



Andrew F. Brimmer College of Business and Information Science

The Campaign for
TUSKEGEE UNIVERSITY
SOLVING THE WORLD'S MOST COMPLEX PROBLEMS

Bold Steps, Boundless Impact

AT A TIME WHEN THE TOP BUSINESS DISRUPTORS ARE INNOVATIVE COMPANIES driven by artificial intelligence and technology, the industry needs the type of agile, strategic, and ethical leaders trained at the Brimmer College of Business and Information Science (CBIS).

We are reminded that our founding principal, Booker T. Washington, also founded the National Business League for the purposes of economic freedom. Guided by those goals, CBIS blends business acumen with the information technology skills

that are essential for tackling global threats in cybersecurity, supply chain, economic regulation, and the new geopolitical business environment. It provides students with technical expertise, leadership savvy, interpersonal communication skills, and a strong ethical guidepost. Our graduates are inspiring leaders who model Tuskegee University's values and philosophy of "head, hand, and heart."

The world needs CBIS graduates. And we need you.

Here's How *You* Can Partner With *Us*



CAMPAIGN FUNDING PRIORITIES

Information is the new currency of business interactions, and education is the means to harness it. CBIS is a global leader in the delivery of cutting-edge programs and transformative research in cybersecurity, data science, artificial intelligence, financial wealth management, supply chain integration, and other emerging fields. We are at the forefront of bringing innovation and strategic leadership to the executive suite.

The Campaign for Tuskegee University aspires to help us do more, be more, and educate more difference makers.

Pillar 1: Academic Excellence and Workforce Preparation

Faculty Excellence | \$7.5 million

Excellence spawns excellence. To give CBIS students a top-tier education, we need world-class faculty who are engaged in high-profile research, publishing in top academic journals, and leading in the rapidly changing world of business and industry.

Tuskegee University's distinguished history and mission attract the best, and our goal is growth **by funding new faculty endowments** and **establishing three Centers of Excellence—in Cybersecurity and Data Science, Financial Literacy and Generation Wealth Management, and Supply Chain**

and Innovation Management. These Centers will help support the new Ph.D. program in Information Systems and Computer Security with Cybersecurity and Data Science Options. Funding will also support the acquisition of **smart furniture, intelligence software, and dedicated lab space.**

By supporting this pivotal need, you will transform our ability to shape the future of business and information science and help our university earn the prestigious Carnegie Foundation R2 designation that signifies a deep commitment to research activity and training of doctoral students.

Pillar 2: Campus Re-envisioning and Revitalization

Strengthening the Student Community | Goal \$12.8 million

Artificial intelligence, big data, cybersecurity, supply chain management, wealth management, and modern marketing all require high-powered processing tools and a deep knowledge of business software and technology. Today's business world also requires the interdisciplinary collaboration made possible through team projects and multi-tiered groups.

You can help build a stronger CBIS with gifts to a **cohort-based housing community**, paired with the **advising, resources, and support to strengthen peer learning and persistence.** Every dollar invested will focus on ensuring student success during college and beyond.

The world *needs* the Tuskegee University *College of Business and Information Science*

Pillar 3: Community

Experiential Learning Activities Fund | \$1 million

Stellar technical skills help students get their first job; exceptional leadership and communication skills help them rise to the top.

Extracurricular and experiential activities are vital for developing well-rounded graduates, and we strive to give all students access to these opportunities, not just those who can afford them.

By supporting student **participation in conferences and competitions, summer research and internships, and networking and career development activities**, you will be building the confidence, connections, and skills that are critical for career success.

Pillar 4: Sustainability

Student Scholarship Endowment | Goal \$2.5 million

We are proud that *U.S. News & World Report* ranked Tuskegee University No. 1 among top performers for social mobility among regional universities in the South. It's a testament to the quality of our education and its impact on students—especially first-generation college students.

But each year, too many of our graduates leave with a diploma and significant debt. Through **The Campaign for Tuskegee University**, we plan to build the endowment to provide **more need-based academic and housing scholarships** to reduce the average debt of our graduates by 50%. Every dollar opens doors and transforms lives.

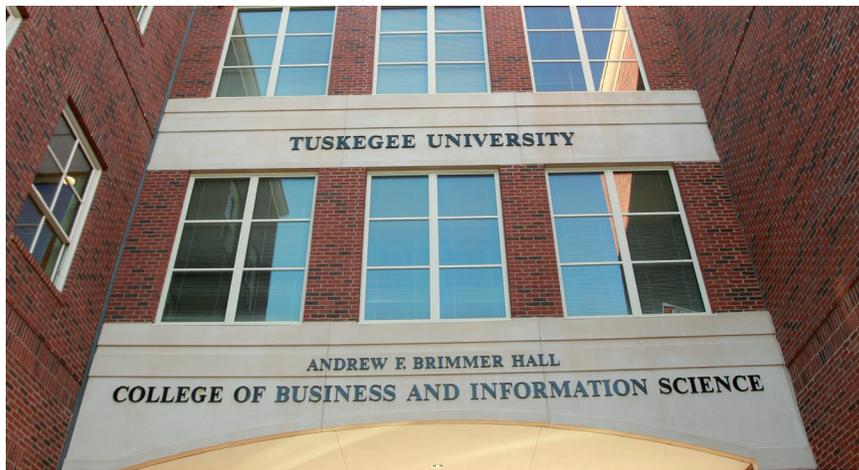


**THE COMPUTER SCIENCE
CYBERSECURITY PROGRAM RANKS #2**
in the Cybersecurity Guide's rankings

CBIS IS ACCREDITED by The Association
to Advance Collegiate Schools of Business

**THE TUSKEGEE UNIVERSITY NATIONAL
CENTER OF INFORMATION ASSURANCE
EDUCATION** in the Computer Science
Department is designated as the National Center
of Academic Excellence in Cyber Defense by
DHS and NSA





INNOVATE WITH US

At the Brimmer School of Business and Information Science, it's never business as usual. Since our founding, we have worked to address the complex challenges that impact productivity, profitability, and society, especially in underserved rural areas.

We are inspired each day by our namesake, Andrew F. Brimmer, an American economist and business leader who was the first Black appointed to the Board of Governors of the Federal Reserve. He served on the Tuskegee University board of directors for 45 years, including 28 years as chair, leading our institution through many challenging years.

To ensure that we can continue our transformative work for individuals and businesses, we hope you'll join us in strengthening CBIS for the future. By investing today, we can change tomorrow.

For more information on **The Campaign for Tuskegee University**, please contact:

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Honoring our Past...Investing in Our Future
#theTuskegeeWay

The world needs Tuskegee. Tuskegee needs you.

Help us solve the world's most complex problems by supporting **The Campaign for Tuskegee University**. Every gift will make an impact:

- Advancing knowledge, leadership, and service through teaching, research, and outreach programs
- Developing human resources and preparing students to be leaders in the global community
- Producing leaders ready to solve the world's most complex problems

Invest in a brighter world and a better future with Mother Tuskegee.



TUSKEGEE
UNIVERSITY