

CLEMSON<sup>®</sup>  
UNIVERSITY



**GREATNESS** is within our grasp!

# The Clemson College of Business has set its sights on **GREATNESS.**

Today, the College of Business at Clemson University stands at a critical juncture, poised to become one of the top business schools in the nation. **The elements of greatness are present: student demand, a powerful Clemson brand, solid University support and a clear vision.**

Clearly, it is time to take Clemson's College of Business to the next level, to make it one of the elite business schools in the country.





## Strong student demand. Smart people.

As our incoming freshmen show time and again, the College of Business is doing an outstanding job of attracting and educating top-quality students. In the fall of 2015, 3,256 applications were received from the entering freshman cohort who listed “pre-business” as their major. Of those, 44 percent or 1,448 applicants were accepted (22 percent yield rate). The mean SAT score for this cohort was 1229 with 37.7 percent in the top 10 percent of their high school graduating class. Our students continue to be intelligent, and our numbers are strong.

## A powerhouse brand.

For eight straight years, Clemson has been ranked by *U.S. News & World Report* as a top-25 public university. Clemson has consistently built and maintained one of the most valuable brands among all colleges and universities. The 2015-2016 college football season saw national recognition grow and media exposure explode as the football team played in the national championship. But while sports may play on a big stage, the Clemson’s business program has been a part of securing this lofty brand recognition. In 2015, Clemson’s business program was ranked No. 1 in South Carolina and No. 33 among the country’s 484 four-year public business schools, according to *The Business Journal*. *Businessweek* ranked the college No. 21 among public university business schools, and *U.S. News & World Report* ranked the undergraduate business program No. 50 among national public universities.

## Commitment to the college’s prominence.

The University’s ClemsonForward strategic plan features the College of Business for significant investment and development. This investment, recently approved by the Board of Trustees, challenges the College of Business to reach new heights of excellence by focusing particularly on research, engagement, academic programs and the living environment. Integral parts of the vision for the College of Business include a best-of-class facility and programming restructure that will enable Clemson to attract world-class scholars to join our high-quality students. Recognition of the importance of the college — its faculty, staff, students and curriculum — clearly proves that the University is dedicated to the excellence of the program.

**Location, location, location.** Located directly across from Bowman Field, the new College of Business center will stand as a flagship program both literally and symbolically. Current plans place the innovative College of Business structure at the University’s front door. Clearly, the location of the proposed business facility shows an understanding of and dedication to the role that the College of Business will play in the University’s future.

## Wanting it is not enough: The Vision.

Numbers and buildings are impressive, but what can elevate Clemson into the elite top-20 undergraduate programs such as University of Pennsylvania, MIT, UC-Berkley, NYU, University of Virginia, Carnegie Mellon, UNC-Chapel Hill and University of Texas-Austin? What will make our students completely prepared and in top demand?

**Clemson’s College of Business must be a market-ready, value-added difference-maker. We must transform the traditional college business degree into a business degree for today’s market.**

The College of Business is committed to educating the next generation of business leaders. These leaders will be individually empowered, free-thinking, ethical, confident, resourceful, compassionate, wise stewards and entrepreneurial in spirit. Our focus must be on innovative research, evidence-based global engagement, a high-quality graduate and undergraduate academic experience, and supportive, diverse learning environments.



For the Clemson University College of Business to rise to the next level – to make it the first-rate program it was meant to be – we must have the necessary resources in order to:

- **Increase the number of top-quality faculty:** Endowed chairs and professorships.
- **Provide strong support for the programs demanded by today's business climate:** Scholarships and fellowships for undergraduate and graduate students.
- **Offer financial support for programming that attracts top students at both the undergraduate and graduate level:** Exceptional Business Innovation programs.
- **Facilities:** Build the facilities that enable and enhance collaboration, incorporate technology and support faculty programs and student learning.

