

West Chester University of Pennsylvania

Undergraduate Business Center

A Message from the Campaign Leadership



PAT CROCE '74
President
Pat Croce Company



MOLLY D. SHEPARD and DR. PETER J. DEAN
President and CEO
The Leader's Edge
Associate Professor,
Management and Leadership
The American College



JERRY SWEENEY '79
President and CEO
Brandywine Realty Trust

Excellence is the goal of West Chester University's School of Business. From outstanding teaching to business and community collaborations, the School offers quality academic programs that address the region's workforce needs.

Critical to the School's future success are new facilities for teaching and outreach. Rapid enrollment growth, changing pedagogies, and age have rendered the current buildings obsolete. To address this problem, WCU will construct the Undergraduate Business Center (UBC).

As Honorary Co-Chairs of the UBC campaign, we invite you to join us in making this project a reality.

Plan for Excellence:

A MESSAGE FROM THE DEAN



West Chester University measures success by its ability to meet student and community needs. As a result, the University is investing in the region's workforce by preparing students in an array of fields both traditional and new. The WCU School of Business is at the forefront of this effort.

Since awarding its first degree in 1973, West Chester's School of Business has offered academic and professional programs that maximize students' intellectual development and career success. Excellence is fostered through an emphasis on quality teaching and real world experience.

Offering graduate and undergraduate degrees in accounting, economics, finance, management, and marketing, the Business School enrolls over 1,100 majors – a 52 percent increase in just ten years – and annually places 150 students in internships. But most importantly, the School graduates more than 300 students each year, a major contribution of business talent to the Delaware Valley.

Through instruction, applied research, public service, and business collaborations, students develop professional skills, a solid work ethic, and an entrepreneurial vision for the future. At the same time, businesses and community organizations benefit from a host of outreach programs.

Dr. Christopher Fiorentino, *Dean*
College of Business and Public Affairs



LEWIS RAIBLEY '83
Senior Vice President and CFO
Castle Harlan Partnerships
New York, NY

"WCU professors prepare students for success by maintaining high academic standards, encouraging independent thought and mentoring students in the professional attributes critical to a rewarding business career. I have drawn on my WCU experiences throughout my career."

Educational Excellence

It is the objective of the School of Business to be recognized for academic excellence. And it is the faculty who lead the way to quality.

Faculty Leadership

With an emphasis on teaching and applied research, WCU's 40 full-time business faculty are noted for the breadth and depth of their academic training and professional experiences. Nearly 90 percent of these faculty members hold doctoral degrees in their field while 80 percent have significant industry experience, and more than half routinely publish research in respected journals.

At the same time, faculty collaborate with business and community groups to conduct research and professional development programs that solve problems and improve productivity. The School also employs adjunct faculty to enhance students' exposure to experts in business and industry. Examples of faculty expertise are highlighted throughout this booklet.



LORI BOLLINGER '93

Vice President - Equity Sales
Raymond James & Associates Inc.
New York, NY

"My experience as a student in the WCU business program gave me the tools necessary to go out and compete in the real world and the confidence to use them to the best of my abilities."



CYNTHIA BENZING

A professor of economics and finance, Dr. Benzing has published extensively on macroeconomic issues such as tax structure, economic indicators and inflation.

Among the journals publishing her work are the *Journal of Global Business* and the *New York Economic Review*.

Student Growth and Quality

While quality faculty are essential to learning so too are motivated students. In recent years the University has enjoyed unprecedented growth in applications and enrollment, particularly in business. A combination of excellence and affordability is at the heart of the Business School's growing reputation and has created record demand (applications up 92 percent since 2000).

With a 52 percent increase in enrollment over the past decade, WCU's 1,100 business majors come from throughout Greater Philadelphia, the Mid-Atlantic region, and beyond. They are resourceful and hard working. In fact, employers frequently note that WCU students have no sense of entitlement and are willing to do the jobs that need to be done.

Along with their solid work ethic, business students' academic strength has grown substantially. For example, average SAT scores for entering freshmen have jumped from 1083 to 1126 in five years; a remarkable achievement given the rapid enrollment growth. Meantime, average high school GPAs have increased to 3.37 while the percentage of applicants admitted to the program has dropped from 48 percent to 33 percent in just five years.



ELI KAHN '86

President

E. Kahn Development Corp.
West Chester, PA

"WCU gave me the OPPORTUNITY to listen, learn, experience, grow and achieve! Professors that made a lasting impact and conveyed logical sensible meaning to subjects like economics and calculus. I took advantage of the opportunity and it helped shape who I am today!"



