

INDIANA UNIVERSITY  
KELLEY SCHOOL OF  
BUSINESS INDIANAPOLIS



**FOR ALL**

The Indiana University **Bicentennial Campaign**

# FOR ALL WHO MAKE THE MOST OF EVERY MOMENT

*At the Indiana University Kelley School of Business Indianapolis, our history is shaped by countless stories of ambition and the courage to pursue big dreams.*

We provide a business education that's ranked in the top 10 in America. We're grooming business talent here at home that will support the economic vitality of our state and raise the standard of living. To continue this legacy, meet society's needs, and realize our vision for tomorrow, we must do more.

Working together, we can increase our ability to attract top students and provide them with state-of-the-art facilities, faculty experts, and global connections, so that they can learn to shape business and build a stronger economy far into the future.

With the launch of ***For All: The Indiana University Bicentennial Campaign***, we invite you to join us in support of the Kelley School of Business Indianapolis, along with our mission to improve both the standard of living and quality of life for our fellow Hoosiers—and for families and communities everywhere.

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

# FOR ALL WHO DRIVE INDIANA'S ECONOMY



## GOAL #1: INCREASE STUDENT SUPPORT

*The Kelley School of Business Indianapolis has long been known for providing a top-tier education. This starts with our capacity to recruit and retain the most talented individuals from all means and backgrounds. Many of our students are first-generation collegians who must support themselves during their education. And as the cost of higher education continues to rise across the nation, we are called to assist them like never before.*

We are one of the top business schools in the world. Our proximity to the state's centers of commerce offers our students opportunities found nowhere else in Indiana. But to maintain our status, we must recruit the strongest minds and give them access to creative thinking and transformative experiences.

With each new class that enrolls at Kelley Indianapolis, we are molding the next generation of inspired professionals and leaders who will fuel the Hoosier economy and shape commerce around the globe. And since over 90 percent of our undergraduates are from Indiana, and 74 percent of our 12,000-plus alumni are long-term residents of Indiana, we have the power to elevate our state like no other institution.

Our students are the type to seize every opportunity to grow and achieve. But they need our help. Endowed scholarships and merit-based financial assistance can cover tuition, fees, room, and board; they can also create opportunities for mentoring, social events, and even external networking. Unfortunately, given today's economy and the higher education marketplace, many excellent candidates are likely to miss out on an education at Kelley Indianapolis.

When you join us in building student support through endowed scholarships and financial aid, you create life-changing and world-altering opportunities for aspiring business leaders. With your help, they can attain an education that's second to none, and begin driving a stronger economy—both here in Indiana and all over the world.

*“Kelley has given me so many opportunities to grow. Scholarships have allowed me to experience cultures, especially during my time in France. I can't imagine where I'd be without Kelley, and someday I hope to give back.”*

—Anna Bruick '17

*Recipient of the Daniel A. Courtney Family  
RISE Scholarship*

IT STARTS  
WITH YOU

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

**Graduate fellowships and assistantships** 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.





# FOR ALL WHO ENVISION A MORE PROSPEROUS WORLD

## GOAL #2: CREATE GLOBAL LEADERS

*Our mission is clear: to provide the very best business education to scholars from Indiana so that they can raise the standard of living for all. If we are to enable our students to think and act strategically across all contexts and cultures, we must prepare them with international learning experiences.*

Recently, several of our MBA students consulted with the John F. Kennedy Medical Center in Monrovia, Liberia. During the country's civil war, the hospital's facilities were decimated, leaving the center in dire need of better operations. Collaborating with hospital administrators, our students worked to improve communication planning, costing, and revenue generation. Their tireless efforts challenged the Liberian team to create focused plans with an implementable strategy.

In May 2014, members of our Hoosier Social Impact Fund (HSIF) traveled to the Dominican Republic to visit 7 Elements, a nonprofit organization that works with the Haitian immigrant population. They met with potential clients and community members to discuss sustainable programs for

economic development. For example, they consulted with a group of women from a cacao-farming community who had obtained a government loan to produce organic chocolate. HSIF members offered business training to the group as they began to manufacture, distribute, and sell their products.

