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.

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College of Business and Behavioral Science

CONSTRUCT
The Need
The world of innovation is constant. Whether it’s using your smartphone to map your next trip, utilizing social media to enhance your company’s profitability or finding ways to better understand and deal with behavioral issues, smart ideas continue to change the way we live, work and play. Producing innovative leaders is our mission. And to do that with the highest standards, there’s a lot on the line for the College of Business and Behavioral Science (CBBS).

A Building for a Technologically Advanced World
Outdated is not a word we want in the Clemson vocabulary. But “outdated” is what Sirrine Hall is. Sirrine Hall has served our University well in the past — transforming students into business leaders, award-winning professionals, outstanding artists, designers and entrepreneurs for more than five decades. We need a facility without limitations in order to develop students with limitless possibilities.

CBBS merges multiple disciplines of study including accounting and finance, economics, graphic communications, management, marketing, political science, psychology, sociology and anthropology, as well as programs in aerospace studies, military leadership and technology entrepreneurship. Each of these disciplines deserves unique and specific support — all in one facility.

Some of the features the new construction will include are:
• 186,000 square-feet to accommodate current and future needs;
• large community spaces and a first-floor grand hall;
• flexible space to accommodate future growth and change in student and faculty populations, research capabilities and community interaction; and
• a sustainable model with the goal of the facility attaining LEED Silver certification.

Cutting-Edge Ideas Need a Cutting-Edge Facility
This environment must involve advanced technology and innovative teaching that will inspire the critical thinking graduates require to not only impact our state, but also our world. This building will welcome back successful alumni, including presidents and CEOs of companies to work with faculty and students to support relevant, real-world perspectives to utilize in their work and study. We must build a facility that continues to spur innovation. It’s the smart thing to do. And, we need to do it now.

Quickening the Pace
We must quicken the pace to build a modern, state-of-the-art facility that becomes a hub for business education, entrepreneurship and economic development. Business and industry demand it. Our students deserve it.

A Building that Will Also Build a Reputation
The time has come to advance the reputation of CBBS. The new facility will benefit our students among its nationally recognized competitors such as Moore, Scheller, Goizueta, Terry and Kenan-Flagler — all superstar business schools. We must move up the list to remain competitive and attractive to prospective students and faculty. We want to be among the best, and we can be with your help and support.

Supporting Students with the Will to Lead
The campaign to construct a new College of Business and Behavioral Science facility will give our students the will to lead with the skills they need to transform their ideas into reality. Your gift will mean the world to our students and faculty.