CLYDE GALBRAITH

Widely revered for his more than 30 years of leadership as the chairperson of the WCU accounting program, Professor Galbraith is noted for developing a

curriculum that has resulted in one of the Commonwealth's top passing rates on the CPA exam.



Outcomes and Alumni Success

Outcomes provide the most compelling measures of excellence and WCU students and alumni perform well. For example:

- ♦ For more than a decade, accounting graduates have earned among the highest passing rates for first-time candidates on the CPA examinations in Pennsylvania.
- ♦ Each year, more than 90 percent of business graduates are placed in jobs in their fields.
- ♦ Students regularly receive external recognition such as placing first, second, and third in the 2005 and 2006 Philadelphia Chapter Essay Contest run by the Philadelphia Chapter of the Institute of Internal Auditors.
- ♦ Nearly 150 students are selected to participate in off-campus internships annually and more than 100 companies visit campus to recruit business graduates.



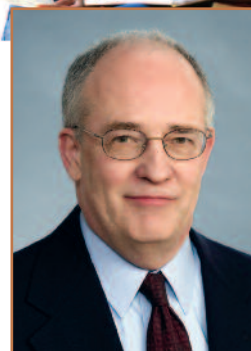
ROBERTA SNOW

Dr. Snow is a professor of management at WCU and Director of Non-Profit Management and Leadership Programs at the University of Pennsylvania. She has published in *Systems Research*, *The*

International Systems Review, and the *Journal of Applied Behavioral Science*. She has written numerous books including *Nonprofit Leadership and the Law*, *Planning for Human Systems*, and *Revitalizing Western Economies*.

And while about 55 percent of WCU students come from Greater Philadelphia, nearly 70 percent remain in the region for their first jobs. This “brain gain” rate is among the best for four-year colleges in the tri-state and essential if the region is to develop a competitive workforce. More than 5,500 Business School alumni live and work in Pennsylvania, New Jersey, and Delaware.

Although the School of Business has been preparing students for only three decades, its graduates are having a powerful influence both locally and nationally. From finance and investment services to realty and information systems, WCU alumni are excelling in many fields. Examples of this success and leadership are presented throughout this booklet.



MIKE KILPATRICK M'05

Vice President of Corporate and Investment Relations
AmerisourceBergen
Chesterbrook, PA

“The Undergraduate Business Center will provide a superior learning environment and be a magnet for students who are seeking a first-rate business program.”

Contributing to the Community

Regional businesses and community organizations rely on WCU's Business School as a critical resource. From consulting projects to courses that engage students in service, the School of Business helps firms solve problems and find new opportunities. Examples of the School's outreach efforts include:

- ♦ **Business Technology Center:** Helps organizations use digital networks and broadband technologies, develop strategic products, and compare competing business and technology solutions before acquisition.
- ♦ **Geographic Information Systems Spatial Analysis Lab:** Offers businesses and community groups advanced data sources and analysis techniques to conduct market and planning studies.
- ♦ **Internet Presentation Group:** Trains students in web development by providing web solutions for government agencies, nonprofit organizations, and small businesses. Among IPG's clients are the Barnes Museum and Nueva Esperanza.
- ♦ **Center for Social and Economic Research:** Works with media and community agencies to provide market research and polling services. Projects range from analyses of community health care needs to election polling for such news outlets as National Public Radio and Philadelphia's NBC and public television affiliates.
- ♦ **Center for Organizational Effectiveness:** Offers training and consulting in managerial development, assessment, and change management to maximize organizational effectiveness. Clients include public, private, and nonprofit companies and groups.

In addition to formal service centers, business faculty conduct individual research and consultancies that advance business success. From leading-edge management practices to organizational effectiveness, professors serve companies, government, and non-profit agencies throughout the region. Among the beneficiaries are Chester County Hospital, Habitat for Humanity, Inter-media Marketing, Pew Charitable Trusts, QVC, West Chester Senior Center, and numerous small businesses and community groups.

At the same time, WCU business students engage in internships that provide valuable experiences. Over the past three years, more than 200 organizations representing an array of fields have sponsored WCU business interns. From Disney and Vanguard to Comcast and Siemens, WCU interns learn and contribute to their employers every day.



LARRY MULLIN '85

President and COO
Borgata Hotel Casino & Spa
Atlantic City, NJ

"West Chester University's business program provided the foundation to understand how big businesses operate and gave me the confidence that I have carried with me throughout my career."



