**Naming Opportunities – FULL DESCRIPTIONS**

**Re-Imagination Courtyard – $1 Million**

The new Re-Imagination Courtyard collaboration space will be a welcoming area that would be used for College and community events. A portion of this gift would be directed toward a programming endowment.

**Center for Business Ethics– $3 Million**

The Center for Business Ethics and Anti-Trafficking will serve as a powerhouse for the education and professional development of students and professionals in the field of business and ethics. The focus of the center will be threefold:

• Educate and empower students and professionals with the knowledge and skills to excel as ethical professionals and business leaders

•Provide outreach and community engagement for global and local societal issues, including preventing human trafficking in business supply chains, raising awareness about and ending corrupt and unethical business practices, and empowering corporate social responsibility

• Serve as the home for cutting-edge, groundbreaking research in business and professional ethics, corporate social engagement, and human/labor trafficking.

**Financial Literacy Center – $1.5 Million**

The Financial Literacy Center would provide online and for-credit financial literacy education and financial counseling services with the goal of improving financial wellness and capability for CSU students and staff.

**Institute for Entrepreneurship – $5 Million**

The Institute for Entrepreneurship serves as a hub for innovation and takes a zero-barriers approach to entrepreneurship by offering free workshops to all Colorado State University students while facilitating connections with business leaders and strategic partners to validate, incubate, and accelerate University wide startups.

**Mosaic Classroom Naming in Rockwell West – $500,000**

Mosaic is the next generation of our universal classroom, allowing our online audience to join the classroom experience, by seamlessly connecting and enabling engagement between our online and on-campus students through polls, group discussions, and engagement tools. Faculty interact with online and on-campus students in the same fashion, creating an environment that encourages diverse discussion from students not just in the room, but also around the world. Funding would allow Mosaic’s expansion into additional classrooms and cover sustained operations and maintenance of the system, annual licensing fees, and technical support.

**Career Management Center – $5 Million**

The Career Management Center offers world-class, lifelong career services to students and alumni of the College of Business. The highly credentialed staff of career professionals in the CMC provide guidance and resources to excel in the business world, empowering students to define and implement their career choices in addition to connecting them with opportunities that will allow them to positively impact society through their work, career, and life pursuits. Along with supporting both undergraduate and graduate students in the College of Business, the CMC provides career coaching to our alumni network looking to advance and/or pivot in their careers. From career-focused workshops and events to individualized career counseling and coaching sessions, the COB Career Management Center inspires and empowers engagement in the lifelong career journey. An investment in the Career Management Center would ensure the success and sustainability of a crucial component to the remarkable opportunities our students are exposed to and the positive outcomes they achieve.

**Professional Development Fund – $250,000**

The College of Business Professional Development fund, housed in the Career Management Center, is a donor-funded award to support College of Business students who lack the financial resources to purchase professional business attire to compete favorably during job and internship interviews/career networking, or to support travel/housing needs for job or internship opportunities where location/travel expenses serve as barriers to a student’s ability to move forward with a valuable career opportunity. A gift to this fund would significantly increase access to opportunities for many of our College of Business students who face financial barriers to career success.

**Professional Mentoring Program – $1 Million**

The College of Business Professional Mentoring Program, housed in the Career Management Center, brings together students and business professionals to foster mutually beneficial mentoring relationships. This 1:1 program uses the business and entrepreneurial talent of industry professionals to give students new insights into career and life paths, allowing them to learn and grow while providing mentors an opportunity to contribute to our College community by sharing their knowledge and expertise. These invaluable connections between students and professionals will create long-lasting bonds and build a bridge between the business community and the College of Business. Naming the College of Business Professional Mentoring Program would sustain this impactful program by supporting a cutting-edge software platform that’s a leader in the mentoring program world along with a coordinator role to drive this program forward with recruitment, event coordination, and administrative management.

**The Beverage Business Institute – $2 Million**

CSU sits in the heart of Colorado’s Napa Valley of Beer. Beverage styles are overflowing, and production across Colorado and the country employs millions of people. An investment in the Beverage Business Institute would expand on the Institute’s ability to design and deliver content focused on business operations, production, and distribution, specifically for professionals in the beverage industry or those looking to start a career in beer, wine, soda, water, spirits, coffee, or distribution. An investment in the BBI would support leadership forums and industry trade shows, bring industry professionals to speak on campus and, eventually, support agritourism events.

**Dean’s Student Leadership Council – $1 Million**
The student-run Dean’s Student Leadership Council is a liaison between the undergraduate student body and the dean of the College of Business. The group’s students organize events throughout the year that enhance students’ collegiate experience by allowing them to take part in professional development opportunities, build relationships with the College of Business community, and network with donors, alumni, and local business professionals.

