Business as a force for good

Driven.
The Campaign for the Carlson School of Management
A bold vision for the next century

As part of the University of Minnesota’s Driven campaign, the Carlson School of Management is advancing a bold vision to surpass all standards for excellence for the betterment of Minnesota, the nation and the world.

Together with our donors and friends, we will provide the most effective business education in the world, drive economic vitality, and champion the discovery of positive business solutions to local and global challenges.

Your investment in the Carlson School advances our vision to become:

- A force for leadership by ensuring that more students of high promise and performance make Carlson their top choice.
- A force for transformation by providing Carlson students with opportunities inside and outside the classroom that explore the workplace, entrepreneurship, and real-life experiences around the world.
- A force for innovation by expanding Carlson’s capacity to grow our faculty, and attract and retain talented scholars who will create new knowledge, inspire students to find novel paths to discovery, and build community.
- A force for engagement by reinventing our flagship facility to meet the changing needs of students, faculty and the business community.

The University of Minnesota has embarked on a campaign to set a new course for students, the state, and the world. Through Driven: The University of Minnesota Campaign, we will join forces with our philanthropic partners and friends to raise $4 billion to strengthen Minnesota’s only land-grant research university and fuel our quest to solve the world’s great challenges.

Since our founding, Minnesota’s extraordinary business community has helped the Carlson School become the state’s premier business school. Now, in preparation for our centennial in 2019, we’re taking this opportunity to launch a campaign that will empower Carlson to claim our rightful place among the best in the world.

It’s our moment to reach higher. With philanthropic investments, we will provide the world’s most effective business education and advance our role as a talent powerhouse. We will become an innovation crucible whose breakthrough research transforms business. We will forge dynamic new partnerships and engagement opportunities to benefit all stakeholders.

We are driven to shape business as a force for good. Let’s do it together.
What drives business as a force for good?

Leadership, innovation and partnerships

Empowering entrepreneurs

"Minnesota Cup is the largest statewide start-up competition in the country, awarding more than $2 million in seed money for 13,000+ Minnesota entrepreneurs and raising more than $300 million for finalists since 2005."

MN Cup founders Scott Litman, ’90 BA, and Dan Mallin, ’95 MBA

Partnering with business, discovering solutions

"Bottom line, we’re unique. We’re both a management consultancy and an academic program that brings the brightest student minds to bear on significant business challenges for premier companies."

Severin St. Martin, ’12 MBA, managing director of Carlson Consulting Enterprise

Ensuring safe, effective medical devices worldwide

“We worked hand-in-hand with Medtronic to study how products are meeting their standards for reliability and quality.”

Associate Professor Rachna Shah

Investing in Minnesota businesses

“Summit Partners is an alternative investment firm based in Boston, London and Silicon Valley with investments across the globe - but I’m drawn back to the Twin Cities by the depth of executive talent and wealth of growth-oriented companies. Summit has invested nearly $800 million in job-producing, Minnesota-based businesses and we are proud to be one of the most active private equity investors in the region.”

Peter Rottier, ’99 BSB, Managing Director, Summit Partners, Menlo Park, CA

Working to end global hunger

“My Land O’Lakes internship in food security took me to Africa and Washington, D.C. I want to work for a company whose mission is to do good in the world.”

Mandi Egeland, ’17 BSB, Land O’Lakes Global Food Challenge Emerging Leader for Food Security Fellow

Doubling agricultural yields, conserving water

“Our app links small farmers in one of India’s most arid regions to water needs analyses and drip irrigation resources. MyRain has helped double yields and slash water usage.”

Steele Lorenz, ’10 BSB, co-founder of MyRain

Keeping waste from landfills

“Repurposing low-value items like concrete and lumber instead of dumping them will be a boon to the environment.”

Suvrat Dhanorkar, ’15 PhD, and Professors Kevin Linderman and Karen Donohue

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Driven to address ethical questions and decision-making

IFEOLUWA EKUNSANMI, ’20 BSB
John and Jane Clark Scholarship

In her first year at Carlson, Ekunsanmi found that student interaction and participation are important tools for active learning. “I have learned so much already, especially how to think problems through more critically. Professors bring different teaching methods into the classroom so that discussions of difficult issues and role-playing from opposing perspectives give each student a voice, and help us approach issues from an ethical perspective. I especially enjoy case studies, which are thought-provoking ways to learn sound decision-making.”

Driven to lead organizations that transform people’s lives

ADAM RAO, ’17 MBA
MBA full fellowship recipient

In the midst of a successful career in nonprofit entrepreneurship, his belief system drove Rao to reconsider his career journey. “I believe that the future of social change is in for-profit enterprises. To achieve the long-term impact I want to make, I needed a formal business education to complement my existing skills. Working in corporate strategy and innovation for Sunrise Banks, we serve the Twin Cities’ urban core, measuring both financial and social outcomes to empower underserved communities to achieve.”

