

Transforming **RIT**

The Campaign for **Greatness**

SAUNDERS COLLEGE OF BUSINESS

Greatness through Exceptional Business Education Space



Saunders College continues its remarkable trajectory and our world-class faculty, staff and students bring with them new expectations associated with technology-based teaching and research. Our facilities must support, prepare, and inspire the next generation of students in the rapidly changing business environment.

Victor Perotti, Ph.D.

*Professor of Management Information Systems
Benjamin Forman Professor for Collaborative Research
RIT Eisenhart Awardee for Outstanding Teaching
RIT Eisenhart Provost's Awardee for Excellence in Teaching*



Achieving Greatness

Unlocking applied learning, innovation, and connections starts with the right facilities.

New Opportunities for Saunders College

Business changes at a dizzying pace. Global factors and always-evolving technology in every discipline add to the already demanding need to innovate and engage customers around products and services. This is the business environment our students live for; our job is to prepare them for it.

Saunders' highly-regarded business education is unique in integrating business, technology, and design thinking, and virtually all of our key strategic initiatives are grounded in facilities that:

- > Expand collaborations
- > Elevate applied research and experimental education
- > Enhance community

RIT



A New Era for Business Education

Saunders College facility expansion will increase the building's current footprint by nearly 80 percent. Additional classrooms, applied research laboratories, event space, and student team rooms are all part of the expansion. At more than 35,000 square feet, the expansion will enable Saunders College to better incorporate important elements of applied learning and collaboration:

- > Student team rooms and flexible spaces will drive student and faculty collaboration .
- > A state-of -the-art auditorium will support distinguished guest lectures and events that enable the rich engagement of students, faculty, alumni, and business and community leaders.
- > A café with comfortable seating...and snacks throughout the day and evening.
- > Applied research collaboratories, supporting research focused on addressing contemporary business challenges.
- > Inviting reception areas, and a premier event venue that also serves as a learning laboratory for the hospitality-related programs.



Proposed student collaboration space.

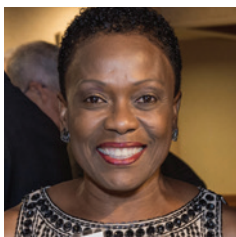


Conceptual rendering – new front elevation and entrance.

An important part of the building expansion will be a premier university event space that doubles as an experiential learning lab for business students. This stunning space will help prepare Saunders College students for leadership in the hospitality and service industries. Thousands of students and visitors each year will attend conferences, workshops, celebrations and a wide array of events for both Saunders College of Business and the entire RIT community in this new facility overlooking campus.

Students in Saunders College of Business receive a unique education; one that integrates business with technology and design thinking. As a business college at the center of a university heralded for technology and design excellence, Saunders College is perfectly positioned to drive creativity and innovation among the next generation of business leaders.

Saunders College is committed to supporting this forward-thinking educational approach with a facility that fosters student and faculty collaboration, accommodates new academic programs, and encourages community engagement.



Saunders' expansion will enable high-quality business education. As an alumna, it is my hope that the expansion will inspire Saunders students, and drive a passion for learning.

– Hope Drummond BS '91

Infrastructure for Tomorrow's Business

Saunders College is nationally ranked for both its graduate and undergraduate programs. The College has developed a strong brand as a leading choice for business education, especially for those interested in technology-based creative enterprises. This brand is built on outstanding faculty, leading-edge degree programs, and rich business relationships, all leveraged to position students for success.

The need for additional, modern spaces that support collaboration, networking, applied research, and business community engagement has reached a critical pitch at Saunders College. This expansion will make it possible to execute on our mission and “unlock” learning.



This expansion project will enhance interaction among students and faculty as there will be more available space for collaboration and teamwork. Additionally, the expansion will help to support our unique and growing business programs in management information systems, supply chain management, analytics, and entrepreneurship.

– Carmyn Gomez MBA '20

Saunders College of Business

Achieving Greatness

This major expansion of the current Saunders College facilities has provided a number of new and attractive named spaces to recognize your generosity.

Collaborative Spaces:

- > Auditorium (150 seats)
- > Event Center
- > Reception Space
- > Terrace
- > EMBA Suite
- > EMBA Conference Room
- > EMBA Team Room
- > Dean's Reception Area
- > Board Room
- > Dean's Conference Room
- > Atrium
- > Dining Venue & Seating Area
- > Student Team Rooms

Research Laboratories:

- > Behavioral Research Lab
- > Case Analysis Collaboratory
- > Integrated Business Technology Lab
- > Student-Faculty Research Collaboratories

Renovated Spaces in Existing Lowenthal Hall facility:

- > Business Enterprise Systems Lab
- > Global Business Solutions Lab
- > College Activities Center
- > Saunders "Tiger Den" (aka "The Pit")
- > Seminar Room



Creating educational opportunities are the key to advancing America's leadership in the global economy.

– E. Philip Saunders

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For more information on making a transformative gift of greatness, contact:

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