**Rock SOLID (Student Ambassador Program) – $250,000**

Industry wants to hire the best candidates who bring talent, diverse experience(s), inclusive cross-cultural communication skills, and a proven record of accomplishment. In order to meet the needs of the market and produce qualified student leadership, we must recruit and retain the best students. Rock SOLID Ambassadors promote the College of Business through inclusive programming, visitation, collaboration, role-modeling, and creating a welcoming environment. Ambassadors meet with prospective students, families, and current and potential donors, providing tours, hosting recruiting events and staffing phone banks and other recruiting-related activities. Ambassadors also continue to develop their own leadership and professional skills. Donor funding would provide for ambassadors’ salaries and allow targeted recruiting initiatives, including bringing students from Colorado schools to campus for day visits.

**International Service Learning – $8,000/student**

This credit-bearing Education Abroad program allows students to spend two faculty-led immersive weeks in Ecuador or Tanzania working with rescued, abandoned, and/or impoverished young people. Students teach English, facilitate confidence-building exercises, build greenhouses, and provide labor to help improve living conditions in housing, teaching facilities, and agriculture. Students travel throughout the country and, through interactive experiences, learn about language, culture, people, economic systems, tourism, and business, and how this all relates to U.S. business.

**Rams on Wall Street – $2,000/student**

Funding provides for one student to attend Rams on Wall Street, an annual national conference in New York City that focuses on global finance, economics, investment management, and sustainability.

**Global Business Academy – $2 Million**

The Global Business Academy is a two-week immersive and team-based summer program through which high school students, ages 15-18, learn valuable business concepts around global business and entrepreneurship as well as life skills such as communication, leadership, and teamwork. Through a series of classes, simulations, and connections with global executives and world-renowned faculty, students develop greater understanding of day-to-day business, global awareness, and cross-cultural skills. In addition, students gain greater self-awareness by discovering their unique strengths while forming new international friendships. The program is a life-changing experience that positively impacts the next generation of leaders. The Global Business Academy provides an opportunity to attract some of the best and brightest students to the College of Business undergraduate program, to grow international enrollment and diversity, and to increase access to underserved students. Naming the Global Business Academy would sustain this transformational interactive program by supporting scholarships to increase access for underserved students and expand this program with funds for student recruitment, program development and coordination, and administrative management.

**Impact MBA – $5 Million**

Launching in Fall 2020, the Impact MBA builds off the world-class Global Social and Sustainable Enterprise MBA program, but allows us to expand and amplify our impact on the world by meeting more demand from prospective students from around the world and on campus. The Impact MBA adds the option for students to pursue either the GSSE venture creation track or take 12 elective credits across campus in courses such as Greenhouse Gas Management, Lifecycle Assessment, and Environmental Sustainability. Due to the universally recognized strengths of Colorado State University’s research expertise in greenhouse gas management, agriculture, engineering, and translational medicine, Impact MBA graduates will be well positioned to address the global challenges of the next century, including our changing climate, food insecurity, clean water, health care, and human trafficking.

**Employee Recognition Award – $500,000**

Employee Recognition Awards recognize faculty and staff whose performance enhances the success of our students and the college. Awards reinforce practices and activities that produce positive results in line with our College’s strategic plan of gaining greater national visibility and creating Business for a Better World.

**Donor Recognition Wall (in Rockwell West) – $100,000**

A Donor Recognition Wall in Rockwell West honors the individual and corporate contributors to the College of Business. A digital donor wall offers the flexibility to acknowledge donors in real time.

**Center for Marketing and Social Impact – $1 Million**

The Center for Marketing and Social Impact provides business students, practitioners, and marketing academicians with meaningful opportunities to study marketing’s effects on society, thereby enhancing related educational programs, business practices, and public policy initiatives. Our primary objectives are to increase research output, educational programming, and outreach activities that make a difference through their impact on societal well-being and to engage in interdisciplinary Colorado State University research, education, and outreach programs addressing pressing global/social/environmental issues, and funded research projects aligned with the Center’s mission and goals.

**Center for Professional Selling (College of Business Sales Center) – $1.5 Million**

The Center for Professional Selling educates and prepares students for careers and personal success in the field of professional selling. The center advances the mission of the University by providing an exceptional business education, both in and out of the classroom. Through academics, outreach, extracurricular activities, and corporate involvement, we ensure that companies have the opportunity to hire outstanding graduates who are well prepared for tomorrow’s challenges and ready to use their skills in Business for a Better World. Funding needs include physical space for job fairs, networking events, and role-playing. Financial support also would provide for travel to and hosting of events at national sales competitions; sponsor a Sales Club; provide video equipment for role-play experiences; allow for hiring of a director and coordinator; and offer education/training in professional selling.

