MARION ANDERSON HALL

INTO THE NEXT
THE CAMPAIGN FOR UCLA ANDERSON
ENVISIONING THE NEXT

Transforming the educational experience is the essential purpose of INTO THE NEXT: The campaign for UCLA Anderson. As part of this $300 million drive, UCLA Anderson aspires to raise $87 million for a 100% donor-funded, future-facing building that will serve as the learning hub for our programs and a home for our students. With the generous support of Marion Anderson’s leadership gift of $40 million for the new building, we are on a trajectory to lead the future of business education. We invite each member of the Anderson community to join the campaign as we develop the next generation of leaders who will invent, reimagine and improve how we practice business, sustain communities and lead lives of impact.
The case for the building is rooted in the school’s strategic plan, Anderson 2016: Raising the Student Experience, built on input from Anderson students, faculty, administration and alumni.

› Support the learning needs for 21st-century careers
› Offer opportunities for innovative pedagogy
› Respond to needs resulting from growth in programs
› Compete with other leading business schools
› Create “One Anderson” by connecting student communities to become alumni for life
UCLA ANDERSON COMPLEX

Marion Anderson Hall
Briskin Family Plaza
Korn Convocation Hall
Entrepreneurs Hall
Mullin Management Commons
Rosenfeld Library
Carnell Hall
Parking Structure 5
Gold Hall
Marion Anderson Courtyard

OVERHEAD VIEW TOWARD SOUTH-EAST UCLA CAMPUS
MARION ANDERSON HALL - BUILDING FACTS

› 64,000 square feet
› 4 floors
› LEED certified – Gold
› Groundbreaking – Fall 2017
› $87 million building project
› Architects: Pei Cobb Freed | Gensler
› Construction management: PCL
› Renovation of existing facilities to create “One Anderson”
› $20 million renovation project
ATRIUM
SETTING THE PULSE

True to its namesake, the Atrium is the heart of Marion Anderson Hall and the Anderson community. Imbuing four floors of activity and collaboration with natural light, open space and a living room with inviting seating areas, it encourages conversation and interaction among students, faculty and visitors. It also represents and supports the school’s hallmark collaborative spirit, encouraging cooperation among disciplines and departments. Serving as the seat of all Anderson programs, the Atrium represents the concept of “Think in the Next” — a place for all students to innovate, think fearlessly, and share success.

$12 MILLION NAMING OPPORTUNITIES
A gift to name the ATRIUM will inspire camaraderie and collaboration, nurturing student success at UCLA Anderson.
$6 MILLION NAMING OPPORTUNITIES

GRAND SALON

GREAT GATHERINGS

The spirit of Anderson comes alive in the Grand Salon, where luminaries from global businesses and government will come together with students, faculty and alumni. High-tech staging and double-height ceilings present an elegant space for keynotes, conferences, dinners, cocktail receptions and more. The design boasts incredible flexibility, including glass doors that open to an outside veranda. The Grand Salon is also equipped with state-of-the-art seating and cutting-edge audio-visual systems, so our community can thrive in a truly “Next” space. Regardless of the function, the Grand Salon promises unforgettable events.
A gift to name the GRAND SALON will help guests gather from across the UCLA Anderson community to learn, share successes and envision what’s next.
DEAN’S SUITE
INVITING SHARED SUCCESS

Located just inside Marion Anderson Hall’s threshold, positioned as a key access point to students, faculty, staff and all who visit, the Dean’s Suite proudly exhibits leadership’s commitment to shared success. The location and layout will promote community-minded discussion and forward-thinking ideas. The Dean’s Suite includes the Dean’s office, a waiting room and visitor offices for alumni, industry professionals, and partners to contribute their expertise and connect with the academic community. A prominent and approachable part of the vibrant building, the Dean’s Suite welcomes everyone to the Anderson family.
$5 MILLION NAMING OPPORTUNITIES

ADMISSIONS SUITE INSPRING THE NEXT

In the Admissions Suite, prospective Anderson students will cross the threshold to become the ambitious innovators and bold thinkers who characterize the school — and change the world. Located across from the Dean’s Suite and near the visitors’ entrance, the Admissions Suite is highly accessible and visible. Here, the admissions team will usher in and inspire the next generation of leaders.

