A Force for Transformation: Carlson Global Institute

Driven.
The Campaign for the Carlson School of Management
The importance of international experiences

CGI is driven to ensure that Carlson School students engage in first-class international experiences and graduate fully prepared to lead in this ever-changing and multifaceted business environment. Your generous support will make this transformative academic work more affordable for future generations of students with financial need.

As a leader in global management education, CGI’s priorities include expanding the business knowledge and cultural competence of students through study abroad, helping them take full advantage of their experiences through financial support, offering curricular and co-curricular innovations, and fostering a dynamic business network at home and around the world.

Great for students, demanded by Industry

Our industry partners are demanding that the graduates they hire are adept at thinking internationally and navigating ambiguity. Successful entrepreneurs must consider their place in the global economy from day one. The most effective government and nonprofit leaders are at the forefront of global and cross-cultural engagement.

Studies show that students immersed in a cross-cultural learning environment are more likely to:

- Address ambiguity more effectively
- Interact with people from unfamiliar cultures and comfortably relate to different communication styles
- Accept cultural norms and values different than their own
- Understand U.S. business and economics in a broader context
- Feel more comfortable taking risks and stepping outside their comfort zone

By developing this global fluency, Carlson graduates enter the international workforce with the confidence and the competence they need to create and lead whether opportunities emerge in an existing organization, or in a start-up environment.

Ken Powell
Retired Chairman and CEO, General Mills

Driven to educate the most globally minded business leaders in the world

Success in business requires a global mindset and the ability to work across cultures and borders.

In 2008, Carlson became the first business school in America to ensure our graduates are fully prepared to meet this need by requiring an international experience for all students. Since then, the Carlson Global Institute (CGI) has strengthened its extensive network of partners around the world and leveraged the international expertise of faculty to develop a strong, enduring program that continually evolves to stay ahead of the demands of the business community.

More than 700 undergraduate and graduate students now participate in academic travel outside the U.S. every year, gaining first-hand exposure to diverse cultures, languages, and points of view on the world stage.

Affordability and Access

Opportunities to study abroad mean additional expenses, including tuition and fees, books and supplies, transportation, and room and board. Meeting the international requirement increases student cost on average of $6,000 per semester.

CGI helps Carlson students with financial need, but the amount of support we are able to offer falls far short of the cost. Many students fill the funding gap by taking on additional debt, working extra hours or both. Campaign gifts to support CGI will help level the playing field for all students to benefit from academic learning outside of the U.S., regardless of their ability to pay.

BY THE NUMBERS:

<table>
<thead>
<tr>
<th>Description</th>
<th>Current</th>
<th>Goal</th>
</tr>
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<tbody>
<tr>
<td>Carlson students with financial need who receive aid to study abroad</td>
<td>66%</td>
<td>100%</td>
</tr>
<tr>
<td>CGI goal to support students with financial need</td>
<td>$1,600</td>
<td>$2,500</td>
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<tr>
<td>Average amount currently awarded to students with demonstrated financial need</td>
<td>$1,600</td>
<td>$2,500</td>
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Stock Exchange in Santiago, Chile
THE PHILANTHROPIC OPPORTUNITY

As part of Driven: the Campaign for the Carlson School, the Carlson Global Institute seeks to partner with our donors and friends to increase access and affordability for all students in need by significantly reducing the additional financial burden of studying abroad.

Choose your impact

Campaign gifts will ensure that all Carlson students receive the support they need to become business professionals in the global marketplace.

Naming opportunities are available for both current-use and endowed gifts.

Endowed named fund:

Endowment gifts create a lasting legacy that grows over time to support more students.

A $50,000 endowment (minimum amount)

- Supports one student per year and more as the fund grows to support additional students in the future
- Each student to receive $2,500 per year in perpetuity

Current-use named fund:

Current use gifts help students during the life of the fund.

$10,000 annually for minimum of five years

- Four students supported per year for five years
- Each student to receive $2,500/year

My CGI scholarship helped me reduce the amount of loan borrowing to complete my study abroad program successfully. It is more than just an amount of money. It is opportunity, knowledge, experience, culture, and everything that I have gained from my international experience. From this program, I have learned more about myself and what my path will look like.

I can see more opportunities for me, I know who I am and what I like, and how I can adjust to a new culture.

Jolie Tran, ’18 BSB
Accounting major
Global Immersion Semester Exchange at Singapore Management University, Spring 2017

FOR MORE INFORMATION OR TO MAKE A GIFT

We welcome the opportunity to discuss various options to support students today and in the future, as well as options for giving, naming opportunities, and stewardship of your gift.

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THANK YOU.