

# BUSINESS + ECONOMIC

## FORUM 2025

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**UVU**<sup>TM</sup>



# INDUSTRY CERTIFICATIONS

- AWS
- Microsoft
- Salesforce
- CompTIA
- Qualtrics



**CERTIFY  
YOUR FUTURE**



A PLACE TO  
**ENGAGE**





# UTAH VALLEY UNIVERSITY

## 365 Days of Impact





# ADAM GUTHRIE

“I want to go to college so that I can provide for my future family and be able to serve others in my community.”

Adam Guthrie '27, Finance





# UTAH VALLEY UNIVERSITY

No SAT or ACT

04

Certificates,  
Associate's,  
Bachelor's,  
& Master's

03

Open  
Admission

02

Come as  
you are!

01



05

Hands-on  
Learning

06

Intensive  
Support

07

Transformative  
Education

08

Majority  
Graduate  
with No Debt

A PLACE TO  
**ACHIEVE**





# ADRIENNE DAVIS

“I want to take my education to the next level where possibilities are endless, and this scholarship will help me fulfill that dream.”

Adrienne Davis '23, Web Design and Development





**#1 IN**  
**THE NATION**

— *for* —  
**LOCAL ENTREPRENEURSHIP**



Switch On Business  
**2024**





A PLACE TO  
**DREAM**







Impact a UVU student's life.  
Make a gift TODAY.



[uvu.edu/give](https://uvu.edu/give)



**EVERGREEN**  
UVU



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# UVU TRANSFORMS LIVES

**#1** IN  
UTAH

— for —  
**BEST NET PRICE**



Georgetown University Center on  
Education and the Workforce

**2023**

**#2** IN  
UTAH

— for —  
**SOCIAL MOBILITY**



Wall Street Journal  
Best Colleges

**2024**

**#3** IN  
UTAH

— for —  
**BEST BANG FOR YOUR BUCK**



Washington  
Monthly

**2024**



# BENJAMIN FURNISS

“(My scholarship) helps me focus on my studies and allows me to spend more time learning and applying the things I am taught at school.”

Benjamin Furniss '24, Statistics





A PLACE TO  
**INCLUDE**





# STUDENT DEMOGRAPHICS: FALL 2024

46,809

41% First Generation Students 18% Adult Learners (25+)



20% Are Married  
or in a Partnership



24% Work at Least  
31 Hours a Week



76% Are  
Employed



12% Have at Least  
One Child 18 Years  
Old or Younger



37% of On-campus  
Undergraduates  
Are Part Time





Every gift  
makes an impact.



Learn more at  
[uvu.edu/evergreen](https://uvu.edu/evergreen)





