



UCI Paul Merage School of Business


Leadership for a Digitally Driven World™

THE CASE FOR SUPPORT



merage.uci.edu/give

BRILLIANT FUTURE
THE CAMPAIGN FOR UCI



“I am a product of the University of California. My education helped inspire my path to entrepreneurship, and afforded me an open mind as I continuously reinvented myself and my work. Access to public education fuels our economy, strengthens our communities, and equips those of the highest merit with the knowledge and network necessary to achieve the American dream.”

- Paul Merage



Supporting the American Dream through Access and Innovation

Access to innovative education is essential to achieving the American Dream — to improving lives of individuals and their communities through hard work, dedication and perseverance. Careers that enable achievement of that dream come in all shapes and sizes, and include every industry from healthcare to the arts, engineering, public service and more. Within all these diverse fields, digital technologies are disrupting and remaking the business world. The Paul Merage School of Business is training the next generation of leaders in a digitally driven world and challenging them to define their own version of the American Dream and to propel the economy forward. That story is true for the leaders of today — and you can make it true for the leaders of tomorrow.

The Merage School delivers inventive, world-class curricula to exceptional students — both undergraduate business majors and advanced-degree students in the MBA, specialty masters (Accounting, Finance, Business Analytics and Entrepreneurship), and doctoral programs. We recruit the best faculty members — leading practitioners and researchers — who selflessly serve students through experiential learning, customizable coursework and access to an extensive global network. The school produces diverse, thoughtful, socially conscious models of success in an age of digital disruption. This is our vision of excellence.

How will we provide these opportunities to even more strivers and dreamers? Together, with your help, we will realize this vision by increasing access to higher education, providing an environment for high-quality teaching and innovative research and creating a legacy through meaningful legacy opportunities throughout the school.

First, we must recognize and recruit top-quality students at all levels, regardless of wealth or status. That means providing financial support through fellowships and scholarships for many who are the first in their families to attend a university. Currently, that describes 50 percent of our undergraduate student population.

Next, we must remain at the forefront of innovation in business and industry, both by promoting learning and instruction and by supporting the research and global impact of faculty members. To achieve this goal, we must recruit more nationally recognized faculty and support them through endowed chairs and the Dean's Discretionary Fund.

Finally, we must cement our legacy through the Centers of Excellence established to increase competitiveness and address the critical issues in the changing business and industry landscape.

an investment in the future of your community

We believe the Centers of Excellence comprise vital links between the best and brightest on the UCI campus and the vibrant local, national and international business community to the benefit of all.

Beall Center for Innovation and Entrepreneurship:

Leveraging strong industry partnerships to offer students practical, hands-on experiences in entrepreneurship and business creation, as well as intrapreneurship within larger organizations.

Center for Digital Transformation: Generating and disseminating knowledge that helps businesses, governments and society advance competitiveness and productivity in the digital economy.

Center for Global Leadership: Building leadership skills for a global economy while promoting awareness and

relationships across industries and cultures, thereby strengthening international Merage School student and faculty ties.

Center for Health Care Management & Policy: Building stronger ties with the healthcare community in Orange County and beyond by engaging our partners in collaborative research and education efforts as well as community service programs.

Center for Investment and Wealth Management:

Developing transformational leaders and educational programs on financial literacy, investment and wealth management strategies.

Center for Real Estate: Fostering collaboration among students, faculty and industry to define how innovation drives sustainability and profitability in the real estate markets.

These centers put the school at the forefront of education and research among preeminent business schools preparing our students to become global leaders in a digitally driven world.



Naming Opportunities

Named Endowed Fund for Programmatic Support

Endowed funds at this level may carry the donor's name or be named in honor or in memory of another individual as a permanent legacy.

Named Endowed Undergraduate Scholarship Fund

Funds may be designated for the campus or to a specific discipline, major, or academic unit.

Named Dean's Chair

This named endowed chair will fund the highest-ranking academic executive in the Merage School.

Named Faculty Chair

A special honor to attract and recognize a scholar of distinction, Faculty Chairs help to retain gifted faculty members whose teaching and research exemplify our mission.

Named Early Career Fellow

A Fellow allows the Merage School to recruit, retain and support the professional development of exceptional early career faculty.

The Building

Our 78,000 square feet of state-of-the-art learning, meeting and dining space serves as the center of activity at the school.

Marquee Auditorium

Exceptional name visibility comes with this 300-seat venue for dozens of high-profile public events.

The Courtyard

The School's unifying element and a welcome space for every student and visitor.

The Executive Terrace

A beautiful rooftop reception space, adjacent to the Dean's Suite and Colloquia Room on the fifth floor.

Student Breakout Rooms

Small study and meeting rooms for both undergraduate and graduate students.

Suites and Faculty Offices

Legacy Giving

A gift through a bequest or other deferred plan is one of the most meaningful ways you can support the Merage School.

「how can you get involved?」

A philanthropic investment in The Paul Merage School of Business at UCI is an investment in the future of your community. Gifts to the Merage School are investments — with an ROI lasting generations — to shape the future of the business world. Together, we will attract and retain world-class faculty, recruit top students and promote 21st-century business practices that value technological advancement, core leadership practices and community impact. We seek philanthropic support for the following campaign priorities:

Access

Scholarships and Fellowships: Attract globally competitive, transformational thinkers to our student body. Support our commitment to ensuring that the best and brightest can gain access to high-quality business education, regardless of wealth or status. These are the future leaders in a digitally driven world.

