

INDIANA UNIVERSITY
KELLEY SCHOOL OF BUSINESS



FOR ALL

The Indiana University Bicentennial Campaign

FOR ALL THE MOMENTUM WE'LL CREATE

For 100 years, the Indiana University Kelley School of Business has been developing leaders with the talent, humility, and tenacity required to thrive in today's challenging business world.

However, our mission to create intellectual capital, develop innovation in business, and produce tomorrow's leaders relies on you. With your support, we can continue to build a brilliant faculty and an exceptional student body. We can maintain our legacy of top nationally ranked programs, one of the highest returns on investment, and leading corporate recruiter rankings. We can offer even more opportunities to gain real-world experience, here and abroad.

As part of **For All: The Indiana University Bicentennial Campaign**, we are committed to raising critical private support to realize our vision. We will preserve our outstanding business education and research by developing leaders with the integrity, commitment, and authenticity to advance our communities at home and around the globe.

Together, we can fulfill the promise of creating a stronger Indiana and a more prosperous world for all.



FOR ALL OF TOMORROW'S LEADERS

GOAL #1: INCREASE STUDENT SUPPORT

The Kelley School of Business has long been a global leader in business education—a position built on our capacity to recruit and retain the very best students of all means and backgrounds. As companies demand a more diverse workforce, we are committed to sustaining diversity and inclusiveness in our student body and creating a better learning environment for all.

With each new class of enrollees, we are shaping the next generation of inspired professionals and leaders who will influence global economies. Our graduates emerge with the experience, skills, and confidence it takes to lead. They bring creativity and drive, and apply their global perspective to today's business world. Twins Maya Caine '18 and Mica Caine '18 are two students who came to Kelley through the aid of the Fry Scholars Program, which not only covers tuition, fees, room, and board, but also creates opportunities for mentoring, social events, external networking, and a residential community for business-minded freshmen.

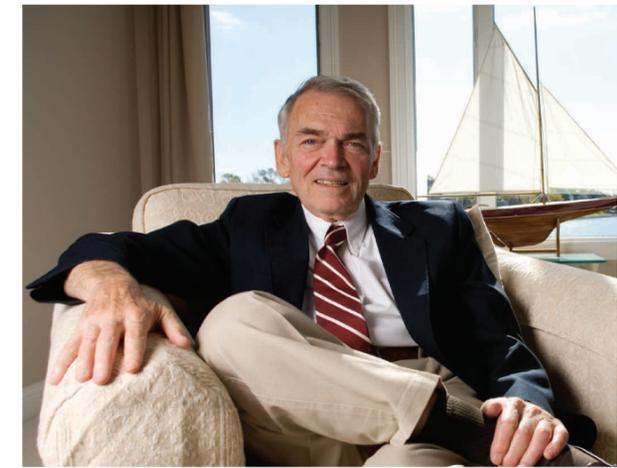
An endowed scholarship like this one opens many doors, and the Caine sisters have seized every opportunity it offers. In 2015, they were part of Kelley's championship team at the National Black MBA Association's inaugural undergraduate case competition. In the same year, partnering with two other freshmen to compete in IU's fourth annual National Diversity Case Competition, their team took top prize, defeating teams with older peers from 34 other universities, including Yale, Berkeley, NYU, and Penn State.

“The Fry Scholars Program welcomed me with open arms and drew me into a community of other underrepresented students who empower and inspire each other. The Fry Scholars are defining what black, Hispanic, and minority excellence looks like at a prestigious business school.”

—Mica Caine, BS '18

It's our mission to open doors for the many qualified, deserving individuals who might not have access to a Kelley education simply due to lack of funding. Merit-based financial assistance is one of the most powerful tools we have to attract them to IU.

Our endowed scholarships create life-changing, world-altering opportunities for aspiring candidates at the Kelley School. With your help, students can gain an education at one of the world's elite business schools, which will mold their careers and help them change the face of the industry.



The late entrepreneur Bill Fry, BS '58, whose estate gift made the William R. Fry Scholars Program possible

IT STARTS
WITH YOU

Undergraduate scholarships build a dynamic, highly talented community and help equip students to shape business and society.

