



# IT'S TIME TO WRITE THE NEXT CHAPTER IN THE ISENBERG SUCCESS STORY





# A SHARED HERITAGE DRIVES A PROMISING FUTURE.

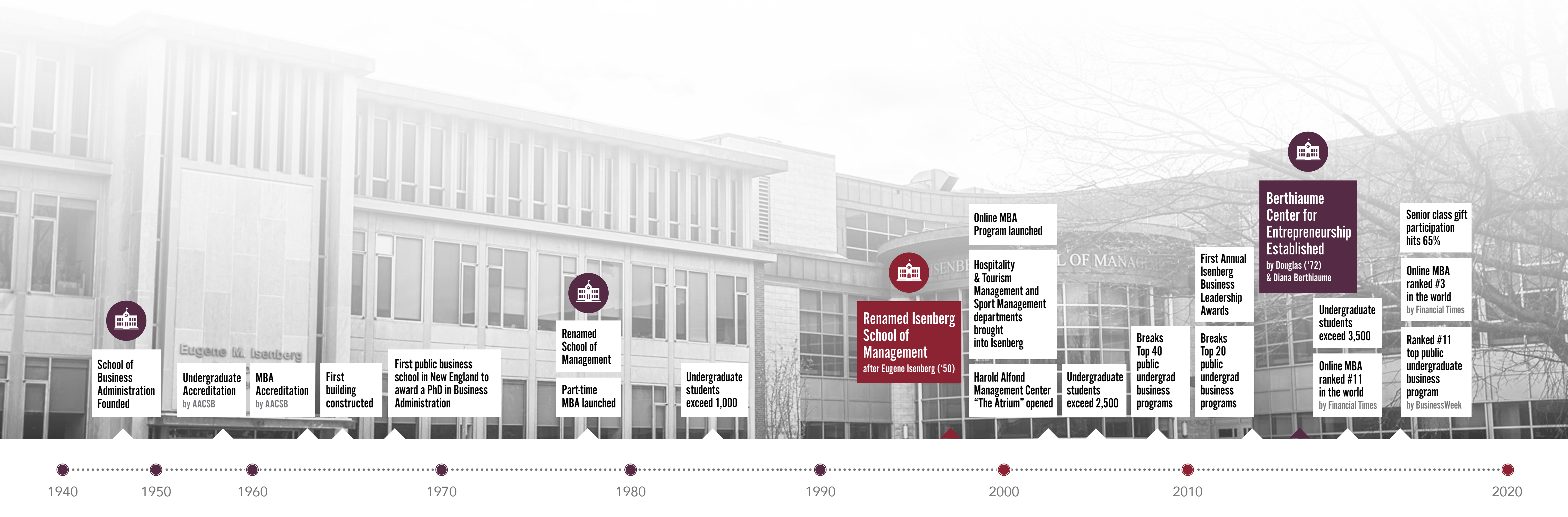
Founded in 1947, the University of Massachusetts's Isenberg School of Management has become one of the top-ranked public business schools in the country, with ambitions for even greater success.

There have been many proud moments in Isenberg's history and today we are on the verge of another. Isenberg is well positioned to provide the dynamic, innovative managers increasingly in demand in today's rapidly changing global economy.

Simply put, we are rising in the rankings and in our reputation as one of the nation's top business schools, and we need your support to continue that trend. Specifically, we are looking to strengthen and grow in five essential areas:

- INFRASTRUCTURE
- FACULTY
- RESEARCH
- ENDOWMENTS
- SCHOLARSHIPS

*To succeed, Isenberg needs people willing to commit to our future. We need you.*





# WHAT HAPPENS NEXT DEPENDS ON YOU.

Today, there's a new sense of pride on campus. And it is palpable.

We have always been proud of what our students and faculty achieve every day. But now, by channeling the drive of every student and faculty member on this campus and beyond, we are well on our way to being one of the top public business schools in the country.

Prospective students are now evaluating us alongside many of the nation's best-known business schools, and we have created a compelling value proposition.

We're building great things, both literally and figuratively. New buildings that enhance our ability to train the next generation of business leaders. New resources to attract great personnel and launch new programs. An energized alumni network. And new ways of thinking about the world of business.

To continue this journey, your support is critical. Help us build one of the best public business schools in the nation, and train students who can be true change agents in the business world.

Sincerely,  
Mark A. Fuller  
Dean





# THE ISENBERG BUSINESS INNOVATION HUB.

In today's business world, if you're not constantly pushing forward, you get left behind. The Isenberg Business Innovation Hub doesn't just push us forward. It pushes us to the head of the pack.

