

School of Business

Reinventing Business

Leading
Change™

THE CAMPAIGN FOR USD

Expansion/Renovation of the School of Business Complex: \$45 million

Background

The School of Business is seeking \$45 million for the **expansion and renovation of the School of Business complex**. The School of Business has already acquired a strong reputation as an emerging source of outstanding business education and professional preparation. With nearly 500 graduate students enrolled in nine distinct master's degree programs and more than 1,600 students enrolled in eight undergraduate majors, the school continues to grow, attracting students with impressive academic profiles and faculty of extraordinary talent and expertise.

The school is also now home to five institutes and centers of excellence in accountancy, international business, peace and commerce, real estate and supply chain management. It continues to be recognized nationally and internationally for its achievements, most recently ranked third in the world for MBA programs in entrepreneurship by the *Financial Times*. In addition, the school is ranked No. 41 among the Best Undergraduate Business Programs and No. 17 among the Best Part-Time MBA Programs in the nation by *Bloomberg BusinessWeek*.

Enrollment is up. Demand for business education is high. However, the school's primary home has not kept pace with this tremendous success. Olin Hall is bursting at the seams. The school, in fact, has been forced to find space in other buildings and is now spread across six other USD buildings across the campus.

Now is the time is now to catapult the School of Business from good to great. It's time to re-invest in the school's facilities and create an environment in which our vision can be realized in a state-of-the-art teaching and learning complex that fosters discovery, feeds inquiry, inspires innovation, and promotes personal and professional integrity.

Objective

Plans call for the construction of a new 84,000 square-foot building adjacent to the existing 48,000 square-foot Olin Hall, allowing the school to nearly triple our current square footage and bring all faculty, staff and students into proximity within a distinct, but integrated, undergraduate and graduate teaching and learning complex. Departments will be organized into teams allowing certain administrative functions and spaces to be shared. These team structures will maximize efficiency, enhance cross-discipline collaboration, create synergy and spur interaction across all departments and programs.

In addition to creating synergy and multiplying existing classroom, computer lab, faculty office and study lounge space, the new building will provide the elbowroom needed to launch potential new centers that will put USD on the forefront of such enterprises as leadership and entrepreneurship education and healthcare management in civilian and military sectors. Opportunities for both planned and spontaneous encounters among students, faculty members, advisors and mentors will be dramatically increased in the new, integrated School of Business' facilities. Traditional ways of teaching and learning will be augmented by venues for group study, team projects, out-of-office "office hours," student-professor consultations, professional interviews, informal conversations and even relaxation.

We will no longer need to borrow classroom space from other academic programs in other schools located in other buildings. We will increase the number of business education classrooms from 20 to 24. The flexibility in the size of the rooms — which will range from large venues that seat up to 75 to more intimate breakout rooms designed for small groups — allows us to expand the number of seats available in our programs. This way, we can accommodate the current student body as well as anticipated growth. Faculty office space will be big enough for impromptu brainstorming sessions and serene enough to work without hearing the sound of

other people's idle chatter, the tapping clack of a neighbor's keyboard or the whirl of a nearby copy machine.

The new building will have executive appeal and present a polished, professional image that befits a top business school. It will be a place where people passing in the hallways do not disrupt discussions in classrooms and where students are not distracted by the sound of classmates calling the elevator, exiting the stairwell or inadvertently opening the classroom door while looking for a quiet place to study. It will have spaces where CEOs, recruiters and other visitors can come for conferences, workshops and receptions. It will be a hub of activity, a haven for learning, a place of investigation and dialogue, discovery and debate. The new School of Business complex will bring together all the players, components, venues and dynamics of state-of-the-art business education. It will be a campus model for the latest in pedagogy, technology, creativity and sustainability.

The new building will make it possible for not just more faculty, but better faculty. Not just more students, but better students. And those students will graduate from the School of Business knowing that they are prepared to compete for, and excel at, the best jobs out there. The ideal graduate will excel in all the functional and technical areas of contemporary business, act with the highest integrity, contribute as a collaborative team player and possess exceptional leadership skills.

