

Development Update

Draft—4/11/2017

The Campaign for Illinois State

THE CASE FOR SUPPORT OF THE
COLLEGE OF BUSINESS



ILLINOIS STATE
UNIVERSITY
Illinois' first public university



What does it take to prepare today's students to pursue their dreams and build a better world in a global society that's evolving so quickly tomorrow's jobs may not even exist today?

At the College of Business we believe the answer begins by developing students who can move the world forward with an innovative mindset, entrepreneurial approach, and creative solutions to our most complex problems. Perhaps most important is the development of thought leaders who analyze problems and embrace different cultures while leveraging technology for organizational success.

Nurturing these fundamental traits drives the teaching and learning within the College of Business, where students are our most treasured asset. Faculty prepare young adults for their professions through a curriculum that blends teamwork, technology, and experiential learning. Growth is obvious as students advance from learning basic concepts to applying technology and critical thinking through off-campus internships and real-world projects for external organizations, broadening their horizons while studying internationally, and partnering with professors on research that accelerates learning.

Each initiative furthers the College's mission to enhance lives, advance organizations, and strengthen society. The work to date has been exemplary, as proven by the College's stellar alumni, firm standing in national rankings, and exceptional accreditations. But in today's fast-paced and ever-changing world of business, we must do more to ensure our students' future success. This requires overcoming limited financial resources, increased competition for the best students and faculty, and the growing cost of a college education.

Through The Campaign for Illinois State University, we will further empower our community of scholars and business professionals, while simultaneously blazing a path of even greater distinction and discovery.

The College of Business comprises four departments offering 10 majors, eight minors, and three graduate programs. The more than 4,000 students enrolled engage with dynamic faculty and industry professionals using the latest technology in the State Farm Hall of Business. The College is ranked in the top 75 undergraduate business schools in the nation by *Bloomberg Businessweek*.

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- Introductions
- Campaign Update
- College of Business Update

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THE CAMPAIGN

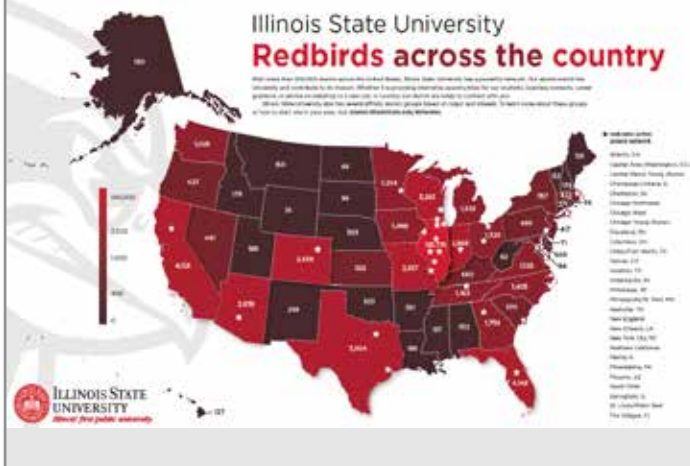


Campaign Progress

- 54% of the way through campaign
- Over half way to “working goal”
- Goals currently under review
- Volunteer recruitment occurring
- Public phase begins September 2017
- Campaign ends June 30, 2020

*As of April 30, 2017

Illinois State University Redbirds across the country

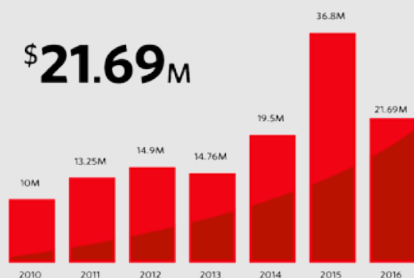


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FY2016 Total Fundraising



\$101.8M

Endowment ASSETS

College of Business Funding Priorities

- **Expanding Student Support** – Scholarships and Study Abroad Opportunities
- **Attracting and Developing Top Faculty** – Named, Endowed and Visiting Professorships
- **Paving a Professional Path** – Center for Career and Professional Development
- **Sustaining Excellence** – Ongoing Annual Fund and other unrestricted resources
- **Collaboration Across Disciplines** – Centers and Institutes
- **Solving Problems in a Complex World** – Collaboration spaces, hands-on learning labs, innovative learning opportunities



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What Makes Projects Appealing?

- ❖ Inspires emotional appeal
- ❖ Clear project and impact
- ❖ Compelling and urgent
- ❖ Connects to your college/program vision
- ❖ Gifts fund projects that help achieve top initiatives



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How You Can Help

- Financially participate in the campaign by supporting the College of Business through a leadership gift
- Share your story
- Inspire and connect with Alumni
- Help build and encourage a culture of philanthropy



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