Clemson Forever is dedicated to strengthening the University by building a solid financial base of private giving, providing exemplary stewardship of those gifts and clearly communicating to donors the impact of their gift and the gratitude of the Clemson Family. To this end, the Will to Lead for Clemson is a $1 billion capital campaign to support students, faculty, engagement and facilities.
The Need
Greenville, S.C., was recently named one of the ten fastest growing cities by Money magazine and boasts the highest international investment per capita in the nation. Clemson University’s tie to Greenville is natural. Our graduates have built successful businesses in Greenville – businesses that have national and international influence.

In 2010, thanks to a generous gift from ScanSource, Clemson’s graduate business program relocated to Clemson at the Falls next to the Reedy River. This move created a synergy between Clemson and the surrounding community that has allowed the business programs to thrive while supplying area businesses with a pool of well-educated graduates ready to take business to the next level. When the opportunity arose to move the program to one of the most important new locations in the city, Clemson did not hesitate to take this important step ahead for our students and faculty.

On Our Way Up
In January 2014 all of Clemson’s graduate business programs — including part- and full-time traditional MBA, MBA Entrepreneurship & Innovation, M.S. in marketing, M.S. in management and Masters of Professional Accountancy — moved to Greenville ONE at the corner of Main and Washington. In addition, the Master of Real Estate Development program has relocated to ONE, along with Clemson’s Center for Corporate Learning, the Arthur M. Spiro Institute for Entrepreneurial Leadership and the Greenville branch of the Clemson Regional Small Business Development Center.

Floor After Floor of Opportunity
This highprofile, prestigious location is truly a nexus between the business community and Clemson University. Occupying the 5th through 8th floors in the North Tower of ONE, Clemson’s space includes:

• eight classrooms with cutting-edge technology,
• a 200-seat, flexible multi-purpose event space,
• executive and continuing education class space,
• incubator space for new businesses,
• a 5th-floor roof terrace overlooking Main Street,
• the “B” Hive (Business Hive) – a first for Greenville — an oval, flexible classroom/lab space designed to facilitate interactive group learning that was first developed at Harvard Business School.

Who Will Pass Through These Doors?
The Clemson University Center at ONE will be home to more than 400 students, neighbors and guests that include:

• professionals earning an MBA in the evening;
• entrepreneurs developing and launching ventures;
• engineers, architects and HR professionals earning continuing education credits;
• new managers receiving leadership training;
• business owners getting advice on best practices;
• CEOs and presidents of major corporations sharing the story of their success with students.

An Invitation to Invest
The Clemson University Center at ONE will be synonymous with Clemson’s graduate business education in Greenville. This is where the next generation of business leaders will emerge. The location and importance of the facility presents unique naming opportunities for donors throughout the facility and many will be featured on marketing and promotional materials.

With your support, Clemson University Center at ONE will be a term that requires no explanation. It means business.