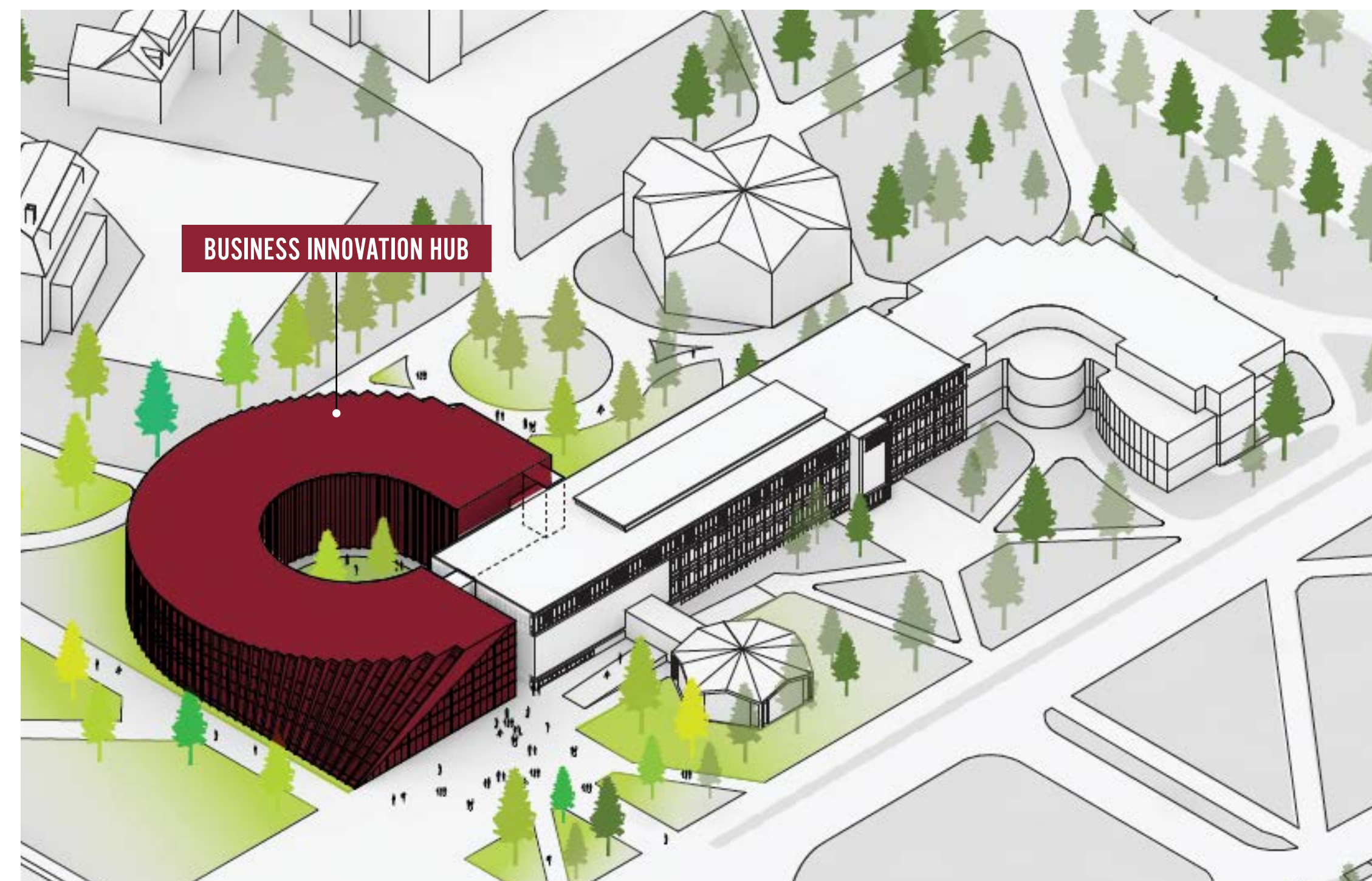
The Isenberg Business Innovation Hub is the central part of our completely reimagined school of management. It's designed from the ground up to be a new hub of activity for the school, encouraging education and inspiring students with interactive classrooms, beautiful student commons, and an expanded Chase Career Center.

On a practical note, it will also provide the space we desperately need. Our undergraduate program alone has grown from 2,650 students ten years ago to 3,500 today. If we're going to foster the next generation of business leaders on this campus, we need your help to build the facilities to make that possible.

