



# LEADING THE WAY

The Campaign for the  
School of Business



School of Business

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# THE FUTURE OF LEADERSHIP

Business is the engine that drives growth, creates opportunity, and sparks change. It's also ever-evolving, continually challenging us to rethink and redefine our place in society and impact on the world.

George Mason School of Business is the proving ground for the next generation of diverse, creative leaders who will help guide organizations of all sizes into the future.

But how do we prepare learners to be leaders at a time when the global market is more unpredictable and the stakes higher than ever?

It's a question that many business schools have begun to ask. And it's one that George Mason School of Business has led the way in answering. We are transcending traditional boundaries, putting the skills and leadership lessons in the hands of the students who major in other programs. We're tackling grand challenges that positively impact the community and the markets we serve. And we're focusing on preparing our students for a future that will test them at every turn.



**In the past five years, our undergraduate enrollment has surged by 50%, even as enrollment nationally has declined.**

Ranked among the country's top 100 business schools by U.S. News and World Report, we're also one of the fastest-growing. In the past five years, our undergraduate enrollment has surged by 50%, even as business school enrollment nationally has declined. With more than 5,000 undergraduate and graduate students, we are now Virginia's largest business school.

Beyond the numbers, George Mason University has become the most diverse school in Virginia, while erasing the achievement gaps that have historically defined racial, economic, and social strata.

We've led the way by knocking down barriers. Now it's time for us to build up potential.



# THE NEW HOME FOR MASON BUSINESS

As we've developed the programs our regional economy needs, we've outgrown our footprint. This challenge presents us with the unique opportunity to expand our impact. We're leading the way in the digital transformation of business, in preparing employees to think more critically, to look past the bottom line, and to respond with sustainable, scalable business methods.

Our new building will be located on Route 123 in Fairfax, facing outward, physically and symbolically: A standing invitation to our community. It will be the catalyst that advances the quality of education at Mason Business. And it will ensure the school continues to serve students, alumni, and the region's business community for decades to come.



## Key features include:

- 200,000-square feet of high-tech, collaborative learning and convening spaces with a dramatic atrium and lecture hall. The glass-enclosed atrium will serve as the hub, hosting conversations, events, and speakers' forums that bring together communities inside and outside of Mason Business.
- Technologically enhanced classrooms and flexible shared spaces that will allow us to provide an expanded curriculum to support current and emerging business capabilities, including analytics, artificial intelligence, blockchain, cybersecurity, risk management, and others.
- An innovation lab and start-up spaces offering a place for pitch competitions, a connection point for companies in residence, and the resources for our students to take their ideas to market.
- Dedicated suites for our Center for Government Contracting, Business for a Better World Center, and other programs that strengthen our relationship with and impact on key industries in the area.
- A trading room to host our new student-managed investment fund, providing hands-on experience with real-world stakes.
- A career center with interview rooms, workshop spaces, and areas that provide a welcoming venue for recruiters and on-site interviews.
- Space for a new Veterans Initiative to support military students, alumni, and their families.
- Environmentally sustainable building design, allowing us to reduce our operating costs and environmental impact.

# AN AMBITIOUS CAMPAIGN

Mason Business has confounded the national trends. We've become a model by empowering non-traditional students, pioneering new education and research initiatives, and creating unique partnerships with organizations, here and abroad. We've laid the cornerstone of opportunity. Now, is our time to build on it.

This is our ambitious campaign for George Mason School of Business's new building.

With the support of our region-wide network of partners, advisors, and philanthropic supporters, we'll raise \$40 million for construction. With your help, we can build a home for Mason Business that advances business education, serves our students, faculty, and graduates, and creates an incubator of impact for the Capital Region and beyond.





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We have critical mass. We have momentum. We're entrepreneurial, and so are our students. We're cross-disciplinary; we break down silos. This new building will create powerful new connections to the entire region's business community.”

—Dean Maury Peiperl

# THE FUTURE IS FLEXIBLE

The era of isolated institutional design and over-specialized, underutilized spaces is over. The speed of change in business — and business education — demands technologically advanced, digitally enhanced, flexible solutions. From offices to classrooms, spaces here will be open and reconfigurable.

Collaborative areas will also be a key feature of the building. They'll promote engagement with partners, near and far. They'll create environments where faculty, industry, and students can work together. And they'll provide training spaces for mentorship, workshops, and professional development.

At its heart, the new building is designed to grow with the school and shift with its evolving needs. We want students, alumni, community members, corporate recruiters, and leaders to see our building as a gateway to share knowledge, recruit, collaborate, and participate in a vibrant environment that elevates and connects our community.





# A REAL-WORLD INVESTMENT IN OUR DIGITAL FUTURE

Building a facility for Mason Business goes beyond a brick and mortar proposition. It's an emblem of our ascendance. It's proof that we're not only bridging the gap between the physical and digital space, but STEM, government, and business as well. It's our promise that we'll continue to play an essential role in readying our students for the demands of the future.

