

The Center For Enterprise at Northwood University

Liberty's Champion

An Initiative of the Northwood University
When We Are Free Campaign

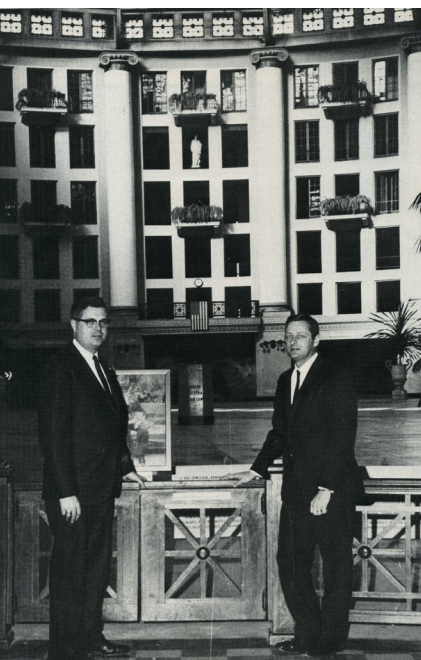


THE CALL TO ACTION: “We must make people understand that the basic idea of a free society is fundamentally a humane idea. It is fundamentally the idea that people as individuals have responsibilities to themselves and to one another that cannot be met by turning them over to somebody else, by electing government officials who will take money out of your pocket in order to spend it on supposedly good objectives. The responsibilities can only be met by us as individuals.”

- Milton Friedman
Nobel Prize winning economist,
from the Foreword to Northwood University's
“When We Are Free”







Liberty's Champion

Over more than 60 years, Northwood has earned our standing as America's Free-Enterprise University.

Thanks to two young educational entrepreneurs who established Northwood in 1959, the free-enterprise ethic has always been a vital part of the University's DNA and continues to be its lifeblood. More than 60,000 Northwood University graduates have learned – and the current generation of students continues to learn – the importance of freedom and all its corollaries: self-governance, individual responsibility, moral law, private property, free markets, limited government, and service to community. This incredible unifying value system is what we know as The Northwood Idea.



That those values must be constantly reaffirmed and defended, perhaps more now than ever before, is the driving force behind the creation of the Northwood University Center For Enterprise. Combining tradition with reinvention, the Center For Enterprise is an entrepreneurial, dynamic way for Northwood to continue our longstanding role as a champion of freedom and an educational innovator.

Bringing together industry-driven curriculum development, faculty expansion, path-breaking research, and innovative concepts, the Center For Enterprise will redefine how Northwood does business.

Some things will not change. Northwood has never strayed from our purpose of educating tomorrow's business leaders, and we never will. We boldly and proudly proclaim to the world our mission of developing transformative leaders who drive economic and social progress and are prepared with the tools and skills necessary to be successes in any endeavor. By openly sharing our core values, which promote the advantages of an entrepreneurial free society, Northwood instills in students an ethic that is vital to America's future.



Being able to think like an entrepreneur is a highly coveted skill in today's competitive marketplace. Organizations of all shapes and sizes need people who can take calculated risks and find opportunity within complex situations. A Northwood education prepares students for successful careers by instilling entrepreneurial competencies that



are in high demand in the global marketplace. Business management fundamentals, free-enterprise principles, and real-world experiences are combined so students learn how to analyze problems, gain insights, and build critical thinking skills that enable them to be successful in any endeavor.

Whether owning one's own business, large or small, or leading a team in another's business, entrepreneurs and intrapreneurs alike make a difference in the success of an endeavor. For decades, Northwood alumni have proven to be leaders in whatever field they have chosen to enter, and 34 percent of Northwood University graduates own all or part of their businesses.

Northwood's organic entrepreneurial expertise is the driving force behind the Center For Enterprise. Moving forward with a capital campaign will require the backing of insightful supporters who share the long-term vision inherent in The Northwood Idea. The following pages outline plans for this effort, including many opportunities for supporters to have a role in helping us accomplish our mission.

THE FUNDAMENTAL TRUTH: "Human progress is the validation that almost anything is possible with freedom, while little is possible without it."

- Dr. Timothy G. Nash, '81
Director, The McNair Center for the Advancement
of Free Enterprise and Entrepreneurship

The Center For Enterprise

Raising Northwood's Key Strength to a Higher Level

The Center For Enterprise will be the centerpiece of Northwood's efforts to establish the University as the leading institution for practicing and espousing the timeless principles of free enterprise, entrepreneurship, and the tenets of a democratic society inherent in The Northwood Idea. Within the framework of a university-wide Strategic Plan that charts a path for sustained institutional excellence, the Center For Enterprise is a holistic reinvention of our commitment to these principles. It enhances our ability to nurture the leadership skills, teamwork, and drive that our graduates need to excel in the business world and in society and impact their communities positively in countless ways.

