Demographics are destiny. With the 18- to 22-year-old demographic declining precipitously, the College of Business must be positioned for the next **50 years** to remain competitive as the college of choice. The College of Business Administration must be a college rich in learning opportunities that extend beyond the classroom. Examples of high-impact opportunities that **engage** and **transform** include:

- >> Students attending professional conferences at no or reduced costs.
- >> Industry publications provided to students at no cost.
- >> Student competitions.
- >> Industry field trips.
- >> Study abroad programming.
- >> Industry databases and software for classroom.

Once achieved, students will have a truly **engaging** and **transformative** education experience that will position them to excel **50 years and beyond** in their careers and lives.

**Challenge, Support and Inspire our students with your philanthropy!**