Through learning opportunities like these, our students can share their talent and growing expertise across international borders. However, due to restricted funding and the steep costs of travel and accommodations, too many of our aspiring business leaders have to forgo studying abroad.

You can help us ensure that all have a chance to do so. Together, we'll help them gain the intercultural perspectives and skills they need to create a more prosperous Indiana and a flourishing world.

IT STARTS  
WITH YOU

International experiences supported by the Kelley Indianapolis Futures Fund open students' eyes to new cultures, new ideas, and new opportunities.

*"Participating in the China in Transition course allowed me to gain a deeper understanding of the challenges faced in the global economy. I was able to take many of these lessons back to my career and immediately work more effectively with my international colleagues."*

—Ryan Kowalewski, M.B.A. '15

Your support of the

# KELLEY SCHOOL OF BUSINESS INDIANAPOLIS

will create scholarships like

THE DR. VICTOR E. CHILDERS  
**INTERNATIONAL  
STUDY AWARD**

**ENABLING**  
students to travel, work,  
and study abroad

which preserves our  
**NATIONAL AND  
INTERNATIONAL  
RANKINGS**

**BUSINESS  
EDUCATION  
—  
BUSINESS  
RESEARCH  
—  
BUSINESS  
INNOVATION**

and  
**SUSTAINS OUR  
LEGACY**

AS A  
**TOP-TIER  
INSTITUTION**  
IN

**AS WE BUILD BETTER  
COMMUNITIES  
ACROSS INDIANA**



**FOR ALL WHO  
TRANSFORM  
MINDS**

**GOAL #3: SUSTAIN FACULTY EXCELLENCE**

*Our national recognition as a top-tier business program comes in no small part from our outstanding faculty: the engaged professors who are at the forefront of discovering and disseminating innovative, entrepreneurial, and international business knowledge.*

Today, as never before, our continued excellence depends on our ability to recruit and retain the very best educators and researchers, so that they may instruct the ambitious scholars in our classrooms.

Todd Saxton is associate professor of management at Kelley Indianapolis. His research has focused on factors that affect success in alliances and acquisitions, and now centers on venture success. The former President of the Venture Club of Indiana, he's been published in top strategy and entrepreneurship journals, and he's also the author of several articles in leading strategy and entrepreneurship journals. But even more importantly: his deep knowledge informs the students that he teaches and mentors, and will continue to influence their respective disciplines as they advance in their careers.

Saxton is just one of many faculty members who embodies the high standard of excellence touted by organizations such as the University Economic Development Association (UEDA), which in 2015 named our Discovery, Innovation, and Ventures Enterprise program one of the top three approaches to civic engagement development in North America. His translational research guides the venture community in Indianapolis and attracts the attention of a highly competitive international marketplace. To retain talented professors like Saxton, we must secure additional funding above and beyond our operating budget.

With your assistance, we can build and protect our faculty—the very foundation of our success. Together, we can support their excellence as they continue to shape business education and commerce around the world.