*"There's no other building at UMass that's going to look remotely like this."*

– Roger Goldstein, Principal at Goody Clancy

The designs have been drawn up. The key stakeholders are on board. The plan is in motion. We need your help to complete this bold vision.



Business Wing interior view



Business Wing north façade

## BUILDING FACTS

- 70,000 sq ft of classrooms, labs, and student-facing space
- Features 5,000 sq ft Student Commons
- Designed by BIG (Copenhagen & New York) and Goody Clancy (Boston)
- Facility with the largest amount of donor funding at UMass Amherst



# A NEW LEARNING COMMONS. UNCOMMONLY PRODUCTIVE.

Our three-story Harold Alfond Atrium has been the gravitational pull of the Isenberg School. It has been an important learning commons where students gather to work together, debate together, and sometimes just hang out together.

In the last 10 years, however, our student numbers have expanded. We needed to replicate the value of our Alfond Atrium in our new Isenberg Innovation Hub, and we're doing it in a big way. 5,000 square feet to be exact.

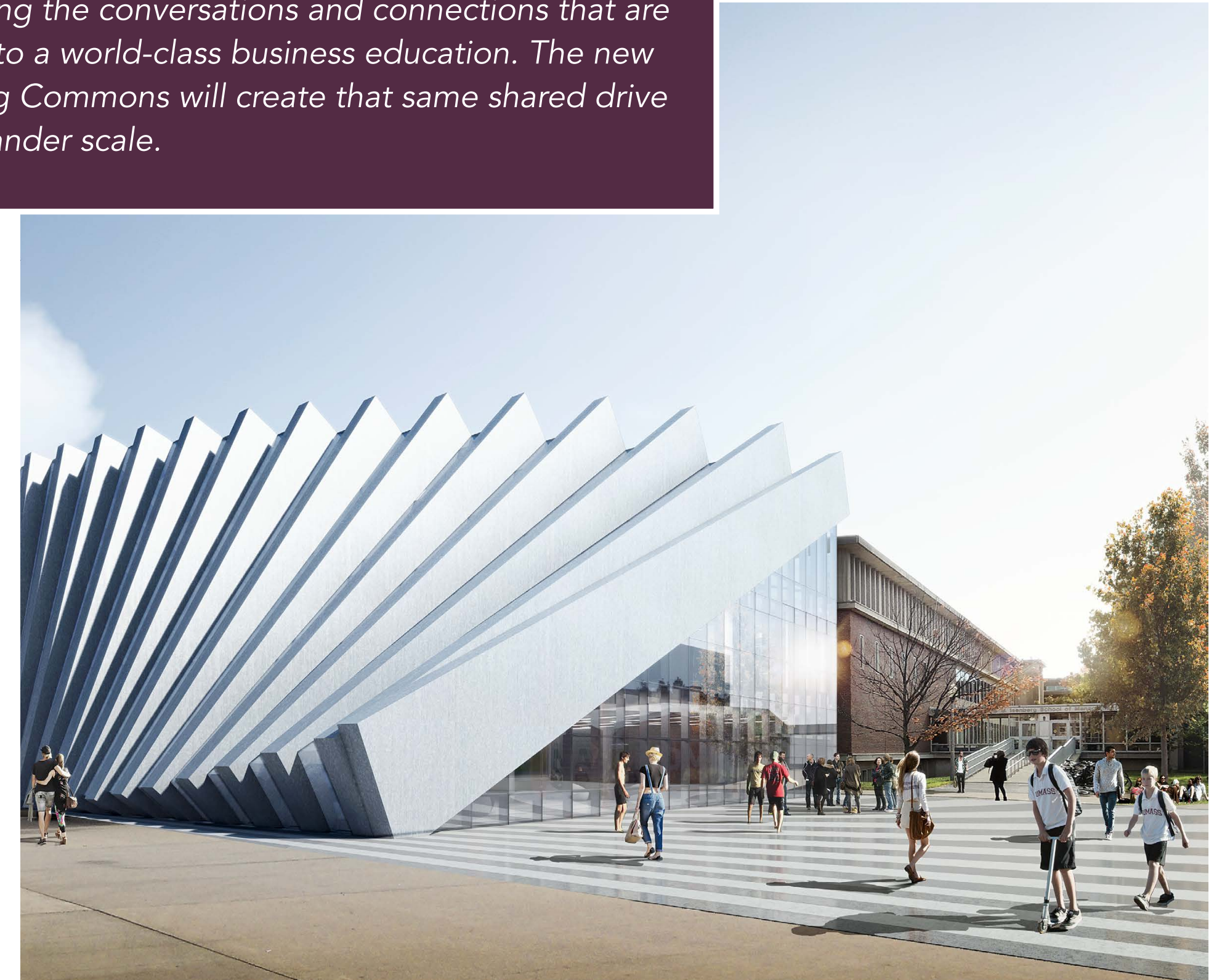
Our new Learning Commons will be an expansive, comfortable space with airy views of the Hagis Mall and inner courtyard. The glass enclosed offices of the Chase Career Center are visible above. A broad staircase leads to second floor offices. It will feel modern. It will feel comfortable. These are more than just architectural features; they are collaborative features.