A gift to name the ADMISSIONS SUITE will support effective recruitment that attracts the next leaders to UCLA Anderson and inspires them to dream boldly.
AUDITORIUM
INSPIRING GLOBAL THINKING

Because UCLA Anderson brings industry leaders from around the world to share expertise with students, faculty and local community members, the new Auditorium in Marion Anderson Hall must serve as a key destination to drive change. In this space, with its sense of occasion, the Anderson community will learn from partners in Pacific Rim markets as well as global business leaders from tech, finance, manufacturing and more. The Auditorium is a multipurpose space, capable of hosting everything from full-scale conferences to guest lectures and community gatherings, while offering upgraded technology with virtual features. Here, change isn’t just inevitable — it’s the future.

A gift to name the AUDITORIUM will connect students and faculty with the broader UCLA Anderson network, drawing global leaders to advance learning and build enduring relationships.
THE VERANDA
A VIEW OF THE FUTURE

Work and play merge seamlessly on the Veranda, a multiuse flex space with the capacity to host special events and study groups, or just to give students a well-deserved breather. Its high point is the inspiring view. Linked to the Grand Salon, the Veranda offers a panorama of Briskin Family Plaza framed by UCLA’s iconic Royce Hall and Wilson Plaza — a motivator for students to follow in alumni footsteps and think big. Whether it’s for networking, a sidebar or relaxing, the Veranda provides a postcard view of the iconic UCLA campus.

$2.5 MILLION NAMING OPPORTUNITIES

A gift to name the VERANDA will foster countless connections among UCLA Anderson community members, leading to visionary new ventures.
INTERVIEW SUITE
A SPRINGBOARD FOR SUCCESS

Making a great first impression on a job interview is paramount, and our Interview Suite is a crucial launch point as students meet with corporate recruiters. The Interview Suite includes a reception area and multimodal, technology-enabled rooms that help students in their pursuit of an internship, consultancy or full-time job in industries such as finance, health care, technology, consulting and more. When available, students may also book an interview room for study groups or team work, so the space becomes a key touchpoint to for a broader set of successful, meaningful and even pivotal meetings.

A gift to name the INTERVIEW SUITE will empower students to explore opportunities beyond UCLA Anderson, taking on real-world challenges with respected partners.
A 21st-century educational experience takes more than excellent academics alone. A central hub designed to serve students, the Student Affairs Suite enhances the MBA program with academic advisement, course scheduling, counseling, financial services and more to help students excel in their studies. Also home to the Anderson Student Association, the space houses the international exchange program and various clubs that reflect the diverse interests and identities among the student body. Welcoming all students, Student Affairs reinforces a holistic approach to education and the value of student-centered spaces.

$2.5 MILLION NAMING OPPORTUNITIES

STUDENT AFFAIRS SUITE
ENHANCING STUDENT EXPERIENCES

A gift to name the STUDENT AFFAIRS SUITE will enable students to find their niches at UCLA Anderson and engage in extracurricular activities that enhance learning.
ACTIVE LEARNING CLASSROOMS
LAYING THE GROUNDWORK

Learning in the Next necessitates classrooms that support future-forward thinking. This is what inspired our Active Learning Classrooms. Built for innovative pedagogy and team-based business simulation, classrooms are designed with enhanced technology and movable furniture for multimodal learning. Accommodating lectures, group work, business simulation and more, Active Learning Classrooms spur teamwork, problem-solving and innovation to encourage students to think fearlessly as they prepare for their careers.