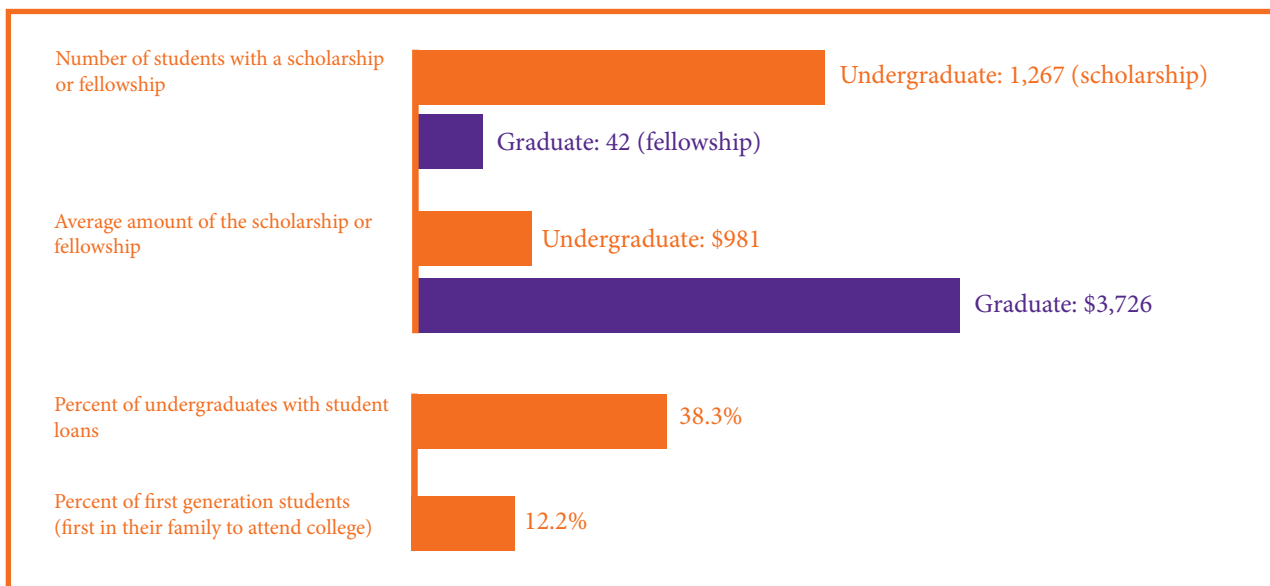
“At the end of the day it’s about the quality of students that emerge from Clemson. A sharper focused business school that offers state-of-the-art facilities will attract and produce better students, which is paramount to the University’s mission.”

-Jim Dwane '89

*President and CEO of AIG, Latin America and Caribbean*

## Clemson Business Students' Need

Our students are the lifeblood of our program, and they need our assistance. Below is the financial profile of students in the College of Business and Behavioral Science in the spring of 2016:



## Faculty

As the primary force for the success of every college, every program, and in fact, every student, faculty excellence is key to the goals of the College of Business. Endowed chairs and professorships draw national and international leaders because they serve as recognition of the importance of these scholars' abilities both in the classroom and in their research. Endowed chairs or professorships provide consistent funding which allows them to work with promising graduate and/or undergraduate students in their work, who in turn bring in research funds and a continued flow of excellent graduate and undergraduate students.

Currently Clemson has three endowed chairs in the College of Business. Clearly Clemson needs the funds to offer additional endowed chairs that reward faculty excellence.

Other business schools:

- The Terry College of Business at the University of Georgia has 20 endowed chairs.
- Belk College of Business at the University of North Carolina has 14 endowed professorships
- The Darla Moore School of Business at the University of South Carolina has 11 endowed chairs.

## Students

**Undergraduate students:** Clemson students are smart, competitive and driven. But top students are in demand and are often given large financial incentives. In addition, promising students often need financial assistance to be able to complete their educations. The cost of university attendance continues to rise, creating additional financial hardship and large student debt, in some cases limiting educational options.

Clemson must have a strong scholarship endowment and annual support to provide scholarships for promising students who might not otherwise consider a Clemson education.

A vital part of educating students with a global understanding is providing the opportunities that all business leaders need. These opportunities include travel, internships, mentoring, conferences, competitions and seminars. However, these costs, in addition to the cost of attendance, are often out of students' reach. Funds for engagement will ensure that students not only are prepared for the world of business when they graduate, but will have already experienced it and are part of a business network.

**Graduate students:** Master's and doctoral students are often the first measure of a world-class institution. Top faculty and programs draw these students, who in turn bring in other graduate students, faculty and research dollars.

To fill the College of Business with top master's and doctoral students, Clemson must offer graduate fellowships and stipends.

**Post-doctoral students:** As the profile of the college rises, so will our need to provide top researchers. The best post-doctoral researchers will be drawn to the university that offers them the opportunity to work with the best faculty in top-notch facilities, but they must have funding for their own financial support.