The openness of the Commons is reflective of the openness we must all share to succeed in a global business environment. Its energy efficiency is reflective of the growing conscientiousness of entrepreneurs, businesses, and markets. Its progressive design is reflective of the cutting-edge research being done by faculty and students.

Whether used as a place of study, a place of rest, or a place to host events like our Women of Isenberg Conference or Marketing Networking Night, our new Learning Commons will truly be the beating heart of our school.

We are in a unique position, with an opportunity to create a landmark modern masterpiece that will truly set us apart from other top business schools and inspire students and faculty for generations to come. Your generosity will allow us to create the space that will drive the future of Isenberg and the business world itself.

*Today, the Alfond Atrium is the heart of our campus, propelling the conversations and connections that are so vital to a world-class business education. The new Learning Commons will create that same shared drive on a grander scale.*





# INTERACTIVE CLASSROOMS. MORE ENGAGING AND PRODUCTIVE.

Interactive classrooms – a combination of more engaging teaching methods and more dynamic technologies – help faculty and classroom space work together to create a more collaborative environment and enhance the learning process.

Our faculty are designing their courses to encourage group discussion, group problem-solving, and total student involvement. Experiential learning – from case studies to field work – further engages and stimulates students and faculty.

In one type of classroom, students can attend in person or online. It is a fully equipped digital space that allows faculty to orchestrate shared thinking from near and far. Our other interactive classroom will be equipped with computers at each chair to improve the immersive analytic experience in courses like finance, operations & information management, marketing, and sport management.

All our new interactive classrooms will be equipped to wire in industry professionals for live lectures.

At Isenberg we strive to be on the forefront of education, and we are now prepared to provide students and faculty with the most engaging technologies and classrooms to deliver just that. We must now engage you. With your help, we will provide even greater learning experiences that drive our students even further.

## INTERACTIVE CLASSROOMS:

- Encourage total student participation
- Stimulate real-world discussion
- Press students to think on their feet
- Give faculty immediate feedback
- Improve retention rate and focus





# EXECUTIVES IN RESIDENCE PREPARE STUDENTS FOR THE REAL WORLD.

The world's most demanding employers want business graduates with a combination of theoretical knowledge and practical, real-world thinking and skills. At Isenberg, we give students both.

A valuable part of the practical, real-world knowledge employers seek is delivered by our Executives in Residence program – business stars in their fields who share their knowledge with our students. Whether listening to Stacey Allaster, CEO of the Women's Tennis Association, discuss expanding the global footprint of the world's largest women's professional sports organization, or Marc Schneider, CEO of Kenneth Cole, discuss building a creative culture of teamwork, or Eric Ashman, President of Group Nine Media, talk about the need for entrepreneurial thinking, our students are given a chance to think through the day-to-day challenges and opportunities they will face.

Executives in Residence share the practical decision-making that confronts managers day-to-day. Personnel decisions. Supplier decisions. Many of the nuts and bolts issues that business schools can cover better. They also share their visionary thinking with students, which inspires our students to also think on a higher level.

Our Executives in Residence Program will physically include five offices and a conference room in our new Business Innovation Hub. It is a space designed to inspire our visiting executives and make their stays as productive as possible. By helping us expand and improve our space dedicated to these initiatives, you will help us increase our number of top visiting executives.

*"Rethinking our infrastructure is a real tipping point for us as we take that next step to move up into the elite set of business schools. This includes creating the new Isenberg Innovation Hub, and continuing dynamic initiatives like our Executives in Residence Program, which provides personalized interaction between student and executive and continues our overall Isenberg focus on collaboration."*

- Mark A. Fuller, Dean



**Val Ackerman**

Commissioner, Big East Conference  
Founding president, WNBA



**Eric Ashman, '89**

President, Group Nine Media



**Marc Schneider, '81**

CEO, Kenneth Cole



# THE TRANSFORMATIVE POWER OF FACULTY SUPPORT.

Every member of our faculty is a vital resource for Isenberg's future. They are committed to our students, perform incredibly important research, and serve as ambassadors for the school.