HUNG CHU

Dr. Chu, a professor of management, is noted for his work on employees' attitudes and change and small business development in emerging countries. His research has been published in numerous journals including the *Journal of Global Business* and the *Journal of Transnational Management Development*.

Future Opportunities

In its continuing pursuit of excellence, the School of Business is ready to become the premier business school in the Pennsylvania State System of Higher Education and among the region's best. To that end, the school has achieved accreditation by the Association to Advance Collegiate Schools of Business (AACSB), the world's leading accrediting organization for business programs. Less than one-third of the nation's business schools have achieved this certification.

To meet AACSB standards, WCU demonstrated that its business programs have the resources to achieve a vibrant and relevant mission, advance business and management knowledge through faculty scholarship, cultivate meaningful interaction between students and faculty, and provide quality instruction through up-to-date curricula. While the Business School met these tests, accreditors noted that facilities represent a significant barrier to future success and reaccreditation.

Facilities: Barrier to Success

Business School faculty and students understand facilities limitations all too well. Each day they teach and learn in space – Anderson Hall – that has changed little since it was built in 1938. Although some structural and cosmetic improvements were completed in the early 1990s, no significant upgrades were made to classroom and office configurations or mechanical systems. As a result, classrooms are small and ill-suited for team-based learning, while faculty offices are so congested that they are often mistaken for closets. In fact, many faculty are unable to use their offices for student meetings because there is little room or privacy.

Although accreditation standards compel the University to improve these facilities, so too does enrollment growth. With 400 more undergraduate students than just five years ago, the business program continues to operate with the same square footage it had at that earlier time. As a result, the amount of instructional space per student has dropped from 6.5 square feet in 1995 to 4.3 square feet in 2005, well below the standard established by the National Association of College and University Business Officers.



PAULA SHAFFNER '80
Partner

Stradley-Ronon
Philadelphia, PA

"This building will be instrumental in attracting future students to choose WCU to start and develop their careers."



PAUL CHRIST

Dr. Christ is the director of the MBA program at WCU. His research interests involve business patents, website transformations, and internet marketing and technology. Dr. Christ has published in various journals such as the *Business Research Yearbook*, *Journal of Website Promotion*, and the *Journal of Marketing Education*.



Facilities continued

To accommodate student demand, undergraduate courses are held from 8:00 a.m. to 10:00 p.m. throughout the week and on weekends. This strains old facilities and limits students' ability to work evenings and weekends (80 percent of WCU students work while in school to pay for tuition and other college costs). Also, growing enrollment has meant many new faculty members must share already cramped offices. Based on demographic analyses and the School's growing reputation, further enrollment growth is not just likely but expected if WCU is to meet its commitment to students and employers.

And as for technology, business faculty face a severe shortage of locations in which to educate students in the general and discipline-specific uses of computers. Because the demand for multi-purpose classrooms is so high and the available space so limited it is impossible to convert more classrooms to permanent computer labs.

Thankfully, the School of Business addressed the facilities needs of its graduate programs when it opened the Graduate Business Center (GBC) in 2002. Located three miles north of campus, this 47,000 square-foot building provides an excellent and convenient learning environment that supports both master's degree programs and an array of executive education and outreach activities. Last year, more than 52,000 visitors used the GBC for various business programs.

Each GBC classroom has multi-media instructional capabilities and high-speed internet access. Faculty offices are spacious and encourage group work and research. The resounding success of this facility underscores the deficiencies of the undergraduate business facilities.



HUIMIN AMY LI

Acknowledged for her work on petroleum prices and risks, Dr. Li is assistant professor of economics and finance. With research interests in international economics, financial markets, and econometrics, she has published work in the *Journal of Economics and Business* and *Energy Economics*, among others.



KEITH SCHNECK '77

CFO

eResearch Technology
Philadelphia, PA

"My BS in accounting from WCU has been the foundation for progressive success in my career including my current position. I continue to see my peers and new graduates from the business program achieving success supported by the strong educational foundation from WCU."

A Solution:

THE UNDERGRADUATE BUSINESS CENTER

Bold action is required if West Chester University is to provide quality learning opportunities for students, instructional and research space for faculty, and economic and professional development programs that address regional needs. That is why the University is developing the Undergraduate Business Center.