One of three classrooms have been named through the generous support of The Hasso Serrano Foundation.
PORTICO
LEARNING INSIDE-OUT

The Portico enlivens the main student entryway as a welcoming gathering space and transition from Briskin Family Plaza to the inside of Marion Anderson Hall. Characterized by clusters of tables and chairs ideal for team meetings and study groups, the Portico is a place where students can work on class projects, share their successes, incubate new ideas or just cozy up to the fireplace with some required reading. The Portico is a reflection of Anderson’s commitment to learning and achievement, while staying open to the world outside, in true Southern California fashion.

A gift to name the PORTICO will help UCLA Anderson students shine.

$1 MILLION NAMING OPPORTUNITIES
SUN ROOM
SEIZING THE DAY

Anderson’s campus is always bustling with activity, but the Sun Room offers a welcome respite. Students can connect with friends or simply unwind at their choice of seat: either at a bar-height table overlooking the plaza, or on comfortable sofas in two light-filled seating areas. The Sun Room sits inside Briskin Family Plaza and connects Cornell Hall and Marion Anderson Hall. Bringing the brightness of California indoors, the Sun Room reflects Anderson’s open, optimistic culture and is guaranteed to be a nexus of student activity.

The Sun Room has been named through the generous support of Paul N. Hsieh and Yvonne Hsieh & David Schumacher.
BOARD ROOM
INSPIRING INFLUENCE

As Marion Anderson Hall raises the school’s profile, the Board Room is a notable and highly visible centerpiece. Located across from the Dean’s Suite at the school’s visitors’ entrance, the room welcomes distinguished alumni, visiting faculty, business leaders and board and committee members with an impressive taste of the building. And while the Board Room presents the Anderson image to these dignitaries, it also showcases their influence — and connection with UCLA Anderson — to inspire current and prospective students.

The Board Room has been named through the generous support of the Don and Sherie Morrison Family.
FOYER
WELCOMING THE WORLD

Inside the new front door to UCLA Anderson, the Foyer welcomes the world and serves as a beacon to prospective students, visitors and alumni. The Foyer connects the Dean’s Suite, the Boardroom and Admissions — key destinations for all who visit the school — and transitions into the Atrium with a swooping wood-paneled ceiling.

The Foyer is equipped with a double-height glass entry, comfortable seating and a state-of-the-next information screen to assist with way-finding and deliver world news, school events and class schedules — a memorable first impression and lasting impact.
ANDERSON WALK
CONNECTING THE COMMUNITY

A new home needs a welcome mat, and Anderson Walk is UCLA Anderson’s. Intersecting with the campus walkway, it serves as an entrance to Marion Anderson Hall, a gateway to the UCLA campus and a hub for arriving guests. The covered outdoor area is lushly landscaped with planters while offering benches and hardscape for meetings, individual work or touring the school. It will be a place for students and visitors alike to connect. Moreover, as a public space, the Anderson Walk connects with the community beyond.

A gift to name the ANDERSON WALK will welcome guests and connect the community to UCLA Anderson, broadening networks and driving change.
MEDIA WALLS
STAYING CONNECTED

Our students’ status as thought leaders depends on them being informed. Our Media Walls act as a content nerve center, with an array of flat screens sharing important, real-time information. Media Walls are also interactive and easily programmable as single screens or one giant screen. Students, faculty and visitors will find them in the Grand Salon, visitors’ entrance and campus pedestrian entrance. Think of them as the message boards of the Next.

SPECs: 3 WALLS, SIZES VARY; APPROXIMATELY 15’X10’
$500 THOUSAND NAMING OPPORTUNITIES

DEN
PREPARING FOR THE FUTURE

Tucked between the Parker Career Center and Interview Suite, the Den provides students a place to contemplate their future careers and to prepare for all-important interviews. The busy lifestyle of an Anderson student leaves little time to gather their thoughts before moving on to the next challenge. The Den offers seating with a campus view where students can reflect on opportunities and prepare for what’s Next.

