

BE WHAT THE WORLD NEEDS



Edwards School of Business

The Campaign for the
University of Saskatchewan



EDWARDS
SCHOOL OF BUSINESS
UNIVERSITY OF SASKATCHEWAN



"I have always admired how the Edwards School of Business encourages experiential learning and provides many opportunities for students to apply their business knowledge. Over the past two and a half years, I have received approximately \$6,000 in scholarships from the Dean's Circle. These awards have given me the chance to get involved at university and not have to worry about working a job to help pay for tuition, rent, and food. It is donors like you who have provided these awards that have changed lives like mine."

JORDAN GLASMAN, B.Comm. 2021 and current Master of Professional Accounting student

**WITH YOUR SUPPORT,
USASK BUSINESS
PROFESSIONALS WILL
CHANGE OUR WORLD**



From the Dean



Whether you benefited from donor support, or know someone that has, there is no denying the monumental impact donors have on student experience, research outcomes, curricular development, and classroom learning.

In 2022, Edwards students received more than \$1.43 million in scholarships and awards. In the last seven years, Edwards School of Business undergraduate enrollment has increased 46.5%, with an 93.9% employment rate, and growing. In the next decade, the province of Saskatchewan aims to grow the workforce by 100,000 more people by 2030.

We will be the business school leading this province as we grow to adapt to the changing needs of the world. TOGETHER, students will develop the professional skills and competencies required to flourish in their careers. TOGETHER, we will deploy faculty expertise in impactful research that extends the boundaries of disciplinary knowledge and informs practical applications. TOGETHER, we will be the business school needed by the province and world. Such is my vision for the college.

With your financial support, our impact in Saskatchewan will be felt worldwide. From my hometown of Melfort, to the CEO's and CFO's of the largest mining and manufacturing companies in the world, Edwards talent and strong work ethic knows no boundaries.

I invite you to join us on this journey to support the next generation of leaders who will shape the future of our province.

The world is waiting. Will you join us?

A handwritten signature in black ink that reads "Keith A. Willoughby". The signature is written in a cursive, slightly slanted style.

Dr. Keith Willoughby (PhD)
Dean and Professor of Management Science

Donor Opportunities in the Edwards School of Business

With you by our side, we will address important issues in our communities and our world through the University of Saskatchewan's Be What the World Needs campaign priority areas. Thanks to your generosity we can be the most innovative business school in the country, ensuring our future success, the success of our students, our research, and the nations we serve.

LEAD CRITICAL RESEARCH

Business Research Industry Group at Edwards (BRiDGE) — **\$5 million**

Transformation of graduate programs — **\$1 million**

The Global Prairie Business Forum — **\$2 million**

SUPPORT INDIGENOUS ACHIEVEMENT

Create pathways to post-secondary education — **\$500,000**

Indigenous academic programming — **\$4 million**

1. Reimagined Indigenous Business Administration Certificate — **\$1 million**
2. Indigenous Executive MBA — **\$3 million**

Elevate and connect the Indigenous community at Edwards — **\$1 million**

Indigenous community space — **\$700,000**

Recruit and retain Indigenous faculty — **\$5 million**

Creating community — **\$500,000**

INSPIRE STUDENTS TO SUCCEED

Transformative Educational Experiences — **\$8.5 million**

1. Leadership Institute — **\$1 million**
2. The Hanlon Centre for International Business Studies — **\$6 million**
3. Student financial literacy — **\$1 million**
4. Student Wellness Support — **\$500,000**

Entrepreneurial Thinking — **\$5.25 million**

1. Entrepreneurship summer camp — **\$250,000**
2. Edwards Innovation Centre — **\$5 million**

Improve employability and career readiness — **\$3.5 million**

1. Technology training and workshop — **\$3 million**
2. Expand world views — **\$500,000**

Unfiltered Access to an Edwards Education — **\$2 million**

1. Student financial assistance — **\$2 million**

Uplift Saskatchewan and the world — **\$450,000**

1. Accounting Diploma — **\$250,000**
2. Finance and Trading Bootcamp — **\$200,000**

DESIGN VISIONARY SPACES

New Visionary Space

Renovated Space to Enhance Learning



BE WHAT THE WORLD NEEDS

Campaign priorities:

Lead Critical Research

Confront humanity's greatest challenges and opportunities through research and engage with communities to find solutions.