Faculty support, in the form of endowed chairs, endowed professorships, and fellowships, is the most transformative resource we have.

The many benefits of these support initiatives include:

- Bringing top-notch faculty to campus, inspiring colleagues and students alike
- Enabling faculty to pursue relevant research
- Signaling to the national and global academic communities that Isenberg is a top-tier school

These positions could not exist without the support of individuals like Doug & Diana Berthiaume, the donors behind both the Berthiaume Chair and the Berthiaume Professorships.

*"I have seen first hand how great research, a committed faculty, and private partnerships give students a richer learning environment."*

- Doug Berthiaume



Dave Lepak  
**ENDOWED CHAIR**

Our most prestigious faculty positions are endowed chairs. They allow us to recruit and support uniquely talented individuals who bring an abundance of innovative research and academic leadership to our school. An example is the Berthiaume Chair, currently held by Dave Lepak, a world-renowned scholar in the area of human resource management, and is leading new initiatives to boost Isenberg's reputation for business leadership.



Traci Hess  
**ENDOWED PROFESSORSHIP**

Created with a smaller endowment than a faculty chair, endowed professorships create a prestigious position for recruiting and retaining faculty members like Traci Hess, the current Douglas and Diana Berthiaume Endowed Professor. Professor Hess has been invaluable in establishing Isenberg's leadership in the area of information systems.



David Piercey  
**FACULTY FELLOWSHIP**

Faculty fellowships are a unique type of support that are not endowed, and create flexible, shorter-term opportunities for faculty members with innovative research goals. For example, David Piercey is the current John Spinney Faculty Fellow in Accounting, and his research focuses on the effects of accounting regulations on auditors, investors, and companies.



# ENDOWMENT: AS IT GROWS, WE GROW.

Endowment is the baseline barometer among top-ranked colleges and universities. Endowment equals resources equals quality. It's that simple.

Isenberg's current endowment is approximately \$33 million. That sounds like a lot, until you compare it to the endowments of other top institutions. Kelley has \$143 million. Haas has \$307 million. Ross has \$436 million. Darden has \$555 million.

To do more, we need more. And though we are proud of what we have accomplished with our current resources, with your help, we can go even further.

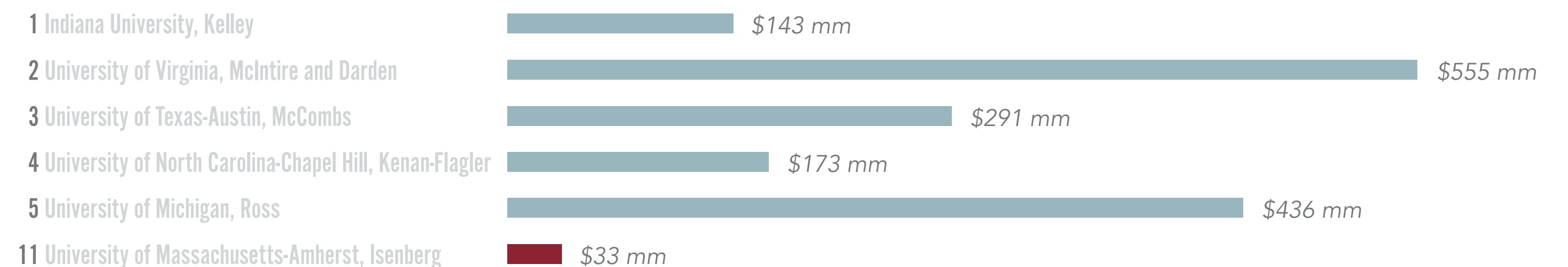
With our momentum in the rankings, your support has an even greater impact. Every endowment gift goes directly to fueling our growth to match the dynamic drive of our faculty, students, and administration.

**In addition to unrestricted endowment, there are a number of types of endowment gifts that bolster vital growth areas:**

- Academic programs such as the MBA program
- Strategic initiatives such as the Berthiaume Center for Entrepreneurship
- Endowed faculty chairs
- Endowed professorships
- Undergraduate scholarships (both need-based and merit-based)
- Career and professional development programs



## ENDOWMENTS OF THE TOP 5 PUBLIC BUSINESS SCHOOLS & ISENBURG





# WHAT'S NEXT? THAT'S UP TO YOU.



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