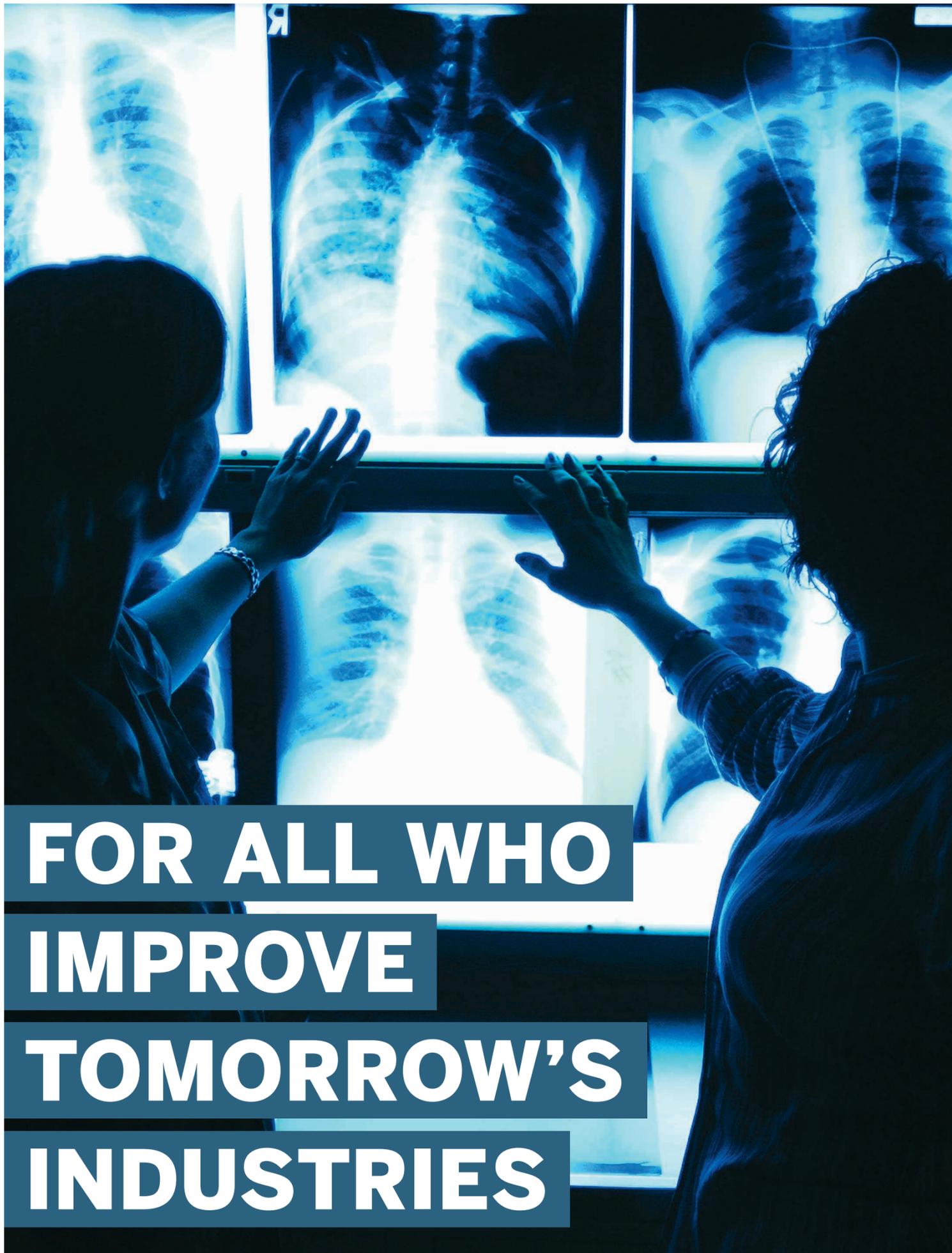
**IT STARTS WITH YOU**

Faculty endowments and research support are critical tools for building a superior faculty and empowering them to lead teaching, research, and consulting activity, both nationally and internationally.

*“The best research combines rigor and relevance. Research must be rigorous—it must follow the scientific method—but it must also address problems that are salient to managers, and generate solutions managers can understand. Too often academic research sacrifices one element completely for the other.”*

**—Todd Saxton**  
Associate Professor of Management





**FOR ALL WHO  
IMPROVE  
TOMORROW'S  
INDUSTRIES**

#### GOAL #4: ENABLE INNOVATIVE LEADERS IN HEALTH CARE

*The health care industry is changing. And with this change comes the need for practitioners who understand the business side of medicine: physicians and medical leaders who can navigate the complexity and uncertainties that lie ahead. It's up to us to create programs that will educate this new generation of providers, ensuring that they have the cutting-edge resources and real-life experience necessary to improve health.*

To help meet this need, we planned and built the innovative Business of Medicine M.B.A. program. Drawing on the expertise of industry leaders and Kelley Indianapolis faculty, we designed the degree for health care professionals who want to take a proactive approach in shaping their industry.

