

# School of Business

*Reinventing Business*

Leading  
Change™

THE CAMPAIGN FOR USD

## Scholarships: \$2 million

### Background

The School of Business is seeking \$2 million to provide **scholarships** to attract and support the most deserving students. During the 2013-14 academic year, 43 percent of the undergraduate degrees awarded at USD were in business. As of Fall 2014, there were 1,624 declared business majors. This makes evident the fact that USD students are interested in pursuing careers in business, and our job is to prepare them as best as we can for these careers. As an institution, it is USD's responsibility to make certain that our students leave the School of Business prepared to tackle the world, and part of this responsibility includes lessening their loan burdens and providing them with internships and real-world experiences to enhance their career prospects.

### Objective

The School of Business is seeking \$2 million in endowed and annual named scholarships.

*Annual Named Scholarships:* Provide opportunities to ensure that the School of Business will be able to support and retain current students who would benefit from merit or need based funding.

*Endowed Scholarships:* Provide opportunities to ensure that the School of Business will attract and retain exceptional students now and well into the future. Although every student may not be a direct recipient of financial aid, every student benefits from private

support, which helps to keep down the cost of tuition and other fees.

### Impact

Student scholarships will enable the school to offer competitive scholarship packages to help recruit diverse cohorts of the most talented students year-after-year. This recruitment advantage is especially important now as, on average, 71 percent of current USD students require some financial assistance. Even with existing scholarships and financial aid support, most students graduate with approximately \$48,000 of debt. To cover all the costs associated with their education, many students must work full- or part-time while they are attending USD.

To offset the cost of these critical experiences, diversify our student population and attract the best, brightest and most capable students, the School of Business seeks to create new scholarships and increase existing scholarship funds that can be used by departments to support students who have financial need, as well as to reward students who are excelling in their programs.

### For More Information

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