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# A PLACE FOR YOU





UVU™

#1 IN  
UTAH

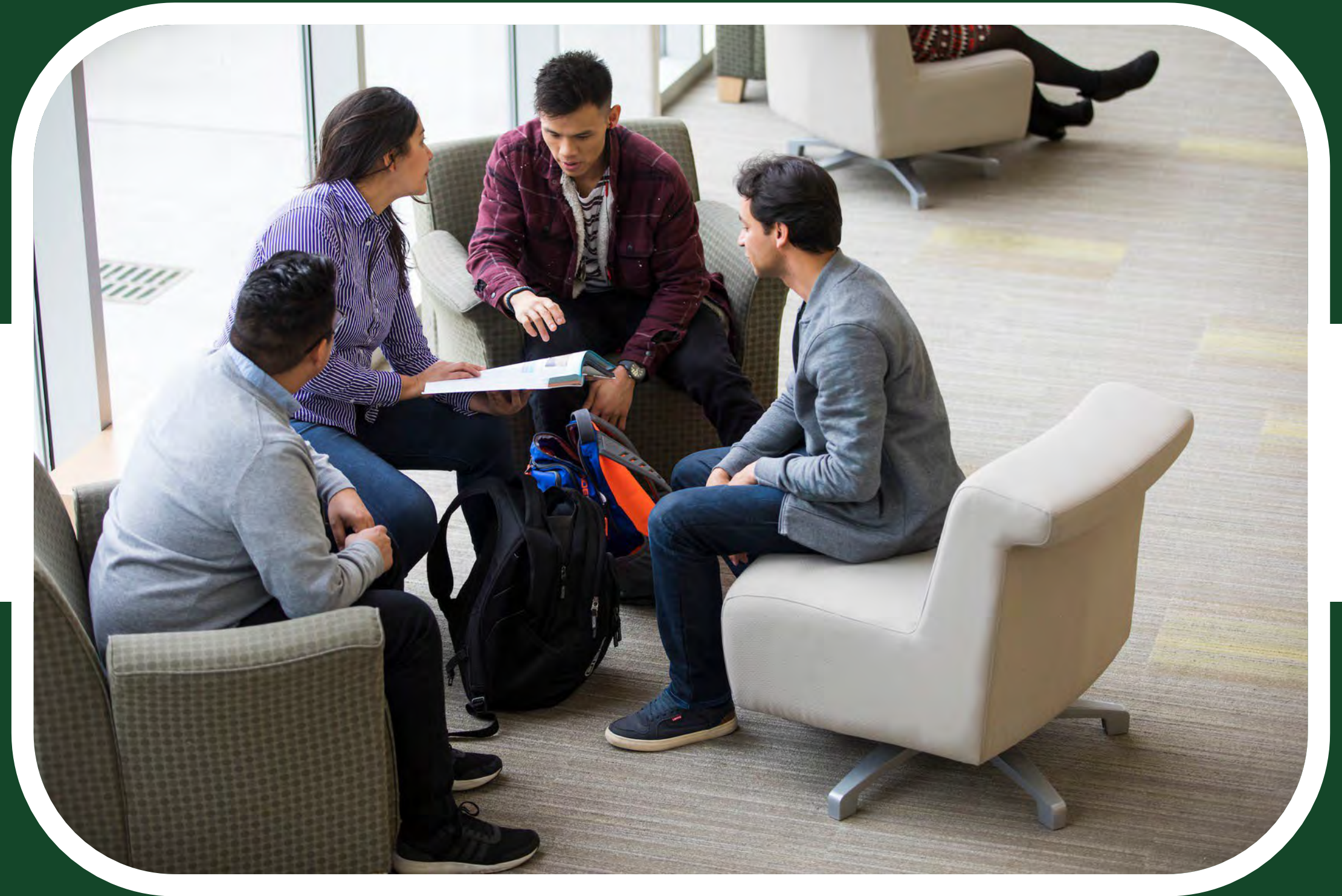
— *for* —  
**BEST VALUE  
COLLEGE**



Research.com  
2025

UVU™

BUSINESS  
ECONOMIC  
FORUM 2025







# UVU GRADUATES ARE TOMORROW'S WORKFORCE

**74%**

of UVU alumni live in  
Utah 10 years after  
graduation.

**84%**

of UVU alumni live in  
Utah a year after  
graduation.

**UVU**

**BUSINESS  
ECONOMIC  
FORUM 2025**



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# THE WSB AT A GLANCE

STUDENTS

5592

Fall 2024

includes high school  
(Concurrent Enrollment) students

30% of WSB students  
are first-generation

2025 GRADS

2540

Spring 2025

UVU just celebrated its largest-ever  
graduating class, with more than  
12,000 grads in May 2025. The  
above number is an estimate--final  
numbers will come after summer  
semester is over.

PROGRAMS

42

Spring 2025

Master's  
Bachelor's  
Associate  
Certificates

Including new MSF degree!

HUBS

5

Spring 2025

Money Success Center  
Green House Agency  
SMARTLab  
BEI  
FinTech Center  
Advising  
Tutoring Lab



# UVU FINANCIAL PLANNING PROGRAM RANKED #3 IN THE NATION

[WEALTHMANAGEMENT.COM](https://wealthmanagement.com)

Thanks to consistent top performance in the FPA Financial Planning Challenge, highlighting the program's excellence in real-world readiness, technical rigor, and student success.





# STUDENT COMPETITION WINS

## ACCOUNTING

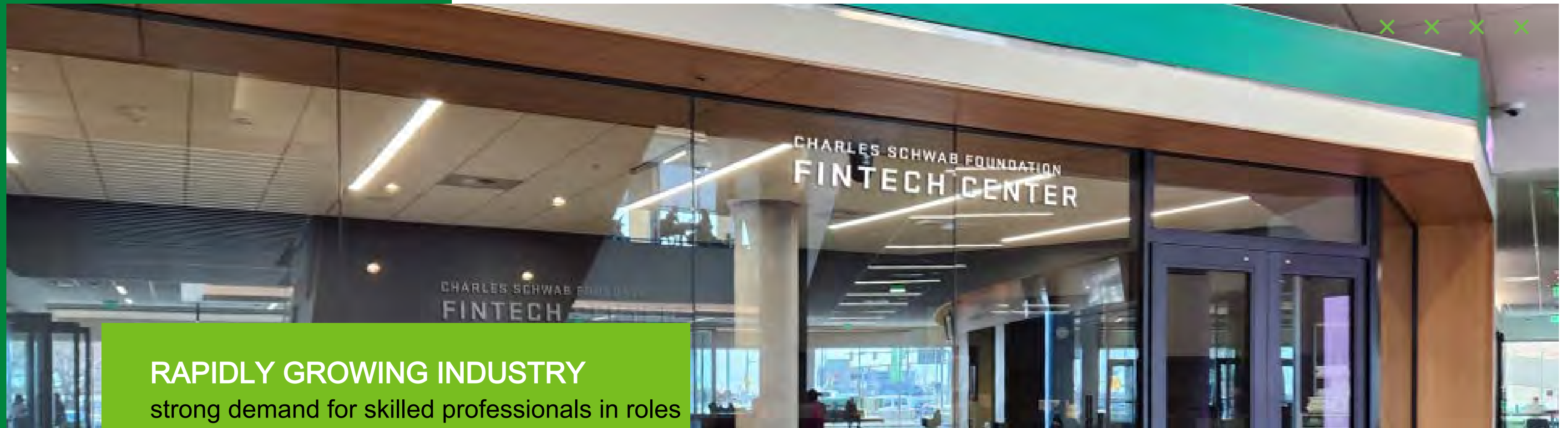
- 2nd place Beta Alpha Psi Best Practices Competition 2024