Specifically, the course of study focuses on creating a more efficient and cost-effective health care system—one that improves patient care while making it more affordable. It aims to support physicians as they face complex, evolving challenges that require new ways of thinking and practicing.

As the health care industry continues to evolve, we must extend our work to ensure that every resident in Indiana and beyond receives exceptional care that's affordable and sustainable.

Innovative programming like this comes with a significant financial investment. And to improve business thinking, especially in the medical field, we need your help. With your support, we can create standout solutions and approaches to emerging challenges in this industry. Together, we can build a healthier state, nation, and world.

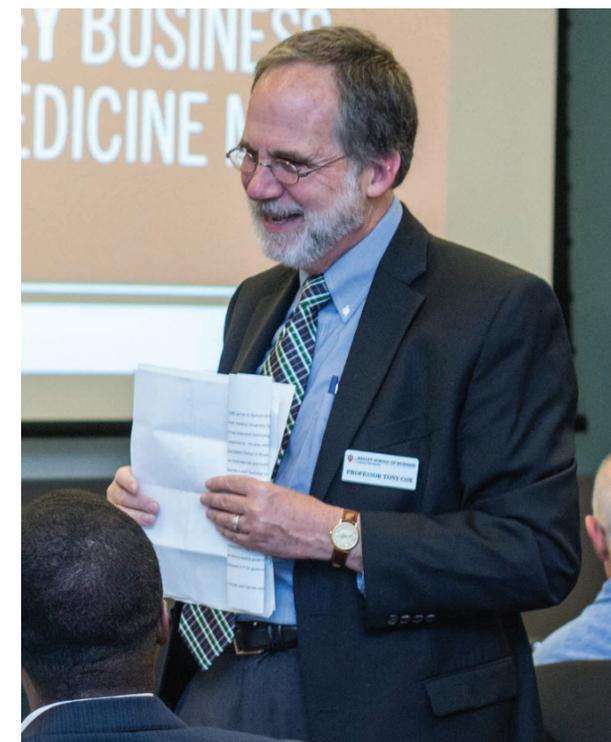
*“Health care is undergoing seismic changes that threaten the doctor-patient relationship. By combining clinical expertise with business knowledge, we can offer doctors tools to efficiently deliver care that's much improved and more affordable.”*

—Tony Cox

*Professor of Marketing Chairperson  
Graduate Business Programs in Medicine*

**IT STARTS  
WITH YOU**

Emerging graduate programs in rapidly changing industries give our students and faculty an opportunity to shape the future of these fields.



# FOR ALL WHO ANSWER THE CALL

Indiana needs experts and scholars who can think at the highest level, adapt quickly to change, and create enduring growth. The call for these professional leaders and innovators will come from a myriad of industries and will manifest in many different forms. Together, we can give our students a world-class education and the power to answer that call.

With your support of the IU Kelley School of Business Indianapolis, we can expand programs for our students that foster inventive thinking and meaningful connections. We can offer access to resources that will help them excel in a competitive marketplace.

And we can move forward by attracting the best professors and by training tomorrow's brightest business minds. We can equip them to raise the standard of living for all Hoosiers—and others around the globe.

**Together, we can take action to meet humanity's needs.  
We can fulfill the promise of a more prosperous Indiana  
and a better world for all.**



**FULFILLING** *the* **PROMISE**

INDIANA UNIVERSITY KELLEY SCHOOL OF BUSINESS INDIANAPOLIS  
801 WEST MICHIGAN STREET BS4040, INDIANAPOLIS, INDIANA 46202 | 317-274-2478

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