WHERE BUSINESS IS PERSONAL®

As the business school at the New American University, we are different. Through our innovative programs and faculty and our commitment to individualized attention every step of the way, the W. P. Carey School is rethinking the nature of business. We take the success of our students personally. We take the success of companies that recruit here or train their workforces with us personally. We believe our unique culture is producing tomorrow's business leaders—those who will engage the world to create a better future.
Whether delivering products that people need to live or services that help them live better, business is fundamentally about solving problems. We recognize this at the W. P. Carey School of Business, and our goal is to solve problems on a global scale.

We operate in an ultracompetitive atmosphere, and we strive to be better. We want to help more students achieve their educational goals and pursue their professional dreams. We want to support forward-thinking research centers—from the Center for Humanitarian and Global Logistics to Effective Governance and Leadership to the Business of Healthcare, Innovation, and Business Analytics—that have the potential to impact society. And we want to attract and retain the greatest faculty, who develop new knowledge and impart that knowledge to our students.

Ambitions like these and our innovative culture set W. P. Carey apart from other business schools. In the past decade, we have made impressive progress in academic reputation, student recruitment, and research. But we have gone as far as we can go with our current resources. To educate the next generation of business
leaders who will dream, design, build, and lead in ways that transform society, we need investment.

OUR DONORS’ IMPACT
Generous alumni and friends have been instrumental to the W. P. Carey School of Business. In 2003, Mr. William Polk Carey made an unprecedented investment in Arizona State University with a $50-million gift. Driven by his passion for learning, he sought to improve ASU’s competitiveness as a global player in business education. This gift helped fuel the school as a source of economic growth, prosperity, and success for Arizona. It also inspired giving by others, creating a culture of philanthropy that continues to bolster the school today.

Students, faculty, and programs have benefited from the support of:

- Alumni, who are thriving in their professional careers because of their alma mater.
- Long-standing friends, who want to build on the strong foundation of the school that they helped establish.
- New supporters, who understand that their investments will have positive returns by impacting individual lives, advancing initiatives they care deeply about, and furthering economic development.
- Visionaries, who see the future of American higher education embodied in ASU and the W. P. Carey School today.

There has never been a greater opportunity for donors to make a difference. By supporting Campaign ASU 2020, alumni and friends can accelerate this momentum by investing in the students who will create the businesses of tomorrow, forward-thinking programs, and the faculty who drive innovation and discovery.

“THE W. P. CAREY SCHOOL OF BUSINESS IS WHERE WE ARE TODAY BECAUSE OF SUPPORT FROM ALUMNI AND FRIENDS. NOW IS THE TIME TO BUILD ON THESE ACHIEVEMENTS, BECAUSE TOGETHER WE CAN GIVE THE PROMISE OF A BRIGHT FUTURE TO EVEN MORE W. P. CAREY GRADUATES.”

—Amy J. Hillman, Dean, W. P. Carey School of Business
14,000+
undergraduate and graduate students

110
countries represented in our
diverse and growing student body
Investment in scholarships and graduate fellowships will ensure that all students who are qualified, driven, and committed have access to an excellent education, regardless of their ability to pay.

**UNDERGRADUATE SCHOLARSHIPS**

Increasing undergraduate scholarship support is critical to realizing our mission of supporting economically disadvantaged and first-generation students from Arizona and beyond. Already, 45 percent of our students qualify for federal Pell Grants, meaning that their families are considered low-income. Additional funds for scholarships will allow more students to reach their goal of a business education that will transform their—and their families’—lives.

Through the campaign, our goal is to raise $10 million, increasing the financial resources to provide undergraduate scholarships by 65 percent.

**FORWARD FOCUS**

Graduate student recruitment is a competitive business. Our full-time MBA ranking is the key driver for the business school’s overall reputation. We recently launched the Forward Focus MBA Scholarship, which offers full-tuition scholarships to all students admitted to our revamped full-time MBA program. Our charter as the New American University demands that we be measured not by whom we exclude but by whom we include and how they succeed. Forward Focus aims to produce diverse leaders who help organizations transcend boundaries and develop creative solutions to global business and social problems. Campaign support of $50 million is critical to sustain the availability of 240 scholarships each year (120 students per program year)—enabling students who exhibit creativity, ingenuity, intellect, and innate leadership capabilities the opportunity to earn graduate business degrees.
Through Campaign ASU 2020, alumni and friends can advance programs that give students the skills, experience, and global perspective they need to attain their life goals. Specifically, donors can choose to:

- **Expand summer bridge programs:** Summer bridge programs ensure that at-risk students transition smoothly from high school to college and improve student retention and success. Campaign support of $4 million will allow us to increase the number of Fleischer Scholars upward from 50, establishing new programs that provide peer and professional mentoring, advising, and career services—all of which are critical to helping students find their purpose, identify their goals, and find a pathway to success.