To accomplish this objective, the Center For Enterprise Initiative has identified a need to establish endowments in five areas that will foster success:

Endowed Faculty Positions and Academic Programs

Endowed Student Scholarships

Endowments Supporting Thought Leadership and Advocacy

Endowments Supporting Business Creation Initiatives

Endowments Supporting Experiential Learning Initiatives

ENDOWED FACULTY POSITIONS AND ACADEMIC PROGRAMS

Qualified, exceptional faculty are critical to Northwood's ability to prepare students for success in their careers. As a business school offering B.B.A., B.S., M.S., M.B.A., and D.B.A. degrees with a strong emphasis on practical, experiential learning, we seek faculty who not only have impressive academic credentials but also have real-world backgrounds in the industries for which we offer specialty degrees.

A major goal of this initiative is to fund endowments for faculty in the business and management programs. Selection as an endowed chair holder is the highest academic position a Northwood faculty member can achieve, and being named to an endowed professorship is the second-highest academic position a faculty member can be awarded. Both positions support undergraduate and graduate excellence and contribute positively to a vibrant intellectual environment by integrating industry-relevant and cutting-edge curricula that attracts inquisitive and motivated students.

Endowed chair holders will propel research, cultivate experiential work-based learning opportunities, encourage industry partnerships, and create opportunities for collaboration with scholars and business leaders from around the world. They will be thought leaders who promote, support, and ensure the academic quality and relevancy of their programs and lead strategies to position Northwood's programs, students, and graduates to drive enterprise forward. They will lead the departments and endowed professors will support the chair holders by fostering excellence in the classroom, building industry partnerships, and collaborating with scholars and business leaders.





A robust roster of endowed chair positions benefits multiple stakeholders, including our:

UNIVERSITY

Endowed chairs are crucial for recruiting and retaining the highest-quality faculty. The most innovative and academically inspiring institutions have the best minds, creative thinkers, and the most-engaged teachers. Exceptional faculty talent enriches the university environment, integrates industry-relevant and leading curriculum, and attracts the brightest students.

FACULTY

Funding for endowed chairs pushes the frontiers of scholarship and advances knowledge, helping to ensure Northwood University's thought leadership. The presence of leading faculty inspires a stronger academic culture, encourages intellectual debate, and stimulates faculty collaboration. Funding can propel research, support experiential work-based learning opportunities, provide resources for guest speakers, encourage industry partnerships, and create opportunities for collaboration with scholars and business leaders from around the world.

STUDENTS

The enhanced quality of academic preparation will provide substantial competitive advantage to Northwood students as they graduate and pursue career options. Students will have many opportunities to work closely with endowed chair faculty and other thought leaders in the classroom as well as through research activities and industry-focused conferences, seminars, and forums.

INDUSTRY-ALIGNED INDIVIDUALS AND ORGANIZATIONS

In a rapidly changing world, corporations realize the pace of progress is often driven by the private sector, but much of the long-term thinking, basic research, and most fundamental discoveries occur within universities. Corporations frequently support endowments to give back to institutions that provide them with creative talent for their workforce. The relationship also connects corporations with professors, researchers, and students who can inspire innovation and creative ideas in a competitive environment, which can result in shared benefits.

ALUMNI AND OTHER NORTHWOOD SUPPORTERS

By funding endowments, donors can set the stage for Northwood's prominence as the premier institution for promoting free enterprise and the tenets of The Northwood Idea. They also will be able to take pride in knowing that they are providing the opportunity to bring the brightest minds and most experienced faculty to Northwood to help prepare students to take on the challenges they will face in a world that is threatened by less privacy, less freedom, more government, and more regulation.

Another goal within this area is to establish an Endowed Venture Fund to support academic programs within all major areas of study. This funding will make a significant difference in Northwood's ability to keep programs current with what is happening in the real world, thus enabling our students to be well prepared upon graduation. This fund will also allow for innovation, for materials and equipment, and for regular curriculum updates.



ENDOWED STUDENT SCHOLARSHIPS

As the cost of higher education at colleges and universities across the country continues to increase, Northwood is making an effort to provide access to a larger number of students by keeping its costs as affordable as possible so that all qualified students are able to attend. A Northwood education can change a person's life in many ways and provide opportunities for successful and fulfilling careers.

We hope to make that possible by greatly increasing funding of the endowments of our Competitive Scholarship and Private Donor Scholarship programs. Both award significant scholarships for quality students who excel academically and are proven leaders. These are the type of students who will succeed at Northwood and make a difference in their careers and in their communities as business leaders and volunteers. We want to help as many students as possible through the opportunities a Northwood education can provide.