Enhancing the Student Experience

The proposed instructional spaces of tomorrow will include flexible environments accommodating a variety of teaching methods and technologies. Experiential learning will be at the very core of our programs and the well-planned components of our building will support student-team spaces, project areas for industry partnering and "immersion" areas such as trading floors, brainstorming areas, learning labs and the latest technology. There are the several crucial components we think the new building must have.

Flexible Classroom Space: The new building will allow us to accommodate our classrooms for both large and small groups of students. A flat classroom is more flexible than a tiered classroom. Furniture that adjusts to different heights can create a tiered effect. In a negotiations class, for example, we could adjust the furniture for smaller groups of two or three or five. Or, if we're doing a case discussion, we arrange in a different format. We envision flexible classrooms, movable furniture and "disappearing walls" that allow,

for example, two classes of 35 students to become one class of 70.

Additional Classroom Space: The new building will allow us to have five large classrooms that can accommodate up to 75 people, 15 small classrooms that can accommodate up to 50 people, two graduate classrooms, an executive classroom, six breakout rooms and a technology-rich classroom capable of experimental instructional technology and equipped for multimedia presentations, web streaming and distance learning.

Learning Labs: The 50-seat Financial Markets Learning Lab will be capable of replicating real-world investments and training and market analysis for instruction and research projects. The 30-seat Professional Communication Learning Lab will support team studies in marketing and management practices and will feature both audio and video technologies.

Faculty Wing: We will create a place where faculty members will gather — a place to stimulate faculty interaction, collaboration and debate. We envision a place that's part lounge, part seminar room — complete with white boards, smart boards ... and really good coffee that keeps everyone coming back.

Virtual Meeting Rooms: To do business on the global stage, we will design a space equipped for virtual meetings and teleconferencing. It will enable students to join a global conversation, share their research abroad or consult with national or international colleagues, mentors or clients. Business works like that. Our buildings and our school need to work like that.

Breakout Rooms: Throughout the school's curricula, faculty members educate using both individual and group dynamics. Professors often use simulations and direct students in the formation and operation of mock companies. What they need most are breakout rooms, spaces where students can take what they have learned in class and immediately meet in their "company" groups to put those theories, skills and techniques to work.

Student Services: Everything students do, from the time they choose a university until they graduate, prepares them for their careers. The new building must reflect the school's investment in the future of its students. The building will dedicate substantial space to student services. The one-stop shop will provide tutoring and other support services such as advising, mentoring and internship and career development. This area will contain a resource room, interview rooms and a place

for student organizations to gather, plan and execute their co-curricular activities.

Interview Rooms: Currently the school offers a program called “Employer in the Foyer.” However, the new building will give recruiters much needed interview rooms and venues that set expectations for future employees and meet their expectations as selective evaluators of new talent. They deserve VIP treatment. They need to know that USD business students are serious candidates who come from a serious school.

Seminar Rooms: The building will feature seminar rooms that will accommodate presentations, guest speakers and activities hosted by student organizations. These spaces will bring students and faculty face-to-face with alumni, working professionals, industry experts, corporate leaders and prospective employers.

Technology: Learning happens everywhere, in and out of the classroom, on and off campus, in formal and informal settings. The integration of technology into our curriculum will be at the core of our learning environment and will be pervasive throughout the building. The School of Business requires the effective use of the latest teaching and learning technology. It must operate in, and exploit, the virtual world in which so much daily business is transacted. It must accommodate today’s student expectations for instantaneous access to knowledge, opinions and data and channel their communication styles into effective best practices. The USD business student already finds a blend of online and face-to-face instruction and inquiry. With state-of-the-art technology as part of their student experience in the school, they will be prepared to capitalize on their professional experience in a global economy and interdependent, ever-shrinking world.

Sustainability: Sustainability is more than building green and reducing the school’s carbon footprint. It is more than teaching and modeling responsible stewardship of natural and financial resources. It is more than reducing consumption, conserving capital or maintaining the status quo. Sustainability is responsible stewardship, prudent investment, ethical responsiveness and global citizenship. The new building will enhance and support these principles. It will provide venues that allow the school to become a resource and a catalyst for local, regional, national and international businesses so they are prepared for the challenges and opportunities that sustainability brings to the marketplace.

For More Information

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