Invest in tomorrow’s leaders
$50 million

Employers in Minnesota and around the world are demanding a diverse pool of competitive candidates who are fully prepared to take on tomorrow’s business challenges. The Carlson School’s vision is to meet the workforce demands of our business community by graduating outstanding future leaders from many walks of life, including those from underrepresented backgrounds and students of promise with financial need.

New funding for scholarships and fellowships will strengthen Carlson’s goal to be the first choice for more of the students who are being heavily recruited at business schools across the country. Attracting these top scholars to the Carlson School means that local and global businesses will find the highest caliber professionals, whose education includes unparalleled academic excellence, and the ability to look for solutions that have a positive impact on their organizations and the community.

Your gift to scholarships and fellowships:

- Will send the most extraordinary and competitive candidates into the job marketplace
- Will fulfill the workforce demands of employers for talented leaders from diverse backgrounds
EXPERIENTIAL LEARNING
A force for transformation

Driven to reduce the high school dropout rate

ANNETTE BETTING-FUENTES, ’16 BSB
Curtis L. Carlson Family Foundation Study Abroad Scholarship

Betting-Fuentes won the Carlson School’s 2016 Tomato Can Loving Cup, which rewards a graduating senior who has demonstrated leadership, service, and academic excellence. “My scholarships made it possible for me to study entrepreneurship in Cuba, and spend a semester abroad in Argentina. I had time to mentor other students, especially women, and do internships at Cargill, Travelers and Save the Children. During my City Year for Americorps, I am working to help at-risk kids in Los Angeles stay on track to graduation using the ABCs for success: Attendance, Behavior, and Course Progress.”

Driven to challenge assumptions about post-military careers

JEREMY HEMSWORTH, ’17 MBA
Gatens/Benson Military Veterans Fellowship

Hemsworth served in the Army National Guard before college, and earned his B.A. from the U of M while working in the tech industry before returning to Carlson for his MBA. “I want businesses to support veterans who are pursuing professional career options. After my deployment to Iraq, I returned to finish my B.A. I then chose Carlson for my MBA because of the in-depth experiences that Carlson Consulting Enterprise offers. As I looked at my career options, I needed that, and was able to turn my internship into a full-time offer at Microsoft.”

Invest in transformative student experiences
$50 million

The Carlson School is unrivaled in the ability to create opportunities for students to learn in the workplace. A growing number of dynamic partnerships with Minnesota businesses work with Carlson to offer meaningful real-world learning experiences. In addition, the Holmes Center for Entrepreneurship is preparing more students to start their own companies and explore technology commercialization. As the first business school to require an international experience, Carlson provides all students with the chance to gain a global perspective led by the Carlson Global Institute.

New funding for experiential learning will create more opportunities for Carlson students to enrich their education and apply academic principles to local and global challenges.

Your gift to experiential learning:

Will help offer students more internships, mentorships, and service learning opportunities
Will send more young entrepreneurs into the marketplace, and increase technology commercialization throughout the University
Will help students gain global fluency through meaningful international experiences
Driven to lead in technology innovations that will change the world

ALOK GUPTA
Associate Dean of Faculty and Research
Curtis L. Carlson School-wide Chair in Information Management
Professor of Information and Decision Sciences

Gupta studies data communications, information security and digital rights, and other important facets of optimization and business analytics.

“Few fields are as innovative as information systems research because we are on the edge of technology, and technology is what changes the world. This is a collaborative journey of discovery. My students and I have traveled in directions that we didn’t know existed.”

Driven to get the unemployed back to work

CONNIE WANBERG
Industrial Relations Faculty Excellence Chair

Wanberg’s research helps the unemployed cope with job loss and prepares them to conduct a successful job search.

“Agencies are looking for solutions to help individuals who have experienced job loss get back to work quickly. Our research shows how the negative effect that unemployment has on mental health is due to the emotional impact of the experience rather than the traits of the individual. This data is being used to provide services that alleviate the stress of unemployment and expedite the job search process.”

Invest in faculty expertise

$30 million

Carlson School faculty include many of the country’s leading thinkers, teachers, and researchers in the areas of data analytics, consumer behavior, strategy, entrepreneurship, and more. Faculty research earns consistently high rankings and they are in high demand around the world as visiting scholars, lecturers, and researchers.

Carlson faculty are often approached with offers to conduct their scholarly work at other schools, and talented young faculty are heavily recruited by competing institutions.

