

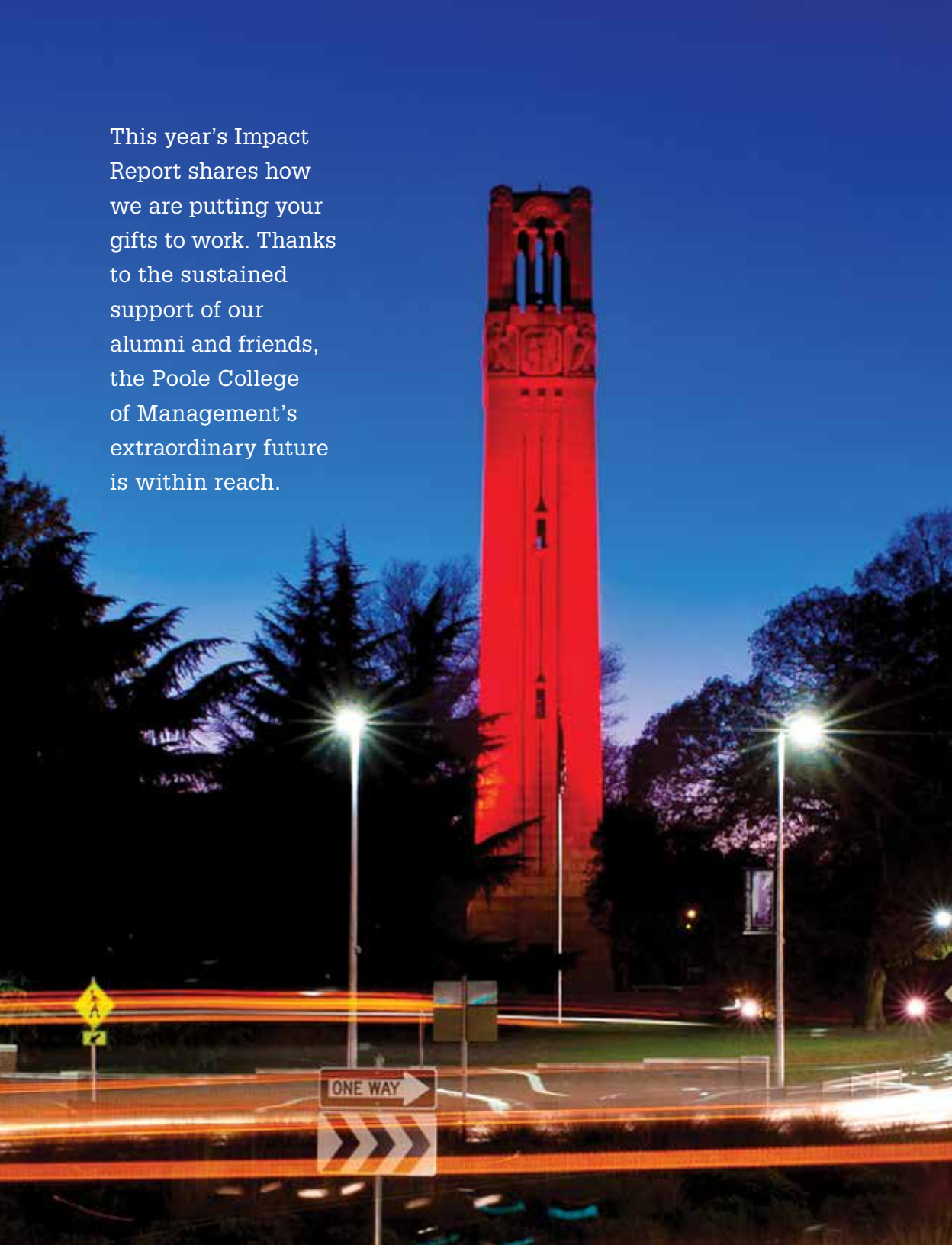
NC STATE Poole College of Management



IMPACT

REPORT 2017-2018

This year's Impact Report shares how we are putting your gifts to work. Thanks to the sustained support of our alumni and friends, the Poole College of Management's extraordinary future is within reach.