**Inclusion Case Competition – $100,000/year**

CSU’s College of Business is seeking a strategic partnership with a business organization that shares its passion for diversity and inclusive excellence, for the launching of a premier, tournament-style, cross-campus Diversity Case Competition. The key objectives are to build knowledge and skills for inclusive excellence and leadership in students, empower and support students belonging to minority populations, and develop passion and competence for the achievement of work cultures that prioritize the fair, respectful, and equitable treatment of women and minorities.

**Accounting Tutoring Lab – $250,000**

The Accounting Tutoring Lab provides accounting tutoring services. Each year, the department hires approximately 10 top-performing accounting students to provide tutoring support. Each student works up to 10 hours per week providing walk-in tutoring assistance to students. Funding would cover salaries for hiring tutors, training and development of the tutors, and a student coordinator and faculty supervisor. In addition, funds would be used for base operating expenses as well as additional expenses accrued in the extended training and preparation of our tutors to ensure the highest level of success for our students seeking their services each year, while also allowing the department to pay increased wages to returning lab tutors to serve as lab coordinators.

**Emergency relief fund -$50,000**

To support, student online MBA, student internship grants for volunteer service in non-profits and summer work programs.

**Technology relief fund-$50,000**

To support virtual classrooms, technology grants, virtual mentoring and laptops.

**Department Summaries**

**Department of Computer Information Systems**

The Department of Computer Information Systems specializes in bringing people, processes, and technology together. As one of the first CIS programs in the country, we take pride in empowering our students to leverage information and technology to enable and transform organizations and society. We have 180 undergraduate students in the CIS concentration and 190 graduate students in the Master of Computer Information Systems program. Our online MCIS program is ranked No. 1 in Colorado and No. 14 among public universities. We have 11 faculty members who engage in cutting-edge research and teach a broad spectrum of IT courses in analytics, cybersecurity, database, networking, project management, and software development. Our department jointly administers a Cybersecurity Center funded by the state of Colorado.

**Department of Finance and Real Estate**

The degrees offered within the Department of Finance and Real Estate are some of the most popular at the College of Business – more students are enrolled in finance and real estate than any other undergraduate concentration within the College. Altogether, almost 800 students chose finance, real estate, or financial planning as their concentrations in the 2019-2020 academic year. We provide both academic and extracurricular opportunities that echo the variety in the industry. Our undergraduate and graduate students have many options to tailor their time at Colorado State University to best fit their career aspirations. They are guided by faculty who are committed to teaching and research and place particular importance on engaging, practical learning that prepares students for exciting and challenging finance and real estate careers. Our finance concentration is a CFA program partner and the financial planning concentration is CFP-Board registered.

**Department of Marketing**

The Department of Marketing challenges its students and faculty to make the world a better place by developing solutions to problems people face in business and society. We prepare students for careers in marketing by providing a rigorous and engaging curriculum as well as hands-on experiences such as internships, practicum classes, and marketing plan projects created for real companies. The marketing program lets students focus their studies toward many different aspects of marketing, including social media, digital marketing, and marketing data analytics. It also helps graduate students fulfill their requirements for our MBA programs, including a graduate marketing certificate and a marketing data analytics specialization. Our faculty members are dedicated to providing a contemporary understanding of consumers, markets, market research techniques, and marketing strategies. They also are leading some of the nation’s most impactful research. In fact, our faculty are among the most cited researchers in the field and have received numerous awards.

**Department of Management**

The Department of Management conducts cutting-edge research while also developing and delivering curriculum addressing management theory and practice in various domains including entrepreneurship, human resources, organizational behavior, strategy, and supply chain management. By engaging in these various activities, we seek to deepen existing understanding and generate new knowledge in the area of management through innovative curriculum, research, and partnerships with the business community. At the undergraduate level, our three concentrations (human resources, organization and innovation management, and supply chain management) include approximately 600 students; our minor in entrepreneurship consists of approximately 60 undergraduates; and we serve another 150 students who are taking advantage of our undergraduate certificate offerings in entrepreneurship, leadership, human resources, and supply chain management.

**Department of Accounting**

The Department of Accounting develops cutting-edge research and delivers a curriculum that prepares students for various careers in accounting. The department ranks No. 1 in the state for overall research productivity; No. 4 for tax research productivity worldwide; and No. 12 for experimental managerial accounting research productivity worldwide. In addition to being dedicated researchers, our faculty are committed to developing a rigorous and relevant curriculum that meets the needs of our 323 undergraduate and 30-35 Master of Accounting students. We continue to expand our educational focus on data analytics as a fundamental aspect of our accounting curriculum, while also maintaining relevant course work to help our students succeed at the highest level in their careers. We are dedicated to providing a world-class education to all students in the College of Business and to providing our students with real-world experiences to grow their knowledge in the accounting field.