“I’m delighted that there exists a university like Northwood, dedicated to the truth that democratic capitalism is truly what’s lifted up the world more than any other force in human history. There are a lot of universities around the country, around the world, that are telling students the opposite. It’s really encouraging that there’s a university that’s teaching this without shading the truth, without worrying about the consequences or worried about getting canceled, without all the nonsense that we’re seeing in other places. It’s really great. I’m glad that Northwood University exists, that’s the bottom line. The world needs it.”

- Arthur C. Brooks

Former CEO of the American Enterprise Institute
and current Bloomberg Professor at the Harvard Kennedy School

ENDOWMENTS SUPPORTING THOUGHT LEADERSHIP AND ADVOCACY

Northwood University was built on the foundation of several simple yet powerful ideas. At Northwood, we believe free enterprise, personal responsibility, free markets, limited government, the rule of law and, of course, freedom are fundamental tenets to democracy and human progress. Since 1959, these ideas have guided Northwood in our belief that liberty is the greatest determinant of one’s success in life and of prosperity in the communities where we live. Collectively, we refer to this creed as **The Northwood Idea.**

These ideas are not new to Northwood. This dedication to freedom is part of our distinctive heritage, and our commitment to The Northwood

Idea has extended its benefits to the success of thousands of graduates over more than six decades.

More people need to appreciate what a privilege it is to be Americans and to live in a “free” country where one can dream and strive to fulfill those dreams. Our dream and mission is to spread The Northwood Idea far and wide. Significant funding is needed to support an Endowed Chair in Free Enterprise, an endowment that will allow us to offer free online courses in Free Enterprise, and an endowment to establish a Speakers Bureau through which we can host public forums for thought leaders to share thoughts on current issues of importance and then share those presentations through various forms of media and outreach.



ENDOWMENTS SUPPORTING BUSINESS CREATION INITIATIVES

Northwood attracts many students who are guided by an entrepreneurial spirit even before enrolling. They are self-motivated, hard-working, and eager to learn. Others come to Northwood and in the first year while taking required business classes discover they are interested in learning more about business creation. Northwood's Idea Center and Venture Hatchery can be the vehicle that drives students toward their entrepreneurial goals. They provide students with an abundance of opportunities to expand their knowledge in a holistic atmosphere that is open to all, regardless of major. They integrate entrepreneurship, innovation, and creativity through intentional and mindful cultivation to invent, innovate, and explore new business opportunities.

The Idea Center is a think tank for budding entrepreneurs, providing tools, expertise, programming and internships to effectively empower today's students to creatively address tomorrow's business challenges. The Idea Center's events and programming consistently include the integration of entrepreneurial creativity and innovation dimensions. It hosts seed-fund business startup competitions, concept development workshops, and one-

on-one student support from entrepreneurs in residence, thus creating a network where students' entrepreneurial ideas can be supported and accelerated.

As part of the Venture Hatchery, a "Makerspace" is being developed and will provide a collaborative hands-on workspace for making, learning, exploring, and sharing. It will enable students to be creative and apply personalized learning strategies to make changes to existing concepts or develop their own ideas, methods, and products.

Funding is needed to establish an endowment to support the operations of the Northwood Idea Center and Venture Hatchery. To further enhance Business Creation, we are also seeking support for an endowed entrepreneurship scholarship that will be awarded to students who are the "right fit" and have launched a start-up business in junior or senior high school. Students selected for these scholarships will be encouraged to continue the development of their startup venture and will work with staff and faculty to develop objectives and key results each semester. These students will be engaged in advancing the Entrepreneurship program and will assist with scholarly research and writing. They will be required to participate in programs associated with Northwood's McNair Center for Entrepreneurship and Free Enterprise and the NU Idea Center.

ENDOWMENTS SUPPORTING EXPERIENTIAL LEARNING INITIATIVES

Northwood University has always believed that experiential learning is a vital part of education. Faculty in the specialty programs have worked in the industries about which they teach. Because they are knowledgeable about their specialty areas and have a keen interest in staying current with trends and changes, they are able to bring “real world” experiences into the classroom. Further, they maintain contact with leaders in their industries through participation in industry associations, attendance at industry events, and service on corporate boards and committees. Through those connections, they also are able to bring many people from industry to campus to speak directly to students in the classroom. In the programs that require internships to complete the program of study, these connections are key in helping students secure quality internships that complement the time they spend in the classroom.

A new strategic effort guided by a five-year plan developed by all of Northwood University’s constituencies will help us offer more exceptional seminars and discussion groups, new and relevant courses, and entrench our commitment to experiential education. Many of the program majors require ten-week internships to graduate, and by combining those and other signature experiences with innovative active learning, students will be better prepared to excel in their careers and make valuable contributions in their communities.

To greatly enhance student learning and lend “reality” to the risks entrepreneurs face every day, we are seeking funds to support an endowment for an “Entrepreneur in Residence” program that will bring successful entrepreneurs to campus on a regular basis for up to a week at a time to share their stories and effective strategies through instruction in the classroom, presentations to larger groups of students, and through subject-focused seminars.