- **Foster entrepreneurship through innovative programs:** Entrepreneurship is more than nurturing an idea from “what if” to “what is.” It’s a lifelong commitment to embracing change, rethinking the possible, taking risks you believe in, and making others believe in them. Our aim is to raise $4 million through the campaign for entrepreneurship endeavors. An endowment of this amount will generate approximately $150,000 annually in funds to support competitions, new venture funding, and award programs—initiatives that give students the experiences they need to advance ideas and create change.

- **Support rigorous experiential learning programs:** Alumni and friends can choose to support personalized career experiences for high-achieving students. These targeted opportunities prepare students for internships and full-time positions in extremely competitive industries. We currently offer the Investment

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**MOSHE CAVALIN MBA AND MS INFORMATION MANAGEMENT**

At age 18, Moshe Cavalin is the youngest student in W. P. Carey’s new Forward Focus MBA. “I want to start my own cybersecurity business,” says Cavalin, who earned a bachelor’s in mathematics from UCLA at just 15 and has spent the last year working at NASA’s Armstrong Flight Research Center as a software architect.

Cavalin was drawn to W. P. Carey’s unique full-time MBA program because of the Forward Focus MBA Scholarship, which covers the total tuition cost of the program. “I also liked the ability to specialize. ASU offered exactly what I wanted: I’m pursuing an MBA with a concurrent Master of Science in Information Management degree. That will bring me one step closer to my long-term goal.”

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**CHAMPION STUDENT SUCCESS $20 MILLION**

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**90,000+ alumni across industries and around the world**
Faculty are the principal catalysts of ASU’s mission and experience—communicating knowledge, cultivating critical thinking, mentoring, and inspiring. World-class faculty members produce original research that shapes the future of their fields, animates classroom learning, and elevates the university’s reputation. Their work attracts research and grant funding and draws other notable researchers and promising students to ASU.

Recruiting and retaining such faculty is challenging, however; business faculty in particular can command substantially higher salaries in the private sector. Endowed chairs and professorships help provide a competitive edge through additional funding to help advance faculty research. Through the campaign, our goal is to add 10 endowed faculty chairs at $2 million each and 15 professorships at $1 million each. We are particularly interested in establishing new chairs in logistics, corporate governance, ethics, and entrepreneurship and innovation. Endowed chairs will help draw luminary faculty members to ASU and advance our ambitious goal to have each of our departments ranked in the top 10 nationally.

**FACULTY FELLOWSHIPS**

Investing in stand-out faculty is critical to retaining the very best and competing with the country’s top business schools. Through the campaign, alumni and friends can help establish an endowed fund of $5 million to support 10 new fellowships awarded to faculty who are exploring new research areas or developing new courses—developments that will ultimately benefit our students.

**ELEVATE THE ACADEMIC ENTERPRISE**

**$40 MILLION**

**ENDOWED CHAIRS AND PROFESSORSHIPS**

Banking Industry Scholars (IBIS) program and the Student Investment Management (SIM) Fund, two year-long efforts that demand a rigorous level of involvement and include travel to New York. With $4 million in new support, we can expand this successful experiential learning model, replicating it in the San Francisco Bay Area to prepare 25 to 30 students each year for careers in Silicon Valley.

- **Broaden our commitment to experiential learning for all business students:** Students who have real-world learning experiences while in school are more likely to be hired for professional positions upon graduation and experience greater satisfaction and success in their postcollege jobs. Through the campaign, our goal is to raise $4 million, which will provide an additional $140,000 to $150,000 annually to support more students taking part in experiential learning under the guidance of a faculty member.

- **Increase professional mentorship programs:** Research shows that students who have peer or professional mentors are more likely to be prepared for their job searches and make positive school-to-career transitions. This campaign gives us an opportunity to raise an additional $4 million, which will provide $140,000 to $150,000 each year for expansion of our mentorship programs—allowing more students to have the opportunity to develop valuable professional relationships and connections.
An increase in the scale and frequency of natural and man-made disasters in recent years means that the challenges of humanitarian operations have magnified. “Every week you hear about another heart-breaking disaster somewhere in the world—a terrorist attack, political conflict, or hunger,” explains assistant professor Mahyar Eftekhar, whose research centers on humanitarian logistics.

These disasters’ magnitude uncovers the need for predicting their occurrence and coordinating relief operations, Eftekhar adds. “Disaster response is 80 percent logistics, and yet designing effective and efficient humanitarian operations is not a simple task. In commercial logistics, we usually know the routines. In humanitarian logistics, you don’t know where the next disaster will occur and what will be needed, and in what quantity. Then there is the issue of time—it’s the difference between life and death.”