We do the extraordinary... with your help.

We bring together the best of our university to serve industry and society.

Poole College of Management is deeply rooted in NC State's 130-year history as a university that excels at science, technology, engineering and math. Since the founding of our college in 1992, we have tapped intellectual resources across the university to develop business leaders with an entrepreneurial mindset and analytical problem-solving skills who make meaningful contributions to our global economy.

But we can't achieve our mission without your support.

It's the multitude of gifts—no matter the size—that enable us to create and sustain an innovative, collaborative environment that fosters, develops and supports leaders who make a difference.

Annual, unrestricted gifts for the 2017-2018 fiscal year reached a new milestone—more than \$400K. Each year, these gifts from alumni, parents, faculty, staff, friends and students allow our dean to increase scholarships, strengthen our programs, and fund meaningful industry experiences.

Of course, we would not exist without the support and collaboration of the university as a whole. Beginning in 2016, NC State's Think and Do the Extraordinary campaign is aiming to raise \$1.6 billion in private support from our university's remarkable alumni and friends.

Every dollar invested helps move the Pack closer to this transformational goal.

Extraordinary opportunity

Your gift shapes lives, helping students pursue dreams that they could not have even imagined before they walked our brick paths.

We're committed to providing every keen and curious mind access to a superior education. Our students transform learning and hands-on experiences into immediate, lasting results for our global society. Your gifts enable Poole students to think and do the extraordinary.

Since the beginning of the Think and Do the Extraordinary Campaign, your gifts have supported Poole College by creating:

- > **New scholarships.** Forty new scholarship endowments have been created, representing more than \$9 million in gifts and new commitments.
- > **Enhanced scholarships.** Existing scholarship endowments have been strengthened by nearly \$22 million in gifts and new commitments.
- > **Student awards.** More than 872 student awards were presented to outstanding students, helping 361 undergraduate students and 511 graduate students.

"I am a first-generation student from very rural North Carolina. Attending a university was always a dream that I wasn't sure would be possible, yet here I am."

Leighanna Flora,
Scholarship Recipient,
B.S. in Business
Administration,
Class of 2019





“At least twice a year, business and government leaders from across the U.S. attend ERM Roundtable Summits and workshops to explore their risk-related issues. It’s truly a synergistic relationship, bringing together Poole faculty, students and industry leaders to generate new ways to protect brand reputation, profitability, and competitiveness in an increasingly disruptive business environment.”

Mark Beasley,
Professor of ERM and
Director, ERM Initiative

Engaging with industry leaders

Our active partnerships with business and industry fuel a pipeline of research and talent ready to tackle society’s grand challenges. As one example, Poole College’s Enterprise Risk Management (ERM) Initiative connects business leaders with our faculty and students to develop new tools and methods to address today’s business challenges.

Extraordinary purpose

We unite the world's best faculty and researchers with government and industry partners to think beyond boundaries and do the extraordinary.

Our faculty create innovative approaches to teaching and learning, fuel industries and breakthroughs, and guide our students to impactful futures. Your gifts help us retain, recruit and support star faculty and academic leaders to ensure Poole College of Management's continued tradition of excellence in teaching and research.

Your campaign gifts have supported Poole College by providing:

- › **Chair endowment.** The Poole College received NC State's first endowed Dean's Chair, the Stephen P. Zelnak Jr. Dean's Chair.
- › **Faculty and research.** More than \$4.9 million has been given to support faculty and faculty research.
- › **Faculty awards.** Poole faculty have received more than forty faculty awards during the campaign.

Extraordinary experience

Think and do is part of our DNA. We ensure Poole graduates apply their learning to real-world business challenges by engaging our industry partners.

We collaborate with industry to develop innovative programs and practices. Our experiential teaching model emphasizes hands-on learning, critical thinking and informed decision-making.

