

# Global Leadership for the Fourth Industrial Revolution

## Thunderbird 4.0 @ ASU from Turnaround to Transformation

(April 2018 - April 2022)

reclaiming

**#1**

Ranking Wall Street Journal  
Times Higher Education

### TRADITIONS ARE BACK

Flag Ceremonies, Regional Nights, and Languages with the first ever AR/VR Digital Language Lab

### EXECUTIVE EDUCATION

Mayo Clinic, Meta (Facebook), Chevron, Henkel, Merck, Sabic, Google, Boeing, Transdisciplinary Digital Certificates, Alignment with ASU LE

**AACSB ACCREDITED**

rebuilding

### BACK IN THE BLACK

Growing and Profitable (even since the pandemic)

↑ **166%**

Student Enrollment in Master of Global Management Program from Fall 2018-Fall 2021

↑ **326%**

increase in internship rate, 90% increase in employment rate within 6 months of graduation, and a 36.4% increase in average starting salary

↑ **115%**

increase in faculty size, increased diversity and productivity

### UNIFIED & ENERGIZED ALUMNI

3x increase in alumni engagement, 1,000 new donors, launch T-bird Connect worldwide, 75th anniversary events

reinventing

### GLOBAL HEADQUARTERS

State of the Art Classrooms, Alumni Supported Rooftop Pub

**3→20**

Regional Centers of Excellence

**\$90mm**

Raised for Thunderbird Campaign

### CURRICULUM INNOVATIONS

In MGM, Creative Industries, Space Leadership, Business, and Policy, STEM Programs, Mandarin MLM, and DPP

### NEW PARTNERSHIPS

Phoenix Global Rising Initiative, International Chamber of Commerce, PwC, UN Global Compact, Zhejiang University International Business School

**100 MILLION LEARNERS**

The most ambitious global initiative in higher education history