Support Indigenous Achievement

Work with and for Indigenous communities to enact our firm commitment to mutual learning, Indigenization and Reconciliation.

Inspire Students to Succeed

Respond to current student need and attract future learners.

Design Visionary Spaces

Create gathering places for people to collectively address the challenges of the future.

USASK CAMPAIGN AT-A-GLANCE

OUR USASK

\$500M

**to be the university
the world needs.**



1. Lead Critical Research

Business Research Industry Group at Edwards (BRIDGE) — \$5 million

As the first research centre of its kind in Saskatchewan, BRIDGE will strengthen connections between industries, businesses, researchers, and community partners to conduct industry-relevant research that directly impacts Saskatchewan business.

This centre will attract new experts to the Edwards School of Business, building our international profile and growing our on-campus expertise.

Transformation of graduate programs — \$1 million

We will create a robust PhD and post-doctoral program and redevelop our Masters' programs.

The Global Prairie Business Forum — \$2 million

The bi-annual forum focuses on topics of significance and relevance to the business community and brings together leading global experts from industry, government, and academia, highlighting Saskatchewan as the hub for excellence.

2. Support Indigenous Achievement

Create pathways to post-secondary education — \$500,000

We will create a bridging program to support Indigenous students as they build new skills in the six B.Comm. majors.

Indigenous academic programming — \$4 million

1. Reimagined Indigenous Business Administration Certificate — \$1 million

The new certificate will focus on educating a new generation of Indigenous and non-Indigenous students on Indigenous business in Canada.

2. Indigenous Executive MBA — \$3 million

We will work closely with and for Indigenous academics and community partners to elevate aspiring leaders through the creation of an Indigenous Executive MBA.

Elevate and connect the Indigenous community at Edwards — \$1 million

Learning communities make the first-year curriculum more coherent, cohesive, synergistic, and relevant to students' interests and aspirations.

Indigenous community space — \$700,000

This student space will give Indigenous students a space to create cultural moments, share ways of knowing, gather, and learn as a community.

Recruit and retain Indigenous faculty — \$5 million

The Chair in Indigenous Business will make it possible to recruit and fund the world's best, brightest, and most passionate Indigenous leaders, educators and researchers.

Creating community — \$500,000

Increased recruiting efforts will de-mystify campus life and ensure that families are aware of the tools available to their kids while away from home. We will guarantee safe and affordable on-campus housing.



"I was truly honored and grateful to be a recipient of the McCreath Indigenous Student Award at the Edwards School of Business. Being a recipient of this prestigious award has enabled me to focus and concentrate on my studies to build a better future for myself and my family. I must say the financial burden of raising my children as a single parent and attending a post-secondary institution full time was something I feared. I sincerely appreciate the financial support provided to me as I try to keep pushing forward and obtain my dream of completing my education."

LORI WATERHEN, B.Comm. 2022



3. Inspire Students to Succeed

Transformative educational experiences — \$8.5 million

- 1. Leadership Institute — \$1 million**
The Leadership Institute provides all Edwards students with the educational opportunities to develop a critical leadership mindset, provide experiences for personal growth, and enhance the province of Saskatchewan.
- 2. The Hanlon Centre for International Business Studies — \$6 million**
The Hanlon Centre tackles challenges and opportunities by creating connections through a worldwide network of relationships and increasing international perspective and opinions in our community.
- 3. Student financial literacy — \$1 million**
The creation of a campus-wide personal financial management course to educate all students in fiscal responsibility.

4. Student Wellness Support — \$500,000

To help students reach their optimum level of wellness we will provide direct practical support, guidance, crisis intervention, and management to ensure the best possible learning environments.

Entrepreneurial thinking— \$5.25 million

- 1. Entrepreneurship summer camp — \$250,000**
Edwards is fostering the value of entrepreneurial thinking in the next generation of business leaders through an entrepreneurship summer camp for youth.
- 2. Edwards Innovation Centre — \$5 million**
The Edwards Innovation Centre will focus on supporting community-based entrepreneurial initiatives by teaching how to recognize and assess the value of ideas and addressing the hurdles and challenges ahead.