Over the past decade, Carlson’s degree programs have tripled, and our undergraduate population has increased by 75 percent. We must increase the size of our faculty to keep pace with our growth and maintain our high standards for educational excellence. Key to our success is securing the highest-caliber emerging faculty members, and retaining current faculty to continue their research and teaching at Carlson.

New funding to support faculty will strengthen Carlson’s ability to attract top new talent and retain our outstanding scholars.

Your gift to faculty will:

Create 15 percent more faculty positions by 2021 to meet the needs of our growing student population, keep class sizes low, and foster productive student-faculty relationships.

Establish more endowed professorships and faculty fellowships to attract and retain top faculty talent in strategic academic disciplines.
Driven to inspire students and faculty

SPACES THAT CATALYZE TEACHING AND LEARNING EXPERIENCES

As a laboratory of ideas, Carlson is renowned for its culture of dynamic learning. We are committed to an educational environment that fosters exploration and creates exciting new discoveries.

Together with our donors and friends, we will ensure that our academic facilities optimize our capacity to deliver the most effective business education in the world.

“A learning climate – an atmosphere that exudes passion and builds self-confidence – is more than a place to meet. It’s an environment that fosters inspiration.” —Blake LaBathe, ’18 BSB

Driven to foster dynamic partnerships

WORLD-CLASS SPACES THAT ENGAGE BUSINESS AND THE COMMUNITY

Carlson’s unique culture of collaboration continues to create new opportunities to bring stakeholders together to inspire, create and strengthen our communities.

“The Carlson School plays a key role in bringing the Twin Cities business community together. We look to Carlson to serve as a hub for collaboration through conferences, gatherings, and community outreach.”

—Marcia Page, ’83 MBA, chair of Minneapolis-based Varde Partners, 2017 University of Minnesota Entrepreneur of the Year

Invest in reinventing Carlson School facilities

$20 million

The Carlson School of Management serves as the nexus for Minnesota’s business community to benefit from innovative research, find top talent to fuel the workforce pipeline, and build partnerships that forge new alliances and foster growth.

Our vision is to reinvent our existing facilities to benefit students and the business community. We will provide students and faculty with the kinds of facilities that inspire innovative learning, foster leadership, and encourage participation and inquiry. We will also expand the capacity of our flagship facility to serve as Minnesota’s primary gathering place for creative collaborations with business and outreach to the community.

New funding for improvements and modernization of our existing facilities will maximize Carlson’s strengths in teaching, learning, and community engagement for the betterment of all.

Your gift to reinvent Carlson facilities will:

- Optimize our teaching and learning environments to meet the changing needs of students and faculty
- Strengthen our role as a center for engagement for business and community outreach

OUTSTANDING FACILITIES

A force for engagement
Business as a force for good

GIVING OPPORTUNITIES

Campaign goal: $150 million

A FORCE FOR LEADERSHIP

STUDENT SUPPORT
$50 million

Campaign gifts for scholarships and fellowships will attract the talented students who will become tomorrow’s strategic thinkers, change-agents, and leaders in business and the community.

Your gifts will create and sustain:
• Scholarships for students of merit and need from diverse backgrounds
• Fellowships for top graduate students

A FORCE FOR TRANSFORMATION

EXPERIENTIAL LEARNING
$50 million

Campaign gifts for transformational learning experiences will give students exposure to holistic learning opportunities inside and outside the classroom promoting hands-on leadership development, a global mindset, and entrepreneurial expertise.

Your gifts will create and sustain:
• Support for all students to have an international experience through the Carlson Global Institute
• Internships, mentorships, service learning and leadership development opportunities
• Expanded programmatic opportunities for the Holmes Center for Entrepreneurship

A FORCE FOR INNOVATION

FACULTY SUPPORT
$30 million

Campaign gifts will boost faculty numbers to ensure the highest levels of academic excellence, and establish endowments to help Carlson compete for the scholarly expertise and talent that are the hallmark of all we do.

Your gifts will create and sustain:
• 15 percent more faculty positions to meet the needs of our growing student population.
• Endowed professorships and faculty fellowships to recruit and retain top scholars in strategic disciplines.

A FORCE FOR ENGAGEMENT

OUTSTANDING FACILITIES
$20 million

Campaign gifts will make strategic investments in Carlson learning and gathering spaces to maximize scholarship and engagement.

Your gifts will create and sustain:
• Reinvented academic spaces that maximize Carlson’s culture of dynamic teaching and learning
• Engagement spaces to increase community outreach, business partnerships, and collaborative learning

To discuss opportunities for your campaign gift, please contact

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The Carlson School of Management is driven to deliver the most effective business education in the world. Your campaign gifts will create future leaders who will live the vision of business as a force for good. Please join us as an investor in our future.
Business as a force for good

Driven.
The Campaign for the Carlson School of Management

driven.carlsonschool.umn.edu