## FINANCE & ECON

- Ameriprise Financial/FPA®/CFP®Board National Financial Planning Student Challenge – 2024, 2022, 2020, 2019, 2018
- AFCPE®Financial Counseling Knowledge Bowl – 2024, 2023, 2022, 2021, 2019
- IARFC®National Financial Plan Competition – 2023, 2022, 2021, 2020, 2019
- FSP Career Exploration Competition (CEC) - 2022, 2020, 2019
- T3 Student FinTech Competition – 2020, 2019, 2018
- Financial Planning Collegiate Challenge – 2023
- NAGDCA Arthur N. Caple (ANC) Foundation Retirement Knowledge Quiz Bowl – 2017, 2014, 2013





### **RAPIDLY GROWING INDUSTRY**

strong demand for skilled professionals in roles like software engineering, data analysis, and financial strategy

### **UVU'S FINTECH CENTER BRIDGE THE G**

through realworld projects, certificates, events, access to Bloomberg terminals, and expert faculty in AI, blockchain, FinTech, and global finance

# **INTRODUCING THE UVU FINTECH CENTER**

Generously funded for the next five years by the Charles Schwab Foundation



# MONEY SUCCESS CENTER

2024 NUMBERS

980

APPOINTMENT

24

PRESENTATIONS

80

MARKETING  
TABLES

3000+

STUDENTS  
REACHED

FINANCIAL  
STRESS

REDUCED FROM  
5.53/10 TO 3.98/10

97%

OF STUDENTS WOULD  
UTILIZE THE MONEY  
SUCCESS CENTER  
AGAIN

97%

OF STUDENTS WOULD  
RECOMMEND THE  
MONEY SUCCESS  
CENTER





# BAUGH ENTREPRENEURSHIP INSTITUTE



150+

STUDENT  
ENTREPRENEURS  
ENGAGE IN BUILD  
BUSINESS COURSES

65+

ACTIVE  
INDUSTRY  
MEMBERS

50%

WOMEN  
PARTICIPATION

50+

EVENTS PER  
YEAR

COMPETITIONS

2 TEAMS IN UTAH ENTREPRENEUR  
CHALLENGE FINALS

1ST PLACE 2025  
SKILLSUSA





# SMARTLab

3,197

STUDIES

2,252

CORPORATE  
TOURS

5,330

STUDENT  
TOURS

2,920

MBA STUDENT  
STUDIES

14,615

INDIVIDUALS  
IMPACTED

2024 NUMBERS

x x x x

x x x x



# BUSINESS + ECONOMIC

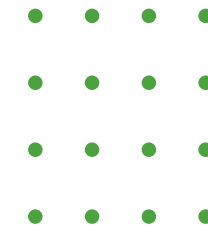
FORUM 2025

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# FURTHERING ACCOUNTING, FINANCE & ECONOMICS THROUGH EVENTS



BUSINESS  
ECONOMIC  
FORUM 2025

Annual BAP Meet the Firms Event  
Exploring Careers in Accounting Panel  
Cashflow in New Business (Workshop with David Waite)  
4.01K Race to Retirement  
PFP Spring Banquet  
High School Financial Literacy Competition  
Risk Management Conference  
Economic and Market Insights with Cary Wasden  
Department-specific events

CONSISTENTLY FEATURING  
200+ ATTENDEES AT LARGER  
EVENTS







# ENGAGING THE NEXT GENERATION OF LEADERS

Alan Hall Marketing & Sales Invitational

Financial Literacy High School Event

BUSINESS  
ECONOMIC  
FORUM 2025

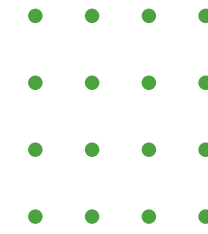


# HOPE SCHOLARS PROGRAM

Offers first-generation business students a renewable scholarship, monthly support events, and peer mentoring opportunities to help them succeed in college and beyond.







# REED & CHRISTINE HALLADAY LECTURE SERIES

The Halladay Lecture Series brings in top business leaders each week to share real stories and advice about leadership, innovation, and what it takes to succeed. It's a chance for students and the community to hear directly from people who've been there, done that—and learn something new every time.





# THANK YOU to Our Partners and Sponsors



## Sponsors

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## Community Partners

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NATIONAL ASSOCIATION OF  
ESTATE PLANNERS & COUNCILS  
COLLABORATE • EDUCATE • CULTIVATE



Exit  
Planning  
Institute  
Utah Chapter



## Campus Partners

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WOODBURY  
SCHOOL OF BUSINESS

BUSINESS  
RESOURCE CENTER

PLANNED  
GIVING