Improve employability and career readiness
— \$3.5 million

- 1. Technology training and workshop — \$3 million**
 Your generosity will allow us to offer new technology workshops, programing, and creative spaces where students can learn advanced skills to ensure they are ready for the work force.
- 2. Expand world views — \$500,000**
 We will create an annual debate, bringing together experts from around the world to discuss timely topics that affect Saskatchewan locally and internationally, exposing students to a robust world view.

Unfiltered access to an Edwards education
— \$2 million

- 1. Student financial assistance— \$2 million**
 Your support will ensure students do not need to put their educational dreams on hold due to financial constraints.

Uplift Saskatchewan and the world
— \$450,000

- 1. Accounting Diploma — \$250,000**
 As the leader in accounting education, Edwards will create a program specifically for those who want to fast-track into this impactful profession.
- 2. Finance and Trading Bootcamp — \$200,000**
 We will create a Finance and Trading Bootcamp utilizing the Bloomberg technology housed in the Gordon Rawlinson Finance and Trading Room.



“With help from extremely generous donors, I was able to focus less on financial problems and more on my studies and enjoying university. The scholarships helped take financial stress off my parents and I. It gave me a sense of pride and accomplishment when I was awarded two Dean’s Circle awards last year. I felt like all my hard work was being recognized and it gave me an extra push to continue striving for success.”

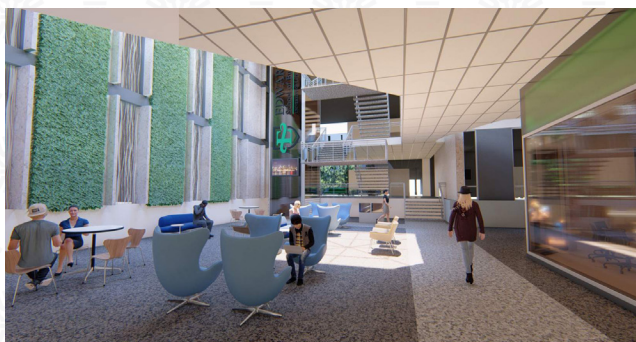
ABBY SITTLER, Fourth year Finance major



Gordon Rawlinson Finance and Trading Room

4. Design Visionary Spaces

To be the centre for business excellence in Saskatchewan, we want to create a space and culture that fosters a strong sense of belonging and inspiration for Edwards students and faculty. With your support we will continue to enhance the experience of Edwards for future learners.



New Visionary Space

50,000 square feet of new space includes: classrooms, collaboration space, graduate studies space, the BRIDGES Research Centre, private prayer space, inspiring student gathering spaces and shared student club office spaces.

Renovated Space to Enhance Learning

Future business school students need the latest technology and adjusted spaces to meet their learning goals. The renovation of current classrooms will allow students to excel in an innovative environment that reflects modern learning and transforms faculty's ability to teach in innovative ways. Additionally, Edwards students like to gather in casual and formal settings. To foster this, we need to create beautiful and useful spaces to gather.



“By making this gift I want to inspire, support and encourage all students in their journeys to become leaders in business and in society at large. I trust that this gift will enhance the student experience and make it a richer period of education and development for the entire Edwards community.”

LLARRY MOELLER with wife Brenda Moeller, on his donation to the Moeller Resource Room
(Thrive magazine, 2016).



Together, we will

BE WHAT THE WORLD NEEDS

Total undergraduate enrollment has grown from 1,728 students in the 2015-16 academic year to **2,532** in the 2021-22 academic year. Today, we are only limited by our physical footprint.

98.9% of co-operative education students graduate with employment.

87.4% of Edwards graduates stay in Saskatchewan according to the annual post-graduation census.

The last space update was in 2000, when the Nutrien Centre was established. The university has asked us to increase enrolment by an additional **300** students per year.

You will pave the way for our students to achieve new levels of excellence in the business world.

In our next chapter, we will transform Saskatchewan and the world by addressing those things you care most about: your world now and the world that generations will inherit.

With your support, vision and spirit the University of Saskatchewan will bridge our deep roots with a bright future.

With your support, we will be what the world needs.



UNIVERSITY OF
SASKATCHEWAN

give.usask.ca

Edwards School of Business
Nutrien Centre, 25 Campus Drive, Saskatoon SK S7N 5A7
advancement@edwards.usask.ca
(306) 966-2556 giving@usask.ca