## Programming for Business Innovation

Outstanding business programs offer added value — a differentiation that sets them apart from and far above the crowd. Clemson's Business Innovation program will do exactly that. Every student in Clemson's College of Business will be exposed to the programming that today's business leaders are seeking in their hires but often find lacking. Every cohort will study entrepreneurship, communications, free enterprise, ethics and critical thinking, as well as have an opportunity for global engagement.

Today's innovative businesses must be nimble — able to respond quickly to needs as they arise. Funding built around Business Innovation will help Clemson's College of Business be ready to act on opportunities, more closely mimicking today's most successful businesses. These dollars may enable a student to complete his or her degree after a sudden hardship arises. They may fund travel for a faculty member for a last-minute presentation opportunity. Or they may provide the dollars needed for vital equipment or technology.

Business cannot always be predicted and neither can every need of a prominent business program.

The College of Business is now an autonomous college, devoted exclusively to these programs:

The School of Accountancy

Department of Finance

John E. Walker Department of Economics

Management

Marketing

Graphic Communications

Army and Air Force ROTC

### Other Business School Facilities

In 2013, the Darla Moore School of Business at the University of South Carolina opened a new building with:

- 251,891 square feet
- 35 classrooms
- 40 meeting rooms/project spaces
- Advanced telepresence technology
- Space for 136 faculty offices and more than 100 Ph.D. students

The Terry College of Business at the University of Georgia has opened the first of its three-phase, \$90-million Business Learning Community campus, Correll Hall, which offers:

- 74,000-square feet
- Business innovation lab
- Numerous team rooms
- Graduate commons area

## Facilities

The marketplace is 24/7, instantaneous, global and fluid. And the home of the Clemson College of Business must reflect those realities. Today, we are asking students and faculty to excel in a building that is too small, too insular, outdated and unable to handle the needed technology.

Sirrine Hall, built in 1939, will not serve today's business programs. Graduates cannot compete when they are armed with an education limited by antiquated facilities and insufficient technological capabilities.

The success of the future programming of Clemson's College of Business depends on a facility that is flexible, adaptable, technology-filled, ready to enable some of our most important efforts: internship and study abroad programs, collaborative learning, industry partnerships and marketplace modeling. It must provide research-friendly and flexible spaces for trading floors, research, teamwork and the 24-hour business cycle.

The site for the new College of Business facility is across from the beloved Bowman Field, at the front door of the Visitors Center and Alumni Center, impossible to miss. Its modern, flexible design will illustrate our commitment to collaboration, innovative teaching and research.

The new Clemson College of Business facility will include these features:

- 186,000 square feet of classroom, office, meeting and networking space.
- Technology for today, ready to adapt for future needs.
- First-floor grand hall.
- Large, flexible collaborative spaces.
- Design that incorporates future growth and change.
- Sustainable model with a goal of LEED Silver certification.

Private philanthropy will determine the success of not just the facility, but also the program as a whole. Our dedicated alumni, friends and business partners who are willing to step forward to invest in the future of the college and our young people will be critical leaders.

A shiny new building alone does not create a program. But it is a tool that in the hands of skilled educators enables a strong program to become a stronger program which in turn draws better students, retains existing faculty and recruits other top faculty. That is why the complete vision for the School of Business encompasses faculty, students, programming and facilities. The new College of Business facility will serve as a catalyst for success. The business building will enable worldwide student engagement, attract the kind of faculty powerhouse that sustains itself by drawing others of like ability and build the reputation that draws the most sought-after graduate and undergraduate students.



## Funding Needs

The University's financial and strategic commitment. The immediate need for a new facility. The strength of the Clemson name. A clear vision for tomorrow's business student. The necessary elements have come together.

There has never been — and there may never be again — a time like this for the Clemson University College of Business. But success rests in the hands of leaders who share the vision and are dedicated to building a next-generation business program at Clemson.

Clemson's Business Innovation program will differentiate our students, setting them apart from the crowd through their opportunity for global engagement as well as their study of entrepreneurship, communications, free enterprise, ethics and critical thinking.

<b>Faculty:</b>	<b>\$10 million</b>
Endowed chairs and professorships <i>(One endowed professorship or chair in every department)</i>	\$10 million
<b>Student support:</b>	<b>\$9 million</b>
<i>Undergraduate</i>	
Undergraduate Scholarships	\$3 million
<i>Graduate</i>	
Graduate student fellowships	\$4 million
Post-doctoral stipends	\$2 million
<b>Programming for Business Innovation:</b>	<b>\$6 million</b>
Facility:	\$25 million
<b>TOTAL:</b>	<b>\$50 million</b>

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