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An Executive School

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General Electric Co. has named the University of Dayton one of its 45 executive schools.

GE selects these schools based on how well their graduates service the needs of GE businesses and leadership programs plus fit with GE's culture. Academic excellence, diversity, historical relationships in research with GE and proximity to a GE facility also are factored into the selection process.

"This is recognition of the great talent the University of Dayton produces and GE's desire to hire the best and the brightest the University has to offer," said Dave Ferguson, manager of campus relations at GE recruiting and staffing services.

For the University of Dayton, designation as an executive school means more internship, co-op and full-time employment opportunities for its students, according to Jason Eckert, University of Dayton director of career services. Not only will the partnership benefit students in technical areas, but it will also benefit business students looking for accounting jobs and even students in fields like graphic arts who can design marketing materials.

"People are our most important asset, and we need the highest level of talent. We want to build a lasting relationship with the University of Dayton. To have UD as an executive school provides GE a phenomenal opportunity to recruit the brightest talent," said Nate Manning, president of mechanical systems for GE Aviation.

GE executives from the aviation, finance, medical, transportation, energy, and appliance and lighting divisions will join University officials to formally announce the partnership at 2:30 p.m. Thursday, Nov. 10, in Kettering Laboratories.

"It's significant to be among the 45," Eckert said. "We will see GE on campus a lot more for recruiting and special events."

Cornell, Duke, MIT, Northwestern, Ohio State, Rose-Hulman, Stanford and Notre Dame are also on the list.

"There are many schools that would like to become one of GE's Executive Schools," said Steve Canale, manager of global recruiting and staffing services at GE. "It really comes down to a question of optimizing resources and market segmentation. Good students can be found at all schools, but we have consciously chosen to focus and invest where we think we can attract our fair share of top talent. We look at our executive schools as business partners, jointly serving the needs of the students both academically and professionally. School selection can be difficult and we don't add schools often. More than 70 percent of our full-time and intern hires come from these schools. However we also attract students from other schools either through a local GE business' efforts or the student pursues us directly."

GE has been among the top 10 employers of University of Dayton graduates for the last seven years.

This is just the latest step in an already strong partnership between the University of Dayton and GE. GE Aviation is constructing a \$51 million research-and-development center on campus called the GE Aviation Dayton Electrical Power Research Lab. It's expected to be operational in 2013.

"It's rare for a global company of GE's stature to locate a new research facility on a college campus, but this is the future for leading universities," University of Dayton President Daniel J. Curran said at last year's announcement. "This is the bold kind of technology-based economic development initiative that this region and our state need."

In the Electrical Power Research Lab, University researchers will work side by side with GE Aviation scientists and engineers to create new advanced electrical power technologies. The applications, Curran said, are endless — from new power systems for aircraft to longer-range electric cars to smarter utility power grids for more efficient delivery of electricity.

Designation as a GE executive school is the second time a Fortune 500 company has conferred a special status on the University. The strength of the University's engineering research earned it a spot on the Boeing Co.'s list of preferred universities. Boeing supports University research and work in areas where the two have a common interest.

For more information, contact Shawn Robinson, associate director of media relations, at 937-229-3391 or srobinson@udayton.edu.