The goals of this facility will be to:

- ♦ Increase the University's capacity to serve growing numbers of students in all business disciplines.
- ♦ Improve the quality of business instruction and expand faculty access to instructional tools that enhance teaching.
- ♦ Create opportunities for multidisciplinary programs that reflect the emerging needs of employers.
- ♦ Broaden the array of community outreach initiatives that serve both business and community organizations.
- ♦ Provide teaching and research space that will enhance the reputation of the Business School, attract outstanding faculty and students, and meet accreditation standards.

With 40,000 square feet of space, the UBC will include the cutting-edge technology and flexible classrooms required by modern business curricula. And recognizing that not all learning takes place in the classroom, faculty will have offices that encourage interactions with students and research collaborations. These teaching spaces will be complemented by meeting rooms, auditoriums, and computer laboratories to create a vibrant and welcoming learning community for the program's valued stakeholders.



MICHELLE PATRICK

Widely published for her work in internet adoption by consumers and business, Dr. Patrick is a professor of marketing and interim associate dean. Her publications have appeared in the *Journal of Research on Marketing and Entrepreneurship* and *Health Marketing Quarterly*.



JAMES SHINEHOUSE '80

Partner
Talbot Hughes McKillop
New York, NY

"A first rate facility will create a greater bond among the business school students and faculty while providing an environment to enhance the ease of learning."

Building Components

To be located on the University's east campus and adjacent to the new Music Building and Performing Arts Center, the UBC will be perfectly situated to meet the current and emerging needs of business faculty and students. Building elements include:

- ♦ **MAIN LECTURE HALL** – This state-of-the-art multipurpose facility will provide seating for 100 and accommodate a range of presentations modes. From traditional lectures to teleconferencing, this hall will offer premier space for prominent guest speakers, business training, and conferences.
- ♦ **ACADEMIC SUITES** – Faculty of each Business School Department – Accounting, Economics and Finance, Management, and Marketing – will be grouped by floor in suites. This will encourage academic collaborations between colleagues and their students.
- ♦ **MULTIMEDIA CLASSROOMS** – Two multimedia classrooms will feature cutting-edge technology for instruction. From streaming video to teleconferencing, these spaces will extend classroom resources well beyond the building's walls.
- ♦ **COMPUTER LABORATORY** – Dedicated space for students to learn and use business technology for course assignments and research is essential to quality learning outcomes. The computer lab will contain the latest technology and accommodate frequent software and hardware upgrades.
- ♦ **CLASSROOMS** – Nine dedicated business classrooms will provide flexible learning space for both traditional and team-based formats. All classrooms will be equipped with the latest instructional technology.
- ♦ **CONFERENCE/SEMINAR ROOMS** – In addition to regular classrooms, the availability of breakout and seminar rooms will provide students and faculty with space to work in teams and conduct small group sessions, seminar classes, and administrative meetings.
- ♦ **FACULTY OFFICES** – To solve the longstanding shortage of office space, the UBC includes 40 faculty offices to provide first-rate space for all full-time faculty as well as room for growth. And for the first time, office suites will be available for adjunct faculty and graduate assistants.
- ♦ **DEAN'S SUITE** – Currently scattered in various locations, Business School administrative functions will come together including offices for the Dean and support staff.
- ♦ **ENTRY FOYER** – The UBC's main entrance and reception gallery will be an expansive space designed to welcome students, staff, and visitors to the building and provide room for social gatherings and crowds attending events in the Main Lecture Hall.
- ♦ **AUXILIARY SPACES** – Corridors, stairways, and lobbies are critical to the building's successful operation. As a result, transition spaces are designed to handle the movement of growing numbers of students, faculty, and visitors. The building will also include a terrace for student and social events, student and faculty lounges, restrooms, and mechanical space.

Project Costs

An investment of \$15 million is required to make the UBC a reality. Of that amount, \$10 million must be raised from generous donors. No state funds are available to support construction of the UBC.

DONOR OPPORTUNITIES

Many opportunities to participate in this extraordinary project are available. Leadership gifts will provide for the following project naming opportunities.

