on bigger goals. They're around the globe, gaining a business perspective through study abroad experiences and working internships with global companies. It's a constant reminder of the needs in a world we aim to change.



To learn more about Heavener International Studies, visit news.warrington.ufl.edu/heavener

2019 UNDERGRADUATE PARTICIPATION

SPRING 2019



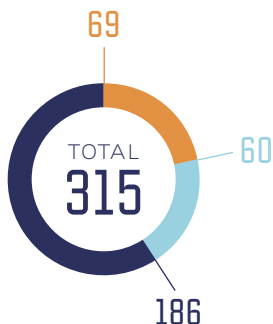
EXCHANGES

UF PROGRAMS

TRANSFER PROGRAMS

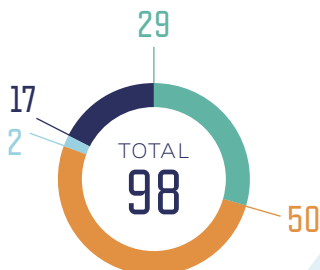
HEAVENER SPONSORED PROGRAMS

SUMMER 2019



GRAND
TOTAL

FALL 2019



540

Setting New Horizons

When Heavener's study abroad trip to China was canceled weeks before students were set to depart, Associate Director of International Programs Jason Ward decided it was time to listen to his own advice. After spending years helping students find opportunities through their workplace challenges, Ward applied the same principles to quickly develop a new program in Vietnam.

The results went beyond what anyone in the International Programs Office expected. UF business and engineering students formed a cross-college cohort and made Vietnam Heavener's third most popular study abroad destination.

As new tariffs between China and the United States challenge international markets, Vietnam's growing economy made it an attractive destination.

The 2019 trip consisted of 21 business students and 14 engineering students, and they were able to gain a unique perspective on the Vietnamese economy.

"Entering the financial sector as an intern in Vietnam has proven to be one of the most rewarding work experiences imaginable," student Cole McNally said. "Studying as a finance student at the University of Florida, despite having only completed my first year on campus, provided the foundation to be successful as an expatriate in my position in Vietnamese investment banking."





THREE STUDENTS SELECTED AS

Fund for Education Abroad Scholars

Erin Elferdink, Madison Mougalian and Makayla Nicholas were selected as scholars of the Fund for Education Abroad, a program that makes life-changing, international experiences accessible to all by supporting minority, community college and first-generation college students before, during and after they participate in education abroad programs.

Elferdink, Mougalian and Nicholas were chosen out of a pool of over 2,350 applicants to receive scholarship funding for their study abroad trips in London this summer.

Elferdink is a finance major with minor studies in real estate and is expected to graduate in 2020. She is a first-generation college student who aspires to work in commercial real estate management upon graduation.

Mougalian is a business administration student with minor studies in sports management. Upon her expected graduation in 2021, she hopes to work with a professional or college athletic association on business operations.

Nicholas is a business management student with minor studies in horticultural science. She is a first-generation college student who is expected to graduate in 2021. Upon graduation, she hopes to own her own floral shop.

Business Gators Go All-In



61% of Heavener students who studied abroad went for 10 weeks or longer. National averages show that 65% of American students who study abroad do so for eight weeks or shorter.

36% of Heavener students who studied abroad combined it with an international internship.

SETTING THE PACE

Heavener students are developed to lead. Through classes and extracurricular events designed specifically for their development, graduates leave Heavener ready to impact their industry. They know what it takes to lead at their company on day one of their jobs because of their training—inside and out of the classroom.



To read more about the achievement,
visit news.warrington.ufl.edu/heavener



CURRICULUM ADVANCEMENTS ASSURE

Career Readiness

The Heavener Leaders Sequence continues to play an important role in career readiness of students.

