

HELP US CREATE A BLOOMBERG LAB

Bloomberg Terminals

- Bloomberg terminals provide real-time financial market and real-time news updates from a multitude of websites, tickers and wires.
 - Bloomberg users are able to access the most recent financial, and non-financial, news headlines from around the world.
 - Users can also search for archived news stories or search by subject.
 - Bloomberg terminals give students and faculty access to critical information on security values, equities, fixed income, derivatives, foreign exchange and so much more.
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Support and Expand Student Access

The college currently has a subscription for one Bloomberg Terminal. The monthly expense for one terminal is \$2,090 and the annual expense is \$25,080. The monthly expense for two terminals is \$1,830 per terminal or \$43,920 annually. The monthly expense for three terminals is also \$1,830 per terminal or \$65,880 annually.

Once the college commits to paying for three terminals, Bloomberg gives another NINE at no charge. Therefore, the college could get 12 terminals for an annual expense of \$65,880, dramatically expanding the number of terminals and, most importantly, student access to these tools.

An annual gift of \$5,000, with a five year commitment, will allow you to provide and name a Bloomberg terminal. Coupled with gifts from other likeminded donors, we can create a Bloomberg lab in Coggin, leveling the playing field with other universities and serving more students with this essential business tool. The Bloomberg lab will allow us to grow enrollment in the Osprey Financial Group so that we can create more of the OFG graduates you wish to hire.

Other Bloomberg Labs

The following schools already have full Bloomberg Labs, meaning twelve terminals or more, for their students and we would very much like to join their ranks:

*Florida Agricultural and Mechanical University
Florida Atlantic University
Florida International University
Florida State University
Southeastern University*

*University of Central Florida
University of Florida
University of Miami
University of South Florida
University of Tampa*

Faculty Support and Utilization



Dr. Reinhold Lamb, UNF Professor of Finance, explains that *“it is the desire of the finance faculty to provide our students with the tools and resources required to make them as marketable as possible. In the finance profession, the state-of-the-industry database is Bloomberg. We have had great success integrating into three courses the one Bloomberg terminal we have in the Coggin College of Business. Since we have only one subscription currently, the three courses utilizing Bloomberg have very small class sizes. Having more Bloomberg terminals would change how we teach the other courses we offer because Bloomberg would then be available to all our students without restriction. We would rebuild our other courses so that students would become very comfortable navigating the database that they will likely be using after they graduate. Finance is a data-driven discipline, and although we are fortunate and grateful for the one Bloomberg terminal we have, more terminals would change in a very positive way what we do in the classroom and what our students know when they graduate.”*

Dr. Oliver Schnusenberg, UNF Associate Professor of Finance, shares that, “there are tremendous benefits for obtaining additional Bloomberg terminals at UNF. They are summarized below:

- *Economic justification:* Three gets you twelve, meaning subscribing to three Bloomberg terminals would “earn” us an additional nine terminals for free.
- *Certificate of Financial Analytics:* We have developed three boutique courses (OFG, Financial Modeling and Fixed Income Analysis) that heavily incorporate use of the Bloomberg terminal. Students who complete these courses with a grade of an A now earn a Certificate of Financial Analytics. The demand for these courses is steadily increasing, and it is becoming increasingly difficult for students to have sufficient space to complete their work.
- *Student-Centric Approach:* Mainstream finance courses (Investments, Derivatives, Securities Analysis, etc.) currently do not have any or have extremely limited access to the Bloomberg terminal. Creating a Bloomberg lab with multiple terminals would literally change our program and allow further collaboration with our primary clients – the companies that hire our students.
- *Industry Standard:* Bloomberg is the industry standard for analysis. Giving all Coggin students access to Bloomberg, rather than only a select few, would make our students much more competitive with other schools that already have multiple terminals.
- *Program Growth:* The finance program has grown in terms of quality, placement, and enrollment. There is too much demand for our courses to not increase the tools available for our students.”



And, UNF Associate Professor of Finance, Pieter de Jong, shares that, *“the Bloomberg terminals are fundamentally important for the content in my Fixed Income course. Besides preparing for the regular curriculum, the students are also required to allocate funds in a client’s bond portfolio; I have enlisted the help of a bond portfolio manager in Jacksonville. The students would not be able to research and select the fixed income securities in their respective portfolios, had they had not have access to Bloomberg. Currently they have to share a terminal. Student productivity would increase substantially if we were able to provide them with more access.”*

**For more information or to make your investment today, please contact:
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