LEADERSHIP PROJECT	GIFT REQUIRED
School of Business	\$10,000,000
Undergraduate Business Center	\$5,000,000
Accounting Department	\$1,000,000
Economics and Finance Department	\$1,000,000
Management Department	\$1,000,000
Marketing Department	\$1,000,000
Main Lecture Hall	\$750,000
Dean's Suite	\$500,000
East Campus Drive	\$500,000
Departmental Office Suites (2)	\$250,000
Entry Foyer	\$250,000
Multimedia Classrooms (2)	\$250,000

LEADERSHIP PROJECT	GIFT REQUIRED
Business Center Drive	\$150,000
Computer Laboratory	\$150,000
Classrooms (9)	\$100,000
Entry Plaza	\$100,000
Adjunct Faculty Suites (2)	\$50,000
Conference/Breakout Room	\$50,000
Elevators (2)	\$50,000
Graduate Office Suites (2)	\$50,000
Student Lounge	\$50,000
Administrative Reception Areas (2)	\$25,000
Department Chair Offices (4)	\$25,000
Faculty Lounge	\$25,000
Seminar Rooms (2)	\$25,000
Faculty Offices (36)	\$10,000
Administrative Offices (3)	\$10,000

Gifts to equip the UBC are also welcome. From instructional technology to furnishings, University staff can provide you with information about the facility's equipment needs.



DAVID GANSKY '88

*Managing Partner
Longport Capital*

"My time at WCU was instrumental in being able to build my company. It is time for me to give back to the University, and I look forward to helping out in any way I can."



MAY VAN M'89

*Group Finance Operations Comptroller
Agilent Technologies Inc.
Wilmington, DE*

"The new building will send a message that business is also an important part of our learning portfolio, and it will improve the standing of students who have graduated from the business program."

Ways to Give

Cash, Stock, and Similar Property – For many donors, gifts of cash or appreciated securities represent the easiest way to give. Pledges of this type may be paid over a five-year period and adapted to fit the donor's tax and personal circumstances.

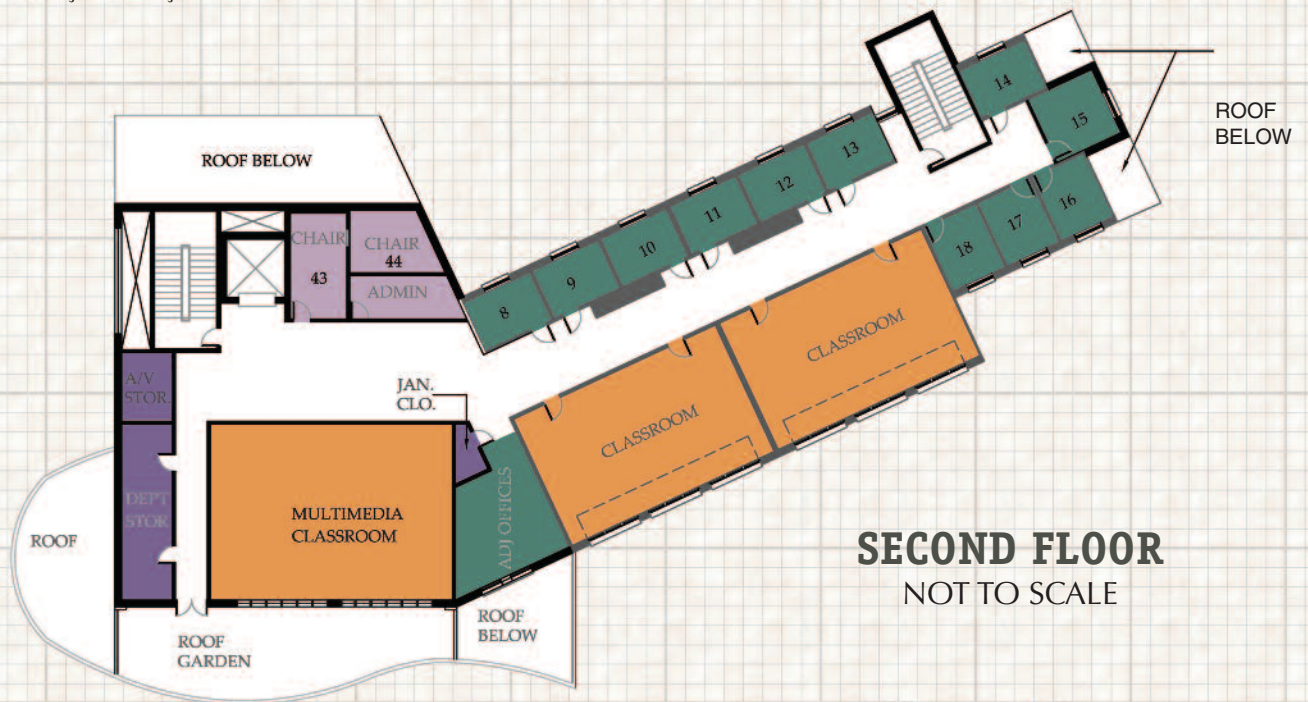
Trusts – Certain types of trusts may also be used to make contributions to this project. For example, a charitable lead trust allows donors to place assets in a trust for a number of years with the income going to WCU. After the period of time is over, the donor reclaims those funds or passes them on to another beneficiary. The tax benefits for donors and their heirs are often very attractive.

