



# LEADING THE WAY

The Campaign for the  
School of Business

# 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.

The George Mason School of Business is the proving ground for the next generation of diverse and 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 are higher than ever?

It's a question that many business schools have begun to ask. And it's one that the George Mason School of Business has led the way in answering. We're 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.

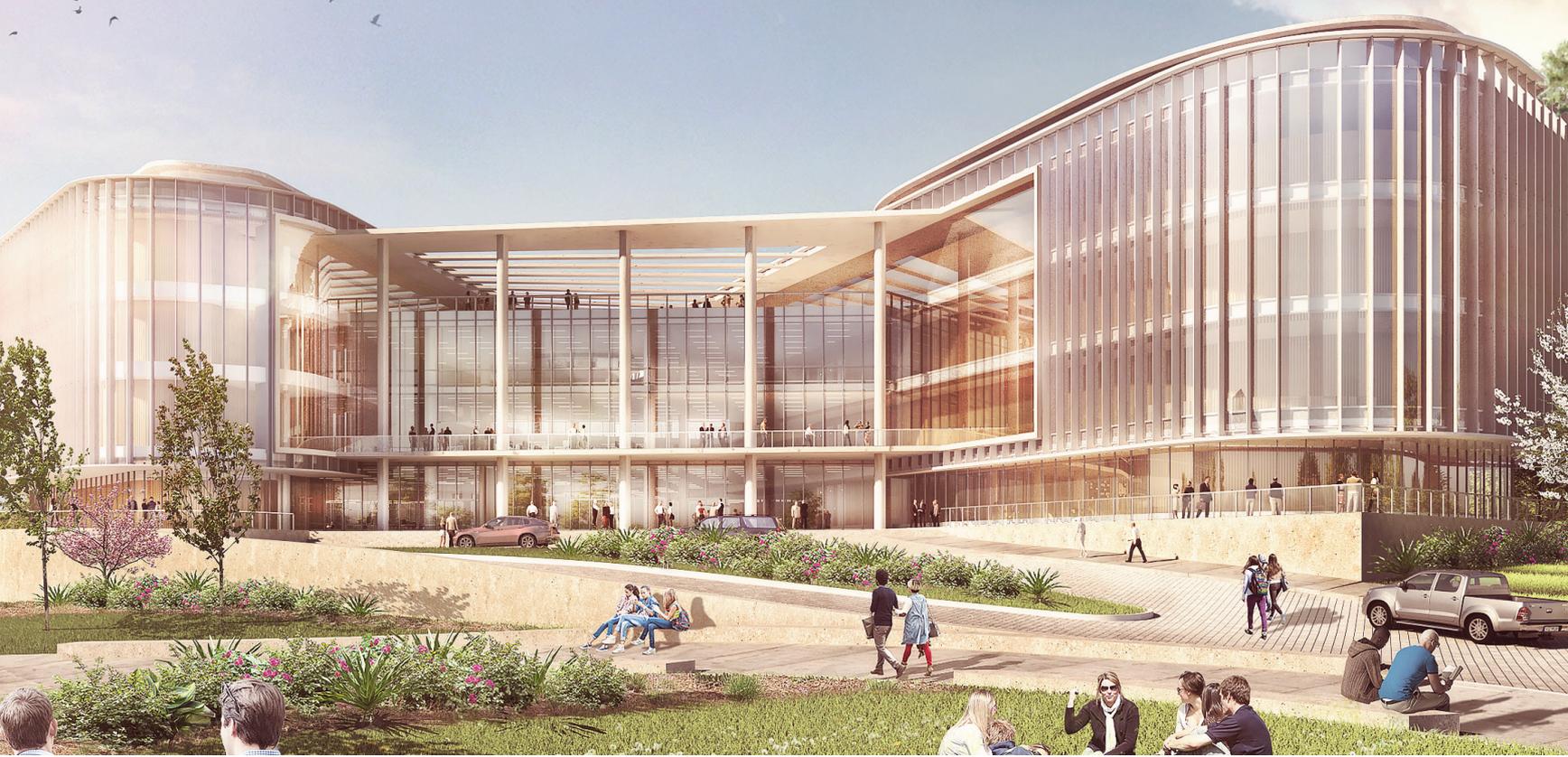


**In the past five years, our undergraduate enrollment has surged by 50%, even as enrollment nationally has declined.**

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.



# A STRATEGIC INVESTMENT IN THE SCHOOL OF 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 and scalable business methods.

A strategic investment to build a future-focused home for our undergraduate program on the Fairfax campus and to expand our graduate programs on the Arlington campus, will be the catalyst that advances the quality of education at the School of Business. 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 an 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 the School of 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.
- Environmentally sustainable building design, allowing us to reduce our operating costs and environmental impact.

# AN AMBITIOUS CAMPAIGN

The School of 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 the 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 the School of Business that advances business education, serves our students, faculty, and graduates, and creates an incubator of impact for the National 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, and 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, our school is designed to grow and shift with the regions evolving needs. We want students, alumni, community members, corporate recruiters, and leaders to see our School 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 the School of 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 the School of Business offers a place to bring new partners together with our faculty, students, and alumni. For example, the facility's space and resources will bolster our Center for Government Contracting, while further distinguishing the School of Business as the only business 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 pursue 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.

The George Mason School of 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 that the George Mason School of Business continues to create a path for others to follow.





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**George Mason's School of Business is already a leader, educating a talented and diverse workforce for the region. With this investment, it will become the driving force leading our region's response to the changes in how business will work over the next few decades. This home for the school is just the beginning of our intended impact for our students, alumni, community, and regional economy. The time is now for a strategic investment in the School of Business.**

—President Gregory Washington



# TIERS OF SUPPORT AND NAMING OPTIONS

## **\$30 Million**

- School of Business Building

## **\$15 Million**

- Speakers' Forum/Atrium

## **\$10 Million**

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

## **\$3 Million**

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

## **\$2 Million**

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

## **\$1 Million**

- Classrooms
- Collaborative Spaces
- Small Event/Student Spaces

## **\$500,000**

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

## **\$250,000**

- Student Study Spaces
- Outdoor Courtyards

## **\$100,000**

- Faculty Offices

## **\$25,000**

- Interior Benches/Tables
- Auditorium Chairs

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

- Recognition on Wall of Honor/Gratitude