

Student investors at Marquette University use LCD and Ticker displays to help manage their funds

Marquette University, a modern coed campus of more than 11,000 students in Milwaukee, Wisconsin, is home to one of the United States' only undergraduate programs in Applied Investment Management. The AIM Program allows a select group of finance majors to get hands-on academic and security analysis experience, including an opportunity to actively manage an equity and fixed-income portfolio throughout their senior year.

A key new teaching tool in this unique program is the AIM Research Room. The College of Business Administration created the AIM Research Room during the winter of 2004-05 to provide a real world environment for its students. The AIM Research Room provides hands-on training using real financial information and market data, which helps students with their investment research and their understanding of financial markets.



The research lab employs several Rise Softtools electronic displays to display real financial information and market data. On the back wall of the lab, a Rise Softtools Ticker board displays rotating scripts of market data, news headlines, information about the AIM program, and price data for a variety of stocks, indices, bonds, currency, and commodity data. Beside the Ticker, two additional 40" Rise Vision LCD screens display cable news. One LCD continuously shows CNBC financial news whenever the financial markets are open, and the other serves as an instructional tool and a display for additional financial and news broadcasts such as Bloomberg TV, CNN, MSNBC, CBS MarketWatch, and others.

David Krause, Director of the AIM Program, says that the effect of the displays on student awareness and enrollment in his program "has been outstanding. The screens are visible from the third floor corridor, and students regularly congregate outside the Center to watch the news and stock prices. It's one of the signature rooms in the college — we try to make sure that all prospective students and their parents walk by it."



Dr. Krause also points to the usefulness of the information provided by the displays. "We have 53 stocks in our AIM Fund, and AIM students are actually managing \$500,000 of Marquette's endowment. So we put their portfolio up on the Ticker display, and they monitor the stocks for price movements. If they see something happening on the displays—for example, a jump in one of our AIM stocks — they can immediately go onto one of our Bloomberg workstations to get the full story." The school uses the displays to post headline news, indices, and related financial data as well. "We also take advantage of the Ticker's Text feature to promote the AIM web site and other pertinent information about the program."

Beyond their promotional and education value, the displays also contribute much to the overall attractiveness of the AIM Program and the College, which has enjoyed higher enrollment numbers since the displays were installed. "The AIM Research Room is just plain cool," says Dr. Krause. "Every kid who wants to study finance loves it. If their pulse doesn't quicken when they see those displays, they've got the wrong major."

1.877.538.RISE (7473)
WWW.RISESOFTTOOLS.COM

COMPLETE DISPLAY SOLUTIONS:
EVERYTHING YOU NEED FROM ONE SUPPLIER, FULLY SUPPORTED BY ONE TEAM.