A dedicated building for Mason Business offers a place to bring new partners together with our faculty, our students, and our alumni. For example, the facility's space and resources will bolster our Center for Government Contracting, while further distinguishing Mason Business as the only school in the nation addressing the \$500 billion government contracting industry.

The building will also serve as a hub for some of the most forward-thinking instruction and research on the East Coast. Here, our academic community will further scholarship in topics including:

- **Digital Transformation**, examining and reinventing all areas within an organization — from its supply chain and workflow, to its board-level discussions and customer interactions.
- **Entrepreneurship and Innovation**, going beyond startup development to explore topics of organization and management that influence success at later stages.
- **Ensuring Global Futures**, expanding corporate sustainability and success by managing environmental, ethical, social, and financial demands.

The marketplace is transforming. We're supporting the research and developing the workforce that will drive change beyond the bottom line — by redefining the bottom line. Our new home will become a destination for the business world and a launchpad for a new generation of problem solvers.

Mason Business is leading the way. This is our chance to build on the cornerstone of opportunity we have provided our students and the region. Your commitment will help to ensure Mason Business continues to create a path for others to follow.



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**The new Business building will be a major asset for the entire region – not just a place where we hold classes, but an event location, a partnership space, a venue with prominence. It will be a strong statement, both to outsiders looking in and to people within the University, that Mason Business is a powerhouse and a priority.”**

—Kaylene Green, BS '87, President and CEO,  
Flagship Government Relations





# TIERS OF SUPPORT AND NAMING OPTIONS

## **\$30 Million**

- School of Business Building

*This new 200,000 GSF academic building will be the home of the largest business school in the Commonwealth and will serve as a state of the art environment for Mason's students, faculty, and executive education program participants.*

*The new School of Business building will also provide specialized spaces not available in the existing facility in support of the school's dual constituency: Students and the Business Community that partners with Mason in research and employee recruitment.*

## **\$15 Million**

- Speakers' Forum/Atrium

*Constructing a new building provides an opportunity to create an open environment through physical transparency and open spaces such as a central, day-lit atrium, which will foster connectedness across centers within the School of Business, across the University with other schools and across the Northern Virginia Region with the community, government, and businesses. Central to the school's mission, the atrium will be used to host frequent lectures, capstone presentations, pitch competitions, recruitment and networking events, panels, debates, and alumni reunions.*

## **\$10 Million**

- Accounting Area (Department)
- Business for a Better World (P3) Center
- School of Business Career Center
- Lecture (Alumni) Hall

*These naming opportunities are significant because of the size of the activity (Accounting and BBW) or are especially attractive because of the singular branding opportunity they afford the donor (Career Center and Lecture Hall).*

## **\$5 Million**

- Academic Advising Center
- Commons Café
- Center for Innovation and Entrepreneurship
- Center for Real Estate Entrepreneurship
- Center for Government Contracting
- Executive Education Suite
- “Top of Virginia” Rooftop Event Space
- Omni-Channel Retail Center

*The centers and spaces in this category are unique naming opportunities. Each constitutes a central program, position or space that is considered significant to the school's mission and has either the visibility, the prestige, or the programming to be considered of high value to a donor.*

## **\$3 Million**

- Academic Advising Suite
- Large Conference Rooms
- Outdoor Student Commons
- Startup/Innovation Lab
- Technology/Information Systems Lab
- Trading Room

*While these opportunities are also of high-value to the future of the school because of the activities that would be supported, the spaces and rooms are not inherently as prominent or visible as the categories listed above.*

## **\$2 Million**

- Dean's Conference Room
- Dean's Suite
- Display (Announcement) Wall
- Faculty Lounge

*These naming opportunities support the traditional functions of the school – the conference room and suite associated with the Dean, as well as the faculty lounge which serves as the venue for both collegial interchange and serendipitous collaboration.*

*Separately, the digital Display Wall will communicate the school's busy schedule of activities. Situated in the entry of the building, this display will inform all who enter of the activities occurring in the building each day.*

## **\$1 Million**

- Classrooms
- Collaborative Spaces
- Small Event/Student Spaces

*Abundant opportunities for those who are able to support the school's new building at this generous level.*

## **\$500,000**

- Offices for Area Chairs
- Small Conference Rooms
- Training/Interview Rooms

*Abundant opportunities for those who are able to support the school's new building at this generous level.*

*Training and Interview Rooms will be of particular interest to corporations that recruit our students in large numbers each year.*



## **\$250,000**

- Student Study Spaces
- Outdoor Courtyards

*Abundant opportunities for those who are able to support the school's new building at this generous level. Frequently, these donors seek the opportunity to pay tribute to a family member or mentor, or desire to know that they are supporting the day-to-day success of our students.*

## **\$100,000**

- Faculty Offices

## **\$25,000**

- Interior benches/tables
- Auditorium chairs

## **\$10,000 +**

- Recognition on Wall of Honor/Gratitude