This three-year system introduces freshmen to the college through Warrington Welcome, a course that provides a blueprint for success in the Heavener School. In year two, students take a career readiness course that outlines specific strategies to secure a top internship and then perform at a high level during their internship. In year three, students take an emergent leadership course which equips them with a highly applicable early career leadership toolkit. Lessons learned in this course enable students to truly stand out as highly valued and highly sought-after emergent leaders, accelerating their early career growth trajectory. The sequence is connected with their mandatory internship, so they can put into practice what they've learned in the classroom.

Erin Bowler was hired as the program coordinator for the Heavener Leaders Sequence, allowing the program to have a full-time employee taking its impact to the next level.



Prioritizing Financial Literacy

Mary Driscoll (BSBA '20) writes about the importance of speaking to Gainesville youth about financial literacy.

I've always had a passion for business and growing up in a financially insecure household taught me the importance of understanding how to handle money. When I came to the University of Florida Warrington College of Business to pursue a degree in finance, it was important to me to not only to learn about personal finance for myself, but also to share my knowledge to help teach others the importance of understanding how to manage money.

In 2018, I was inspired to help others learn how to be financially responsible by creating the Financial Education Group (FEG). Our mission is to serve the youth of the Gainesville community by sharing knowledge of the role that finance plays in adulthood, and the importance of being financially responsible; seeking to create and mentor a more educated generation.

Right now, we're working with seniors at both Gainesville High School and Santa Fe High School, but we hope to start helping all high-schoolers and their families very soon as well as expanding our visits to each school to once a week. I'm proud to say that since we first started in September 2018, we've presented about financial literacy to an estimated 950 students!



To read more about Mary's organization,
visit **news.warrington.ufl.edu/heavener**

HEAVENER STUDENT INVITED TO

Forbes Conference

Melanie Ventura was recognized by Forbes and attended the outlet's Forbes Under 30 Summit in October. Ventura (BSBA '19, MSF '20) attended the summit on a full scholarship and heard from prestigious keynote speakers and panels on topics in technology, fashion, philanthropy, and more.

After graduating in May 2020, Ventura will start her career as a Commercial Banking—Middle Market Analyst for J.P. Morgan in Houston, Texas, and she will also continue to grow her company, Ventura Venture.

"My experience at Warrington has helped me stand out by pursuing a master's degree in finance and a minor in entrepreneurship," Ventura said. "My passion for finance and entrepreneurship has fueled my motivation to develop my own company, Ventura Venture. By utilizing my master's and bachelor's degrees in finance from UF, as well as my 10 years of experience in holistic health, I hope to take an active role in helping communities reach a healthier lifestyle—physically, mentally, and financially."



To read more about Melanie's experience,
visit news.warrington.ufl.edu/heavener



CONSULTING EXPERIENCE THROUGH

Enactus

Heavener students are learning about project management and social entrepreneurship through Enactus, an organization in which students create and maintain projects that foster sustainable change within the community. Enactus is an international non-profit with chapters all around the world. The UF chapter has 21 students working on three social entrepreneurship projects.

Students have the opportunity to create their own project or work on one of the three existing ones. Projects start with the students identifying problems in the Gainesville community and then working with the people who are experiencing the problems firsthand to find a human-centered solution.

In Enactus Active Consultancy (EAC), students serve as consultants for organizations to help with their goals. This allows the students to practice what they learn in the classroom in an environment with real outcomes, and it also helps small businesses compete with larger organizations without having to spend any money. In 2019, EAC worked with Sweetwater Organic Coffee, a 100 percent fair trade coffee roaster in downtown Gainesville. When Felipe's Mexican Taqueria opened a location close to campus, Enactus students helped with their marketing and menu. They also worked with the Climb for Cancer Foundation to help the organization develop its fundraising platform.



To read more about Enactus' impact,
visit **news.warrington.ufl.edu/heavener**

warrington.ufl.edu/heavener



warrington.ufl.edu/social

University of Florida

UF

HEAVENER

SCHOOL OF BUSINESS

WARRINGTON COLLEGE of BUSINESS