“Research in this field is application-driven,” Eftekhar continues. “You can’t invent a humanitarian logistics question in your office. It’s all based on field operations and must come from a critical situation. For example, fleet management in the humanitarian context is not limited to delivering services faster: The United Nations High Commissioner for Refugees found that better vehicle management could save about $60 million per year. Obviously, this money could be effectively channeled to humanitarian actions.”

“Humanitarian logistics shows the heart of the business school,” Eftekhar says. His goal is to launch a center at ASU for humanitarian logistics that would bring practitioners from around the world together to study these life-and-death situations.

In addition to helping people, solving logistics challenges in disasters can help businesses. “After all,” Eftekhar explains, “if we answer the complex questions in humanitarian logistics, we can apply those answers to the normal supply chain too.”
The Financial Times ranks W. P. Carey #1 in the U.S. for master’s in management programs.

U.S. News & World Report ranks W. P. Carey #3 for online graduate business programs and online graduate business programs for veterans, #4 for online MBA programs for veterans, and #5 in online MBA programs.

The Financial Times ranks our online MBA program at #10 worldwide.
ASU is known for entrepreneurship and innovation—a mind-set woven into the culture of the entire university. Nowhere is this more evident than at the W. P. Carey School of Business’ various centers, where unconventional thinking and cross-disciplinary collaboration bring ideas to market with speed and agility. Centers allow research to be intensified in a new or developing area, having the potential to impact business and society. The School is interested in pursuing new research centers with the aid of visionary investors. Our goal is to add an endowment of $20 million to fund the following new centers, allowing us to expand on specialized areas of interest and knowledge expertise within the following disciplines:

- Humanitarian and Global Logistics
- Effective Governance and Leadership
- The Business of Healthcare, Innovation, and Business Analytics

Additionally, a new investment of $10 million would help the School expand the work of existing W. P. Carey centers that make a difference in society:

- **Center for Entrepreneurship**: Encouraging ideas and connecting student entrepreneurs with the resources to take risks and create success
- **Center for Services Leadership**: Connecting with businesses to create a competitive advantage through the use of services
- **Behavioral Research Lab**: Focusing on consumer behavior to inform attitudes and effects on companies, products, and customers

Innovation doesn’t happen by accident. It’s a process, a journey toward a better way of doing business. For the second year in a row, Arizona State University was named the most innovative university in the country by U.S. News & World Report. The W. P. Carey School of Business is helping lead the way for ASU. Whether it’s anticipating the need for a master’s degree in business analytics, recognizing the future and blazing the trail in online learning, or launching a groundbreaking Forward Focus MBA curriculum and scholarship that give exceptional students the opportunity to earn a competitive, highly ranked degree regardless of their ability to pay, W. P. Carey is constantly looking forward. Your investment will help us continue on this path of innovation.
JOIN US IN MAKING BUSINESS PERSONAL

Philanthropic support of Campaign ASU 2020 will accelerate momentum at the W. P. Carey School of Business. Whether alumni and friends choose to support scholarships, programs, or faculty, all can know that they are expressing their values and passions in one of the most powerful ways possible. Donors’ generosity will attract promising students and talented faculty. It will help us continue building a tight-knit community with a uniquely personalized approach every step of the way. It will deploy the tremendous assets of ASU and the W. P. Carey School of Business to educate tomorrow’s business leaders, take an entrepreneurial approach to learning, and conduct groundbreaking research, all of which will create positive change on a global scale.

We’re excited by this future—and know there is much more work to be done. Together, with alumni and friends, we will harness the power of business to enable more dreams and enrich more discovery. Donor support of this campaign can help ensure we are known as a top global business school and—one that innovates and leads. Join us.

Our world-renowned faculty come from six continents and include a Nobel Laureate in economics and four Academy of Management Fellows.
With your generous support, Arizona State University has reinvented the public research university. We are both more inclusive and more accomplished than ever, with ASU students and faculty earning unprecedented levels of recognition for their achievements. Our graduates leave here as master learners who are capable of rising to meet any new and unfamiliar challenge. ASU students, faculty, and graduates also are firmly rooted in their communities and committed to advancing the common good. Together, we have created a model for other universities to follow. Your support during Campaign ASU 2020 will help us break more new ground by raising $1.5 billion to propel our vision for higher education into the next decade and beyond.

ARIZONA STATE UNIVERSITY is a comprehensive public research university, measured not by whom we exclude, but rather by whom we include and how they succeed; advancing research and discovery of public value; and assuming fundamental responsibility for the economic, social, cultural, and overall health of the communities it serves.