Graduate fellowships attract the brightest scholars to IU, where they enhance innovative thinking, assist faculty in teaching and research, and participate in the discovery of new knowledge.

The Kelley School of Business is among the top 10 universities nationwide for producing Fortune 500 CEOs and CFOs.

Kelley alums have gone on to lead companies such as Nestlé, the Ford Motor Company, Honeywell, Whirlpool, Dow Chemical Company, Dish Network, and Cisco Systems.



FOR ALL WHO SHAPE TOMORROW'S CAREERS



GOAL #2: CONSOLIDATE CAREER SERVICES FOR UNDERGRADUATE AND GRADUATE STUDENTS

As a leader in global business education, the Kelley School has consistently climbed the rankings in the past decade. We've established the nation's top online MBA and MS programs and expanded our world-class facilities, starting with Hodge Hall and the Godfrey Center.

This upward trajectory is only the beginning. We moved into Hodge Hall in 2014, but due to budget constraints, a critical element was missing: the Undergraduate Career Services Office. We've long been considered an industry leader in comprehensive career services, and it's time to expand and enhance these facilities.

With the rapid growth of our undergraduate student body, the need for career services is greater than ever.

And because our current space was built in 1982, it isn't designed to accommodate the foot traffic associated with on-campus recruiting today. These offices are the front door to the corporate recruiters who hire our students, and it's imperative that we put our best foot forward for those students.

If we are to maintain our status as the number one school among corporate recruiters, we must create a facility that can meet the current and future needs of our student body. Our proposed three-story, 20,000-square-foot expansion—designed to house undergraduate and graduate career services—can improve the first impression that our school makes on recruiters and other visitors.

With your support, we can create a world-class headquarters for career services that will sustain our corporate relationships, further our prestigious reputation, and offer even more opportunities for our students to excel—on campus and in their careers.

“EY interviews more than 400 undergraduate and graduate students every year at Kelley, and we're excited about the school's investment in its career services center. Expanded resources and capabilities at Kelley will mean better opportunities for students to reach their potential, and additional opportunities for EY and other recruiting companies to continue to find top business talent.”

—Jay Preston, BS '98
Dean's Council Member
Partner, Assurance Services at EY

IT STARTS
WITH YOU

A new facility for career services will give our student body access to up-to-date resources in an environment that draws corporate recruiters, elevates student and alumni career opportunities, and ensures our global footprint in an increasingly competitive global landscape.

IT'S GIFTS LIKE YOURS

to the Kelley School of Business

THAT CREATE
**ENDOWED
SCHOLARSHIPS**

like the
**WILLIAM R. FRY
SCHOLARS
PROGRAM**

ESTABLISHED IN 2008
THANKS TO BILL FRY '58

IN ORDER
TO RECRUIT
**THE MOST
TALENTED
STUDENTS**
from underrepresented
populations

OF THOSE WHO WILL
**LEAD OUR
WORLD**

in business
education

in business
research

in business
success

WHICH HELPS
MAINTAIN OUR
STATUS AS AN
**EXCEPTIONAL
SOURCE**

**AND WHO SUSTAIN
THE INTERNATIONAL
LEGACY OF THE
KELLEY SCHOOL
OF BUSINESS**



FOR ALL WHO THINK BEYOND BORDERS

“Studying abroad has been a life-changing experience. Seeing how people react to the same situation in a different way than I would makes me realize the unique frame of thought each culture has.”

—Natalie Moore, BS '16
Study-abroad participant at the City University of Hong Kong, spring 2015

GOAL #3: CREATE GLOBAL LEADERS

Whether they're guiding financial policies or changing the strategic direction of a major international company, today's top business professionals are prepared for work that transcends national boundaries. Powerful solutions require leaders who are equipped with the skills, knowledge, and experience—both domestic and international—to create successful initiatives and stimulate economies.

Through our Global Business and Social Enterprise Program, students deal head-on with critical business issues—such as microfinance and export challenges in Ghana, agricultural industry education in rural India, and manufacturing efficiency in Guatemala—all while gaining life-changing, real-world experience.

