



THE SCHOOL OF HOSPITALITY BUSINESS FUNDRAISING CAMPAIGN

CELEBRATING A CENTURY OF HOSPITALITY LEADERSHIP

ELEVATE VISION | ENGAGE STAKEHOLDERS | EDUCATE FUTURE LEADERS | EXPAND IMPACT

BUILDING ON EXCELLENCE: OUR KEY INVESTMENTS

To achieve our vision and lay the foundation for the next 100 years, The School of Hospitality Business will focus on these key investments:



• Elevating the Next 100 Years:

- We will create new staff positions dedicated to elevating our brand and increasing enrollment, ensuring The School for Hospitality Business attracts the best and brightest.
- We will use funds to explore in-market opportunities to engage with alumni and key stakeholders to increase awareness of The School of Hospitality Business brand.

• Expanding Scholarship Opportunities:

- By 2030, we aim to provide \$6M in scholarship support, making Hospitality Business education accessible to more talented students. This would allow 100% of students eligible for scholarships to receive the benefits of funding.

• Enhancing Experiential Learning:

- We are dedicated to securing \$1M in endowed funds for experiential learning. This will enable students to apply classroom knowledge to real-world situations, developing critical thinking, problem-solving skills, and career readiness through hands-on experiences.
- We are dedicated to securing \$1M in endowed funds to support student travel. Students have the opportunity to attend conferences and competitions each year that require travel (transportation, lodging, and meals expenses).

• Securing World-Class Faculty:

- We aim to secure \$10-15M to endow faculty positions to attract and retain top-tier academic talent. These endowments will provide crucial resources for research, teaching, and scholarly activities, ensuring students learn from leading experts.

REMOVING BARRIERS AND ACTIVATING TALENT

\$668,118

IN UNDERGRADUATE
SUPPORT (2024-25)

169 STUDENTS

WERE AWARDED ACADEMIC
SCHOLARSHIPS IN FY25

69.1%

AWARDED AS
SCHOLARSHIPS IN FY25

\$2,734

AVERAGE SCHOLARSHIP
AWARDED IN FY25

SCHOOL ENROLLMENT

400+
STUDENTS

Student enrollment increased by 35%, from 300 in 2023–2024 to about 400 in 2025. The population is representative of 60% female and 40% male; 10% of students are international. The student employment rate is 96%.

10,000+
ALUMNI





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Your gift isn't just a gift – it's a legacy. Your contribution will ensure The School of Hospitality Business can expand access for aspiring leaders through scholarships, provide unparalleled experiences, and attract world-class talent—both students and faculty—for a century to come. Join us in building the foundation for the next 100 years in The School of Hospitality Business. Be a foundational force for the future. **Make your gift today!**

Donor benefits may include, but not limited to, exclusive event invitations, regional outreach events, donor society travel programs, celebrations of campus milestones, recognition in The School social media, web site, events (and more). Donations can be made over specified number of months or up to five (5) years.

RANKINGS

#1 U.S. PUBLIC
**HOSPITALITY
BUSINESS
PROGRAM**

Source: *College Choice*, 2023

96% UNDERGRADUATE
STUDENT
**EMPLOYMENT
RATE**

Source: *2024 University Destination Survey Report*

#3 **HOSPITALITY
BUSINESS
PROGRAM
IN THE WORLD**

Source: *CEOWorld*, 2024

**REMEMBER WHERE YOU STARTED? HELP SOMEONE ELSE BEGIN.
THANK YOU FOR SUPPORTING THE SCHOOL OF HOSPITALITY BUSINESS
AT MICHIGAN STATE UNIVERSITY.**



**SUPPORT OUR
SCHOOL TODAY!**



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