



VICTORS FOR MICHIGAN

VICTORY FOR ROSS

FOR 88 YEARS —

the Stephen M. Ross School of Business at the University of Michigan has been home to people like you, the Leaders and Best, driving change and innovation to improve our world. Our mission is to develop leaders who make a positive difference in the world. We do this by educating members of the Ross community in both thought and action. This is the place you learned to become a catalyst for positive change. Making a positive difference in the world is deep in your DNA, defining who you are and what you aspire to become so that you can create the world as we want it to be.

THE ROSS DIFFERENCE

“WE’RE NOT ABOUT RECREATING THE WORLD THAT WE’RE IN...

BUT CREATING THE WORLD AS WE WANT IT TO BE.”

DEAN ALISON DAVIS-BLAKE

STEPHEN M. ROSS SCHOOL OF BUSINESS



The Ross DNA is like no other business school. The four pillars of our mission, when combined, define the Ross School’s differentiating strengths and position our school at the forefront of global business education:

POSITIVE We will be the leading center of excellence in positive business education through research and teaching designed to create organizations that develop great products, are great places to work, and are great neighbors in their communities. We will energize and transform organizations and society by creating a vision of what is possible and leveraging the strengths of people.

BOUNDARYLESS We will be the most collaborative and boundaryless business school in the world, producing leaders who break down barriers, challenge conventions, create change, and build comprehensive solutions to the world’s most complex challenges.

ANALYTIC We will be the world’s most prolific and influential institution of business research and a hub of practice-oriented, research-based knowledge, using scientific and data-driven analysis as the foundation for decision-making and leadership.

ACTION We will continue to be the global leader in action-based learning. Ross remains the preeminent institution for learning by doing, developing leaders with the skills to apply advanced knowledge in business, government, and society.

WWW.BUS.UMICH.EDU/ALUMNICOMMUNITY/GIVE/

Opportunities

The world is changing rapidly. Businesses and markets are shifting to new parts of the world, while technology, the environment, and society are collectively transforming the way we conduct all aspects of our work. This rapid rate of change presents incredible opportunities for Ross. But we must act now. As leaders in delivering world-class business education, Ross is uniquely positioned to define the ways business is taught and practiced in the 21st century.

Priorities

The Ross School of Business is the leader it is today thanks to the generous support of generations of Ross alumni and friends. Going forward, we need to act on our unique opportunities to define the next generation in business education. Thanks to Steve Ross' historic gift, which is dedicated to creating world-class facilities, we are focusing on funding three critical priorities:

- 1 | PROGRAM SUPPORT** Sustain and enhance key elements of our signature Ross experience (e.g., Action-Based Learning, Entrepreneurship, Leadership, Sustainability), making opportunities available to all students across all degree programs.
- 2 | STUDENT SUPPORT** Scholarships provide access to the Ross experience regardless of economic circumstances. We seek to increase the level of academic, career, leadership, and development support for students, including support for global experiences.
- 3 | FACULTY SUPPORT** We must attract and retain the best faculty and provide resources to support excellence in teaching and research.

Victory for Ross

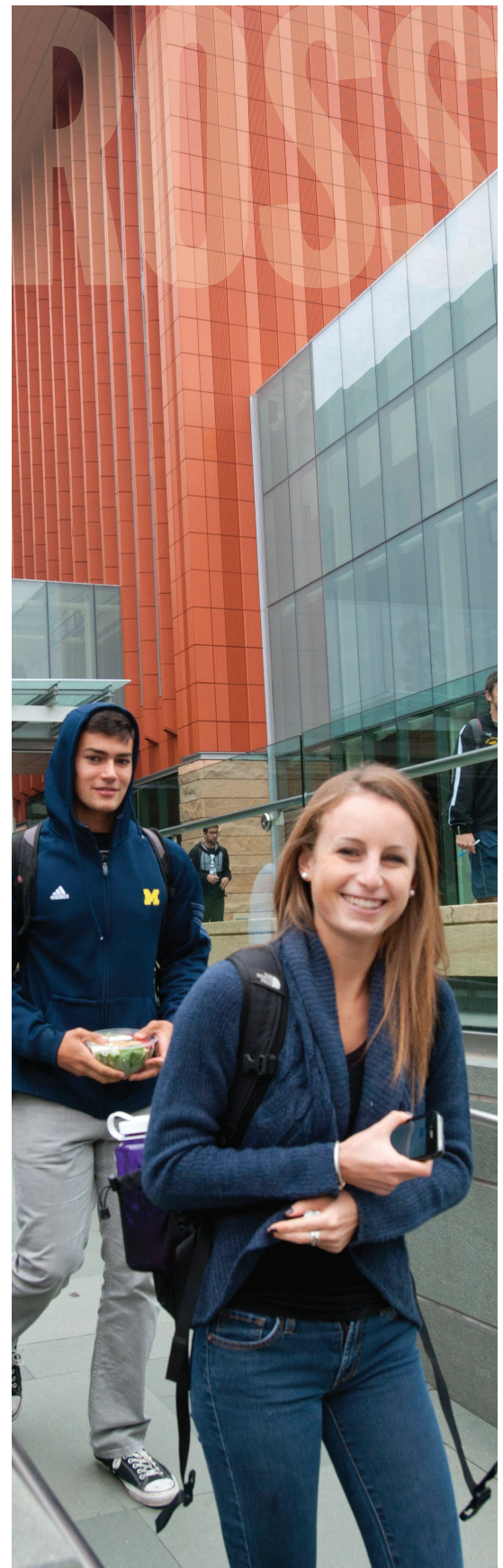
As alumni and friends of Ross, you know better than anyone that Ross is created by those who have gone before and those who will come after. You also know that with privilege comes responsibility. The need to continue developing Ross business leaders and delivering a genuinely differentiating education is imperative. With your ongoing private support combined with our unique approach to business education, we can continue to develop Ross graduates who will be catalysts for positive change in the world. With your investment:

- Ross will be recognized globally as the provider of the best student experience in business education in the world.
- All students will benefit from access to top-ranked faculty and programs in leadership, innovation, and action-based learning.

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**NOW IS NOT THE TIME FOR THE STATUS QUO.
THIS IS THE TIME FOR THE LEADERS AND BEST.
THIS IS THE TIME FOR VICTORS.**