「culture of growth and excellence」

Innovation

Faculty Chairs: Faculty at The Paul Merage School of Business contribute to students in the classroom and to the global community through cutting-edge research and analysis on critical issues such as business systems, leadership development and sustainability. Innovating at the cutting edge requires significant financial support. Gifts to Faculty Chairs and Deans Chairs support academic innovation and help with recruitment of brilliant faculty stars who will

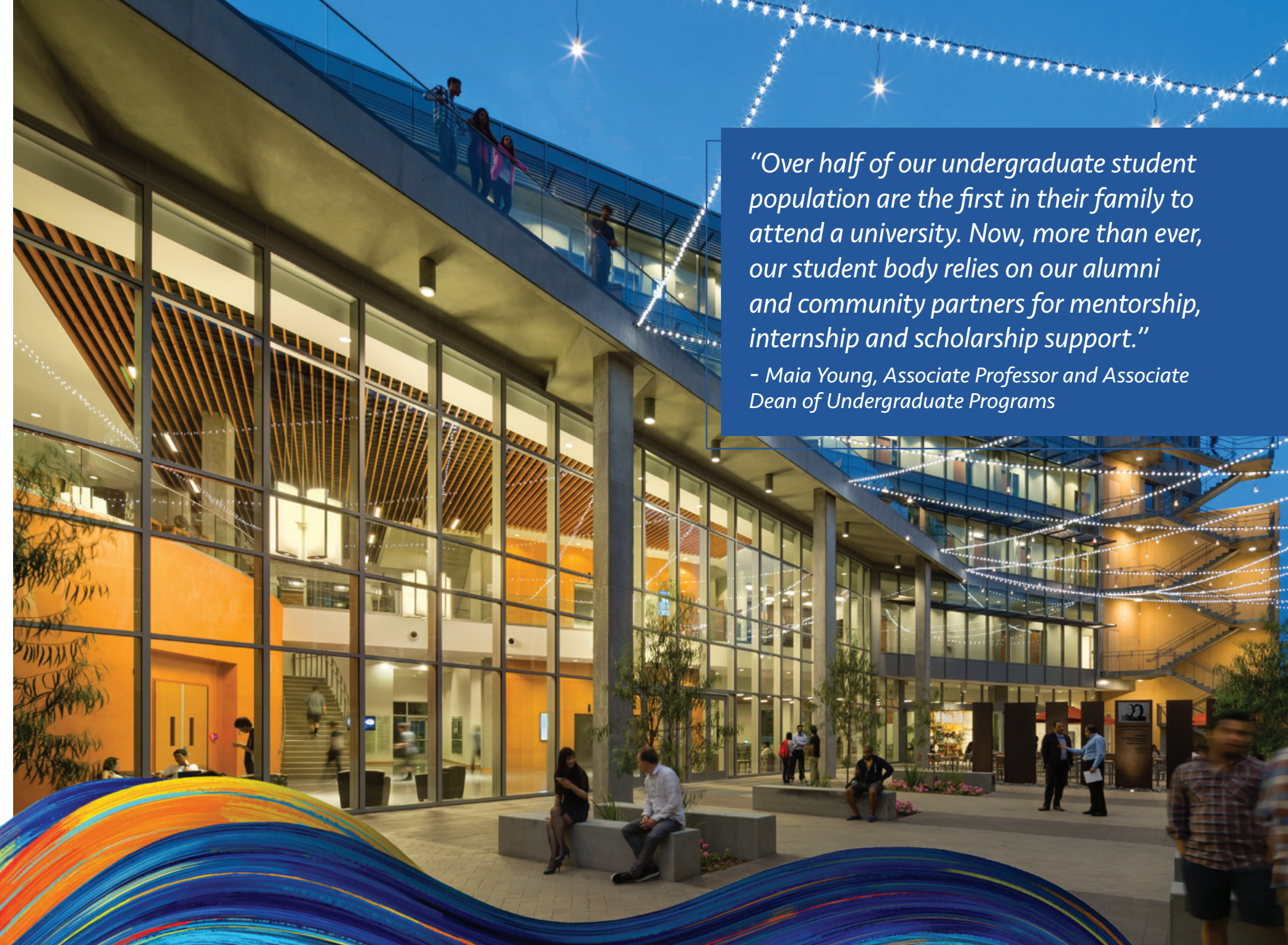
strengthen and sustain a culture of growth and excellence. In addition, the funds enable educational travel opportunities and improved interaction with students in online classes.

Center Naming

Ensure that one of the school's six Centers of Excellence will be able to serve the community for all time. Endow a Center and catalyze connections between the campus and the business community to discover new knowledge and solutions to pressing business, industry and entrepreneurial challenges.

“Over half of our undergraduate student population are the first in their family to attend a university. Now, more than ever, our student body relies on our alumni and community partners for mentorship, internship and scholarship support.”

– Maia Young, Associate Professor and Associate Dean of Undergraduate Programs



「the next generation of leaders」

Legacy

Leave a legacy at the Merage School through a named gift: the discovery of new knowledge through an endowed fund for programmatic support which impacts our entire academic community. Naming opportunities throughout our two-building campus and within our programs are not to be missed.


Highest Need

In a world of fast-paced technological and cultural change, it's difficult to predict all the critical needs in the future. The Merage School Fund is a discretionary fund that allows the Dean to allocate raised dollars to the highest priority of the school. This fund helps us remain nimble and responsive to the needs of our exceptional students, elite faculty and the community at large.

“Legacy gifts build endowments. By investing in the Merage School through a bequest, you can strengthen your philanthropic commitment and make an impact which will benefit student scholarship, research and our community for generations to come.”

- Eric Spangenberg, Dean and Professor of Marketing





“With a culture of innovation and an entrepreneurial spirit throughout our faculty and student body, private support allows the best and brightest to enter these doors, create new knowledge through research, and to flourish in a community dedicated to leadership in a digitally driven world.”

- Vidyanand (“VC”) Choudhary
Professor and Senior Associate Dean

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