Your gifts support extraordinary experiences like:

- > **High-impact experiential learning opportunities.** Your gifts enable study-abroad scholarships, practicum projects, internships and leadership development programs.
- > **Experience endowments.** Eight new endowments have been created that support high-impact student experiences outside the classroom, such as study- or work-abroad experiences.
- > **Hands-on experiences.** Nearly \$6 million in gifts and new commitments are targeted to support leadership development, case competitions, centers and initiatives, and practicums.

“Working with WIN has given me tremendous hands-on experience. In my classes, we focus on finding and developing new technologies that may be profitable. It’s really helpful to see these companies that are a few years down the line, and the process they went through with their development.”

Gary Sanguinetti,
Jenkins MBA Student

The extraordinary power of collaboration

The Wolfpack Investor Network (WIN), is an angel investing platform that brings together entrepreneurial NC State alumni to support businesses with a connection to the university.

WIN's diligence process provides investors with an analysis of each investment opportunity, including its risks and rewards.

Student involvement helps set WIN apart. Graduate students in Poole College's Jenkins MBA program form due diligence teams to offer their analysis and insight during company screenings.



Your gift is an investment in our future.

Annual giving

Annual, unrestricted gifts enable us to respond to new opportunities that support the success of our students and faculty.

During our 2017-2018 fiscal year, **\$408,148** was contributed in annual gifts—a **20% increase in giving** over last fiscal year. This included gifts from **more than 1,000 alumni**. Plus, 198 Poole students supported the college, acknowledging the impact their education is having on their lives.

NC State's Think and Do the Extraordinary Campaign

NC State's capital campaign began in October 2016, with a goal of raising \$1.6 billion in private support. Join us and help us reach our ambitious goal. You can choose where you want your funds invested.

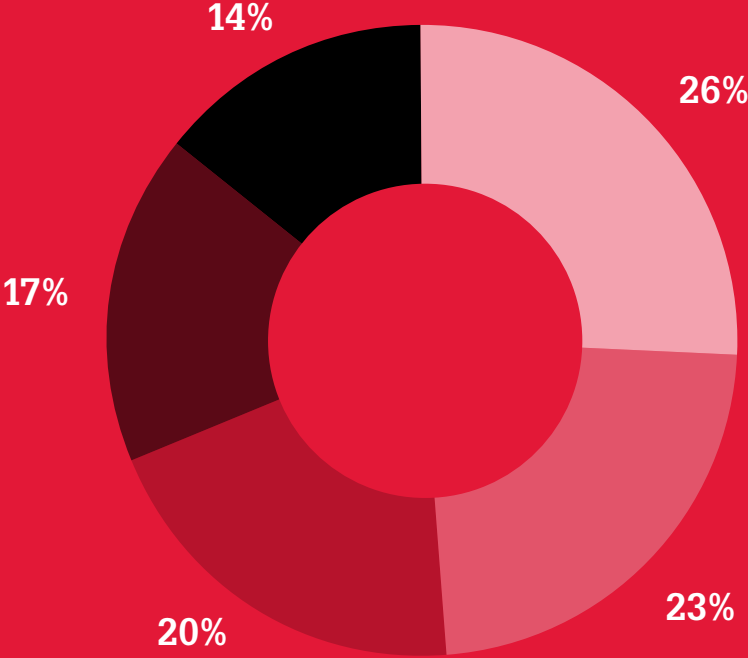
NC STATE

THINK AND DO
THE
EXTRAORDINARY



The Campaign for NC State

Your annual gifts were invested across these areas:



Graduate Programs	26%*
Undergraduate Programs	23%*
Operations/IT/Marketing/Global Programs	20%
Corporate and Alumni Engagement	17%
Faculty Research and Recruitment	14%

* Includes financial aid/scholarships, career services and other professional development programs

Extraordinary leadership

The Poole College of Management is committed to serving our state and its citizens through applied innovation that helps solve our societal challenges and fuels prosperity.