A prime example is Henrique Koch, MBA '15. After assisting the Chinmaya Organisation for Rural Development on rural Indian farmers' vermicomposting strategy during his first year of graduate school, Koch led a group of 25 first-year MBA students to Guatemala in March 2015. The teams worked on a variety of projects, which included helping a top local restaurant with inventory management issues and ensuring that a local school would keep growing without losing its teaching quality.

International consultation opportunities and immersion experiences are critical for our students to gain the perspectives and expertise they need to think and act strategically across cultures. However, steep costs and restricted funding limit these transformational learning opportunities.

You can help us eliminate these financial barriers and ensure that all Kelley students can share their talents and growing expertise with the world. Together, we'll help them gain the intercultural experience they need to create a more prosperous world for all.



IT STARTS
WITH YOU

Nearly half of Kelley students travel abroad before they graduate. With your help, we can meet our target of 70 percent before 2020.

International experiences, such as Kelley Direct's AGILE curriculum, open our students' eyes to new cultures, new ideas, and new opportunities to expand global understanding.

“The 12-week AGILE engagement simulated a real-world experience unlike any theoretical course could. Because of it, I'm more fully prepared for my new position as senior consultant at EY.”

—Joseph Paglinawan
Participant in AGILE Brazil
and AGILE Greece courses



**FOR ALL WHO
INSPIRE AND GUIDE**

GOAL #4: SUSTAIN FACULTY EXCELLENCE

A prestigious business education begins with exceptional faculty: the engaged professionals and researchers who are at the forefront of the industry's innovative, entrepreneurial, and international thinking. Our continued excellence depends on our ability to recruit and retain the very best professors, so that they may instruct the outstanding scholars in our classrooms.

Our faculty members bring a deep passion for sharing their knowledge with students and inspiring the next generation of business leaders. They also possess a keen business acumen, offering a fresh approach and sharp perspective on contemporary issues. Our students benefit from the practical experience that our professors have gained in their careers and can see the real-world applications in their lessons.

Timothy Baldwin is chair of the Department of Management and Entrepreneurship and the Randall L. Tobias Chair in Leadership. He has published his research in leading academic and professional outlets, and has won several national research awards, including eight "Best Paper" awards from the Academy of Management. He is also the author of several books that guide managers and organizations around the globe. But most importantly, he is a teacher. His students will go on to apply his knowledge in their own disciplines as they advance their careers worldwide.

Like many of our faculty members, Baldwin embodies the superior standard for which the Kelley School is known.

His groundbreaking research and teaching excellence attract the attention of a fiercely competitive market. To recruit and retain exceptional thinkers and educators like Baldwin, we must secure additional funding.

We invite you to invest in the heart of our success: our faculty. With your support, we will build on their achievements, equip them to do even more, and attract more of the exceptional intellects who will continue to shape business education and commerce around the world.

"I'm still in regular contact with Professor Baldwin. He has become a mentor, a friend, and an intellectual sparring partner. I leave our conversations invigorated and ready to reevaluate matters of business against a fresh dimension of thought."

—Halden Williams, BS '06
Manager, PwC



**IT STARTS
WITH YOU**

Named faculty positions are critical tools for building a superior faculty and empowering them to lead teaching, research, and consulting activities, both nationally and internationally.

FOR ALL THE FUTURE PROFESSIONALS WE'LL INSPIRE

Together, we can bring about a more vibrant world. We can shape the next generation of consultants, leaders, and scholars who think at the highest level, who adapt quickly to change, and who promote prosperity and improve the quality of life through sound and ethical business practices. We must empower graduates to contribute from day one, and prepare them for lives committed to excellence, professionalism, and pride in all that they do.

To achieve this, we must continue to strengthen education and research at the Kelley School and instill within our students the characteristics of ethical business professionals.

Your support of the IU Kelley School of Business will expand access to deserving students, empower their career success, sustain faculty excellence, and drive international learning experiences—establishing our school as a destination for professionals, researchers, and scholars worldwide. Together, we can prepare students for lives that are both bountiful and fulfilling.

Join us, and help fulfill the promise of an even stronger economy for Indiana and a more prosperous world for all.



FULFILLING *the* **PROMISE**

INDIANA UNIVERSITY KELLEY SCHOOL OF BUSINESS
1275 EAST 10TH STREET, BLOOMINGTON, INDIANA 47405-1703 | 812-856-1341

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