Philanthropic and Naming Opportunities

NORTHWOOD UNIVERSITY CENTER FOR ENTERPRISE

The Center For Enterprise will be the foundation upon which Northwood University continues its mission to develop future leaders. In addition to being the “centerpiece” of that effort, it will include a physical space on campus for hosting seminars and presentations for faculty, students, and special guests.

\$10,000,000 – Naming of The Center For Enterprise will include a \$9 million endowed fund for programming and \$1 million for constructing an addition onto and renovating spaces within the communications center

ENDOWED FACULTY AND ACADEMIC PROGRAMS

Having endowments to establish and fund “chairs” for faculty positions and academic programs will allow for continually improving the quality of instruction and the content and rigor of coursework.

\$5,000,000 – will establish an Endowed Chair in Entrepreneurship

\$5,000,000 – will establish an Endowed Chair in Business Management

\$5,000,000 – will establish an Endowed Venture Fund to create new academic programs

\$2,500,000 – will establish an Endowed Professorship

ENDOWED STUDENT SCHOLARSHIPS

Northwood University believes that any qualified person should be able to receive the life-defining experience of education regardless of economic means. The Center For Enterprise campaign seeks generous benefactors who will provide endowed and named scholarships at the following levels:

\$5,000,000 – will provide \$225,000 to be awarded annually as full-tuition scholarships

\$2,500,000 – will provide \$112,500 to be awarded annually

\$1,500,000 – will provide \$67,500 to be awarded annually

\$1,000,000 – will provide \$45,000 to be awarded annually

\$750,000 – will provide \$33,750 to be awarded annually

\$500,000 – will provide \$22,500 to be awarded annually





THE NORTHWOOD IDEA

Funds are needed to support Northwood's efforts to keep The Northwood Idea alive and to spread its message to countless individuals who love freedom as well as to others who need to understand that without the freedoms our forefathers established through the U.S. Constitution, all of us will be less free and more dependent on government.

\$5,000,000 - will establish an Endowed Chair in Free Enterprise

\$2,000,000 - will establish an Endowed Speakers Bureau

\$1,000,000 - will establish free online courses in Free Enterprise and enable marketing them to a national audience

BUSINESS CREATION

Long-term funding of the Northwood Idea Center and Venture Hatchery will be critical to its success in providing opportunities for students to practice what they learn in the classroom and to develop their ideas into business opportunities.

\$6,000,000 - will establish an endowment for the Northwood Idea Center and Venture Hatchery

\$5,000,000 - will establish an Endowed Entrepreneurship Scholarship

EXPERIENTIAL LEARNING

Northwood students are provided opportunities for experiential learning throughout their course of study, required internships and practicums, and through participation in "Signature Events" they manage. To provide even more exposure to the "real world" challenges business leaders face as entrepreneurs, owners, and leaders in private and publicly owned businesses, an endowment is needed to fund a long-term program.

\$1,000,000 - will establish an endowment for the Endowed Entrepreneur-In-Residence program

Income derived from the investment of these endowments enables the corpus of each to grow and generates funds that will be used each year in support of these important areas.





As we look toward the future, the concept of freedom seems to be more complex and has at times become less certain. I was reminded of the precariousness of freedom when reading an inspiring book entitled “Rediscovering American

Values – The Foundations of Our Freedoms for the 21st Century.” Its author, Northwood alumnus Dick DeVos, reminds us that our freedom is indeed complex and fragile. Specifically, he writes, “freedom conjures up the image of a flag blowing freely in the breeze...yet without a flagpole to anchor it, a flag will blow away... Our freedom must be anchored to certain values.”

As I look at the current higher education landscape, I have come to believe “The Northwood Idea” is unique, and that it may actually serve us as a modern-day freedom flagpole. That is, while the global winds of change continue to blow, “The Northwood Idea” provides the steady foundation upon which the timeless ideals of freedom and personal responsibility can proudly fly.

- Dr. Kent MacDonald
President, Northwood University



NORTHWOOD UNIVERSITY CAMPAIGN LEADERSHIP

DR. KENT MACDONALD
President
macdonald@northwood.edu
989-837-4203

MURRAY KYTE
Vice President of Advancement
kytem@northwood.edu
989-837-4986

JUSTIN MARSHALL
Chief Development and Engagement Officer
marshall@northwood.edu
989-837-4279

WARREN MAULT
Major Gifts
mault@northwood.edu
989-430-1813

BRIAN PARR
Major Gifts
parr@northwood.edu
810-252-4937



4000 Whiting Drive
Midland, Michigan 48640
(989) 837-4279
marshall@northwood.edu
www.northwood.edu