Your investment helps Poole College maintain our leadership role in delivering innovative learning opportunities to students and faculty across our college.

Here are a few ways your giving has long-lasting impact:

- > **New ventures by experts.** Poole faculty are industry experts who ensure our students are prepared to be future business leaders. Their expertise enables us to deliver innovative curriculums, such as our undergraduate business analytics program, to prepare students to compete and contribute in a digital business environment.
- > **Centers and initiatives.** Poole's centers and initiatives—such as supply chain and enterprise risk management—provide critical thought leadership and vision for industries.

“Not only is this data incredibly useful for our students and courses, but being able to use Bloomberg is a differentiator for our students seeking careers in the finance industry.”

Richard Warr,
interim associate
dean for faculty and
academic affairs at
Poole College



Bringing Wall Street to NC State

In partnership with the NC State University Libraries and the College of Sciences, Poole College of Management recently opened the new Bloomberg Financial Analytics Lab in D.H. Hill Library, enabling Poole and other students to access Bloomberg terminals--the financial industry standard for real-time data and information on all financial markets. With nine workstations, student project teams and investor groups can effectively analyze market data and even place trades.



Extraordinary places

Brick by brick, past generations built the NC State you know today. With your support, we're building new, innovative facilities on that foundation.

Your gifts support the creation of extraordinary places like these:

- › **Career services interview rooms.** Funds to renovate and name career services interview rooms will help students prepare for career success.
- › **Dean's Suite.** Gifts have been used to renovate spaces, including a state-of-the art conference room and deans' offices.
- › **Classrooms.** Classrooms have been designed to leverage technology for more effective learning in face-to-face classes as well as online courses.

Experiencing Entrepreneurship

The NC State Entrepreneurship Clinic (E-clinic), sponsored by Poole College and made possible by your giving, is embedded in one of the Triangle's largest co-working hubs, HQ Raleigh. This site is home to more than 600 new ventures, providing students with a massive startup network.

Through the E-Clinic, diverse student teams act as consultants to new venture companies who request help with a specific business issue. Student teams meet with company applicants, evaluate the venture's strengths and weaknesses, and develop a strategic action plan to address their challenge, all while honing their critical thinking skills and gaining valuable on-the-ground experience. As a result of positive demand, the E-Clinic tripled its physical footprint in 2018.

Because of experiences like the E-Clinic, NC State was ranked by The Princeton Review as one of the "Top Undergraduate Schools for Entrepreneurship Studies for 2019," coming in at No. 11 on the list and ranking as the top school in the state of North Carolina.

With your help, we Think and Do the Extraordinary

Tuition and state funds cover only a portion of the cost required to educate our students. Many of the programs, student support services and faculty research projects rely on your generosity to meet the growing needs of the college. Each gift, regardless of amount, helps us create and sustain an innovative, collaborative academic environment that fosters, develops and supports leaders who make a difference.

- **Have immediate impact.** Annual gifts to Poole help deliver extraordinary opportunities for learning and discovery to students and faculty across our college and go to work immediately.
- **Fund an endowment.** These major gifts provide restricted support in perpetuity to a specific project or objective that is of personal interest to a donor, such as scholarships, professorships, research funds and capital projects. Endowments forever link donors and their families to NC State and Poole to help fulfill our shared vision.
- **Document an estate gift.** Planned gifts, such as naming Poole College in your will, supports future growth and development. These gifts create a lasting legacy that will extend the benefits of your generosity far into the future.





Our commitment to excellence in all our endeavors is leading us forward to make a positive contribution to our global society. And we'll make that difference by doing what we do best: think beyond boundaries, do the unexpected, and achieve the extraordinary.

To discuss your investment,
please contact us at
919.513.2698 or
poolepackalumni@ncsu.edu

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UNIVERSITY

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The Campaign for NC State

Thank you for your ongoing support.
poole.ncsu.edu/makeagift

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