Real Property – In certain cases, a donor may wish to contribute real estate to the University. In these instances, the WCU Foundation works with the donor to transfer the property to the Foundation so that it may be sold and the proceeds used to support the construction of the Undergraduate Business Center. As with trusts, this type of gift can offer interesting tax benefits to the donor.

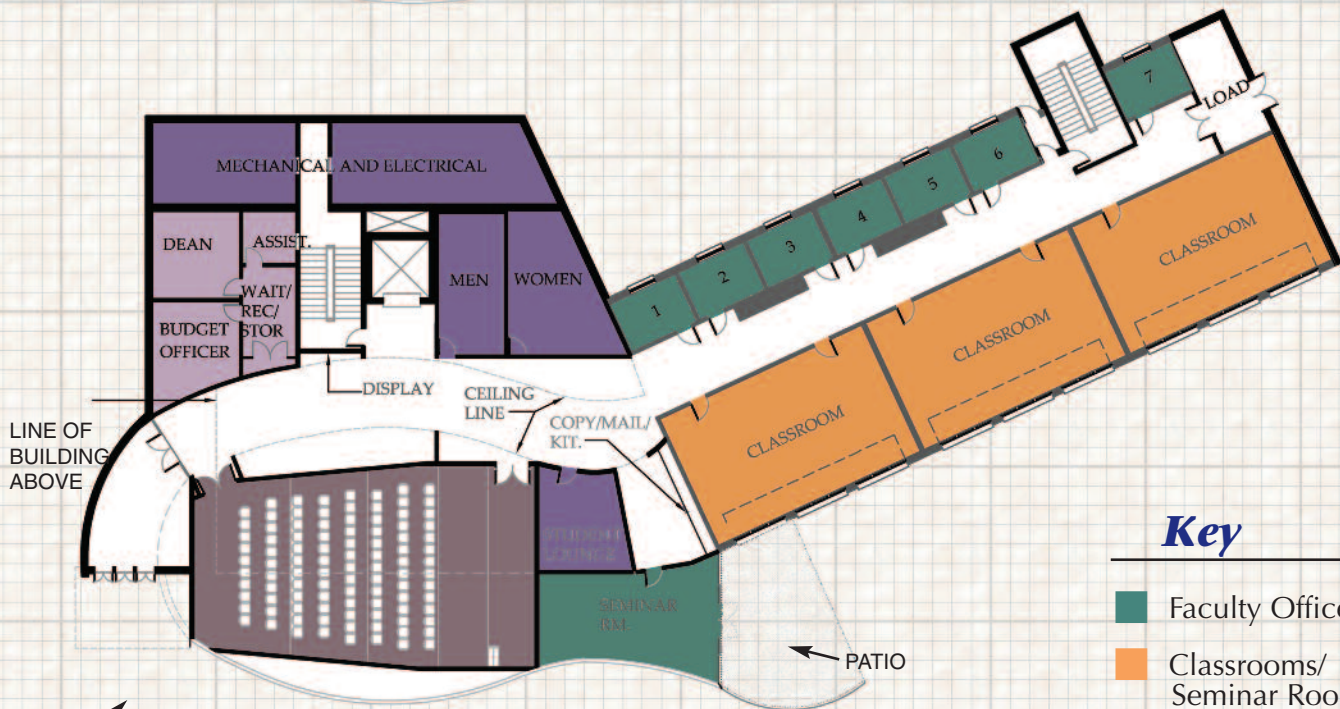
University and Foundation staff will be happy to meet with you to discuss these and other gift alternatives. For more information contact:

WCU Foundation
101 Filano Hall
West Chester University
West Chester, Pennsylvania 19383
or call 610-436-2868

Thank you for your consideration and support. Your participation will mean a future of success for WCU business students and the community.



