

School of Business

Reinventing Business

Leading
Change™

THE CAMPAIGN FOR USD

Endowed Burnham-Moores Center for Real Estate: \$5 million

Background

The School of Business is seeking \$5 million to enhance the existing **endowed Burnham-Moores Center for Real Estate**. The Burnham-Moores Center (BMC) for Real Estate was founded in 1993 when the School of Business successfully recruited Mark Riedy, former president and CEO of the National Council of Community Bankers, as the first appointment of the endowed Ernest W. Hahn Chair in Real Estate Finance.

What began with one person in 1993 today is identified as the region's premier program in graduate and undergraduate real estate education. The BMC stands out among business schools for its intense degree of engagement with local real estate professionals and firms. The center's ability not only to train students, but also to achieve great success in career placements, is a testament to the program's credibility with, and relevance to, the real estate industry.

As a center of excellence within the School of Business, the mission of the BMC is to help recruit, educate and mentor our real estate students with the goal of facilitating their career pursuits in a socially responsible manner and with a global perspective. This is accomplished through the support of outstanding faculty and professional staff, a dedicated career services team, active industry involvement, and outreach and cutting-edge research. The BMC has unparalleled connections within the San Diego real estate community and beyond, which are leveraged to help students launch their careers and alumni advance theirs. The bonds formed in classrooms, within committees and through a network of industry contacts, provide a framework for lifelong and life-changing success.

Plans call for a much more robust endowment for the BMC, increasing the capacity of the real estate faculty and staff to respond effectively to growing demands for more financial and programmatic support for students, employers and real estate professionals throughout the region and beyond. The ongoing commitment to ensure

the forward momentum of the BMC has compelled us to identify a major objective within the primary goal of elevating the profile, reputation, prominence, and sustainability of business education at the University of San Diego.

Objective

Enhancing the existing endowment for the real estate program would help ensure its future in perpetuity. It would allow the BMC to complete applied research, students to participate in topical research, the real estate industry to work in conjunction with the BMC and provide the real estate community with relevant research. It would also increase the scholarship capability to attract top prospects to the Master of Science in Real Estate (MSRE) program and assist in providing a stable income stream to fund the operations of the BMC and the pursuit of its mission of "to help recruit, educate and mentor our real estate students with the goal of facilitating their career pursuits in a socially responsible manner and with a global perspective."

The School of Business' Burnham-Moores Center for Real Estate supported its first decade of growth largely through revenues generated by conferences and by donations from hundreds of industry stakeholders and alumni. Simultaneously, recognizing the academic soundness and popularity of the real estate curriculum and the real estate industry's strong endorsement of the program, USD began allocating funds from the school's budget to hire first one, then two, and now three full-time faculty members, one full-time instructor, several adjunct faculty members and two full-time staff entirely dedicated to the graduate and undergraduate real estate curriculum.

The Burnham-Moores Center is guided by approximately 110 senior real estate executives on four industry advisory committees; its conferences annually attract nearly 2,000 industry guests and feature speakers from across the globe; its broadly based continuing education certificate program for working professionals

has enrolled professionals from more than 400 companies since its inception. Its graduate degree program is thriving, currently recruiting its ninth class, its faculty, programming, and key staff receive outstanding media coverage while also enjoying an excellent reputation in the academic community.

The executive director of the Burnham-Moores Center for Real Estate is responsible for establishing and leveraging strategic priorities and initiatives for the Center to advance and align its mission and vision with those of the School of Business and USD. He is responsible for working with the faculty and BMC professionals in creating a meaningful learning experience for the real estate students and working with them to enhance their career opportunities. In addition, he's responsible for cultivating relationships with key stakeholders to create fundraising strategies, activities and programs to sustain BMC operations and works

closely with the Policy Advisory Board committees to set the strategic direction of the center.

Impact

In a very tangible way, USD's academic programs and students benefit directly and enormously from the work of the industry-oriented professionals on staff, primarily because the interaction between the center and industry leaders provides an exceptionally vibrant practical and relevant curriculum enriched in multiple ways by industry involvement and participation.

For More Information

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