SECOND FLOOR
NOT TO SCALE



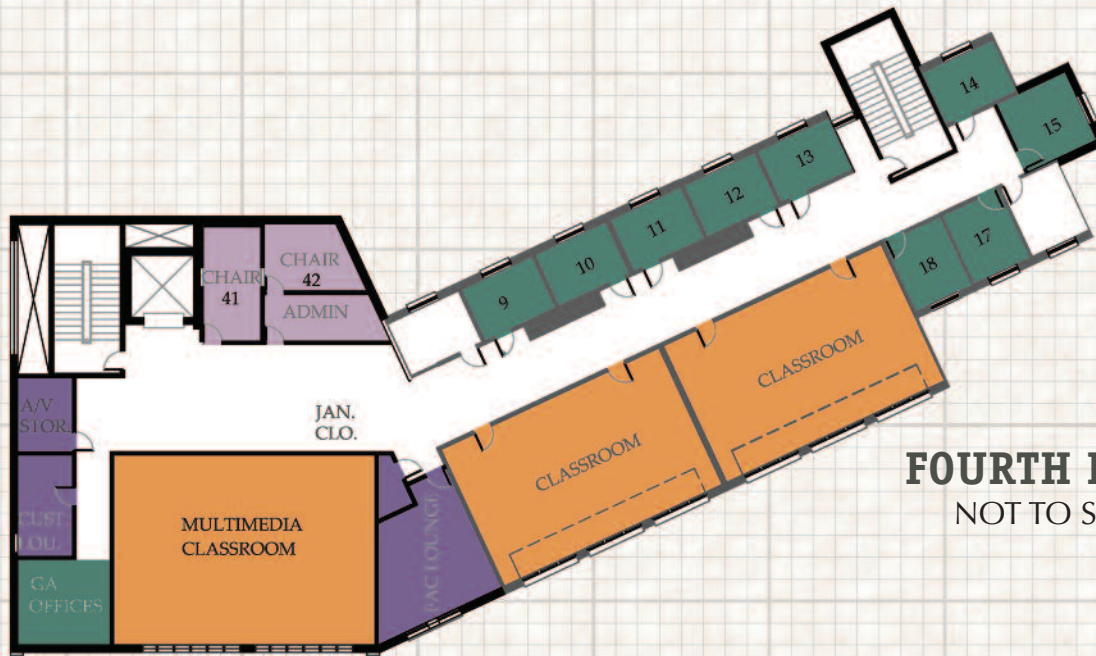
FIRST FLOOR
NOT TO SCALE

Key

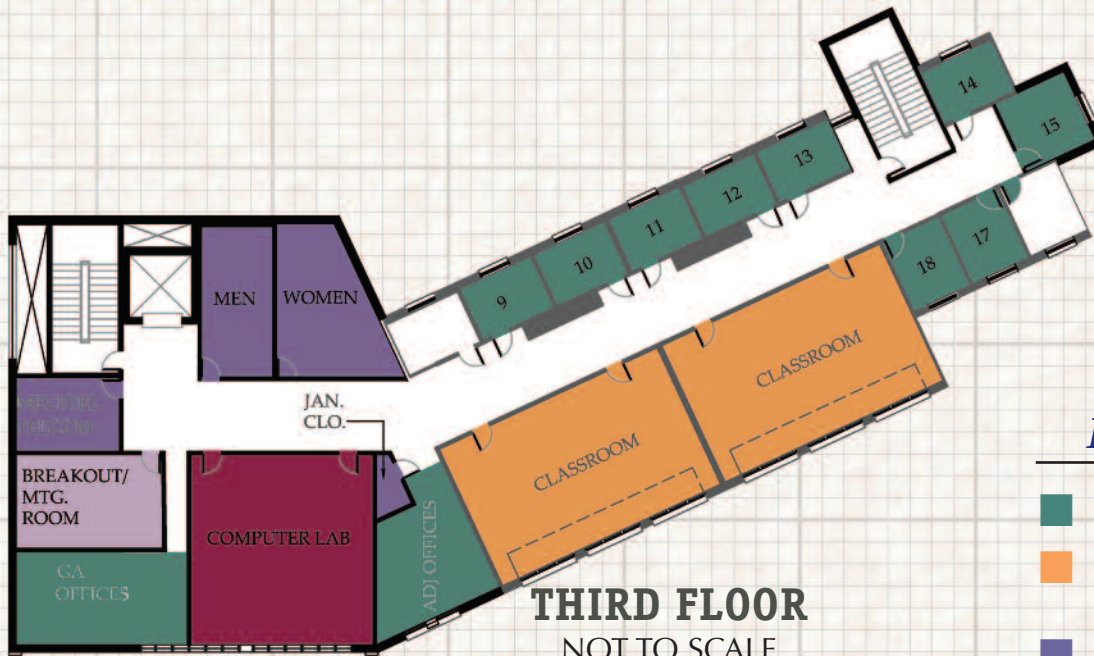
- Faculty Offices
- Classrooms/
Seminar Rooms
- Lounges and
Auxiliary Space
- Lecture Halls
- Administrative
Suites
- Laboratories



EXPECT EXCELLENCE
WCU



FOURTH FLOOR
NOT TO SCALE



THIRD FLOOR
NOT TO SCALE

Key

- Faculty Offices
- Classrooms/
Seminar Rooms
- Lounges and
Auxiliary Space
- Lecture Halls
- Administrative
Suites
- Laboratories

Undergraduate Business Center

College of Business and Public Affairs Alumni

WCU is proud of its graduates from the College of Business and Public Affairs, including the following:

JEFFREY BETTINGER '79

President and CEO
The Bettinger Company Inc.
Philadelphia, PA

LORI BOLLINGER '93

Vice President - Equity Sales
Raymond James & Associates Inc.
New York, NY

BENADETTO BOSCO M'99

Senior Vice President
Quanta Services
Houston, TX

ROGER BRANTON '89

Owner/Partner
Mooers Branton & Co.
Sarasota, FL

GARY DANIELS

Managing Partner
Creative Financial Group
Newtown Square, PA

DAVID FERRY '83

Partner
Empirical Research Partners
New York, NY

CHRISTOPHER FRANKLIN '87

*Vice President - Corporate
Affairs and Customer Relations*
Aqua America
Bryn Mawr, PA

DAVID GANSKY '88

Managing Partner
Longport Capital
Fort Washington, PA

TERRY GRABOYES '74

President and Owner
Graboyes Commercial Windows
Philadelphia, PA

EILEEN GRAHAM M'03

Director of Marketing
Skee Ball, Inc.
Chalfont, PA

DAVID GRANDE '75

President
Vitusa Products Inc.
Berkeley Heights, NJ

CURTIS HESS '79

Vice President - Real Estate
Science Center
Philadelphia, PA

JOANNE HESS '80

Accountant
Rainer & Co.
West Chester, PA

JONATHAN IRELAND '95, M'03

Vice President - Sales
Valley Forge Trust Co.
King of Prussia, PA

ELI KAHN '86

President
E. Kahn Development Corp.
West Chester, PA

MIKE KILPATRIC M'05

*Vice President of Corporate and
Investment Relations*
AmerisourceBergen
Chesterbrook, PA

JORGE LEON '81

President
Azora Bank
Tokyo, Japan

GLEN LLOYD '86

President
Rescot Systems Group
Trevose, PA

ROBERT MANDES '83

President
Mandes Restaurant Group
Dallas, TX

DON MARRANDINO '81

Regional President
Flamingo & Harrah's Las Vegas
Las Vegas, NV

THOMAS MILLS '81

President and CEO
Gichner Systems Group
Dallastown, PA

LARRY MULLIN '85

President and COO
Borgata Hotel Casino & Spa
Atlantic City, NJ

EDWIN NEUMANN '89

CFO
Charming Shoppes Inc.
Bensalem, PA

JOHN NICKOLAS '90

Director, Finance and Accounting
Philadelphia Phillies
Philadelphia, PA

JOHN PANICHELLO '83

President and CEO
BC Sports Collectibles
West Chester, PA

DAVID PORTER '83

Managing Partner
Baystate Financial Services
Boston, MA

LEWIS RAIBLEY '83

Senior V.P. and CFO
Castle Harlan Partnerships
New York, NY

LAURA SAULL-SMITH '77

Senior V.P. - Loan Originator
Love Funding Corporation
Washington, DC

KEITH SCHNECK '77

CFO
eResearch Technology
Philadelphia, PA

PAULA SHAFFNER '80

Partner
Stradley-Ronon
Philadelphia, PA

JAMES SHINEHOUSE '80

Partner
Talbot Hughes McKillop
New York, NY

JERRY SWEENEY '79

President and CEO
Brandywine Reality Trust
Radnor, PA

JOHN SWEENEY '77

Vice President
Saint Gobain Corporation
Valley Forge, PA

MAY VAN M'89

Vice President
Consumables and Service Solutions
Agilent Technologies Inc.
Wilmington, DE

WILLIAM WHITE '79

Vice President and CFO
Johnson & Johnson & Merck
Lancaster, PA

TIMOTHY ZITO '74

Vice President
Structural Maintenance Systems
Exton, PA