*The Den has been named through the generous support of Alan and Christine Buckelew.*
LOFT
MEETING IN COMFORT

The Loft combines the best that Anderson has to offer: a comfortable place to connect with fellow students, beautiful views of the Atrium and Briskin Family Plaza, and proximity to an Active Learning Classroom. The Loft allows discussions from class to continue and provides a Wi-Fi-enabled space to study. The Anderson culture is widely heralded for its welcoming family atmosphere; the Loft is a place for students to call home.

The Loft has been named through the generous support of the Tang Family.

A gift to name the LOFT will support the collaborative learning environment carried out in true Anderson style - work hard, dream big, and share success with the Anderson family.
LANDING
A VANTAGE POINT LIKE NO OTHER

With dramatic views of the Atrium, Grand Salon, Veranda and UCLA’s storied campus, the Landing is uniquely positioned to serve as a gateway to areas crucial to students. The Landing gives access to events, lectures and gatherings in the Grand Salon and Veranda, while acting as a walkway to the Career Services and Interview Suites. It’s also an advantageous space to connect with friends, alumni and visitors — and plan for the future.

The Landing has been named through the generous support of Bob and Marion Wilson.
GROUP STUDY ROOMS
WHERE DIVERSE IDEAS BLOOM

The Anderson experience depends on our students’ ability to test ideas and share solutions beyond the classroom. Our Group Study Rooms are the ideal spaces for students to expand their knowledge and solve important problems. Each is perfectly sized for six to eight students, and equipped with sizable screens, writable walls, moving furniture and focused acoustics. Here, personal breakthroughs will happen and team dynamics will inform the future of collaboration in the workplace.

A gift to name a GROUP STUDY ROOM will support team-driven action-based learning.
We prize our partnerships with recruiters from the world’s most influential companies, and value the full-time and internship opportunities they offer our students. We’re proud to provide a first-class Recruiters’ Lounge with deluxe amenities, comfortable seating and work space, making our office their office. Not only is it a great spot for them to prepare for student meetings, but it lets them know they’re part of the Anderson family.
As the major thoroughfare for students traveling to and from Marion Anderson Hall, the Connection signifies where the Next begins. With warm wood panels and stone walls that flank glass doors, the Connection acts as the gateway to all that Anderson has to offer and reminds students that the future is now.

**Other $500 Thousand Naming Opportunities**

**FEMBA Suite**

**EMBA/GEMBA Suite**

**Admissions Conference Room**

**Students Affairs Work Room**

**FEMBA/EMBA/GEMBA Conference Room**

A gift to name the Connection underscores the connection between the present and future of Anderson.
GARDEN AND GREEN ROOF
SUSTAINABLE THINKING

While Anderson Walk elevates the school’s exterior experience, the Garden is a feature of Marion Anderson Hall’s LEED Gold certification. This rooftop garden is designed to improve energy efficiency, enhance sustainability and help to reduce UCLA’s carbon footprint. Visible from the Dean’s Suite, the Garden is adjacent to student and faculty meeting space, a constant reminder of Anderson’s commitment to environmental conservation.

A gift to name the GARDEN will improve sustainability of Marion Anderson Hall and UCLA Anderson’s global leadership.
INTERVIEW ROOMS
BUILDING CAREERS

Students will connect with recruiters in our state-of-the-art Interview Rooms, located inside the Interview Suite. Each room offers plug-and-play technology at the fingertips, with superior comfort for both recruiter and student, while providing an opportunity to create meaningful pathways and alliances.

CO-LABS
LEARNING NONSTOP

Next-level learning will happen in our Co-Labs, specifically created to expand upon class material or real-world projects. Tech connections, large flatscreens, writable walls, moving furniture and engineered acoustics make an ideal environment for up to four students to hash out the next homework assignment or even the next life-changing technology or business model.

Two of four co-labs have been named through the generous support of:
David & Evelyn Hou; and, Bryan & Maureen Stockton

OTHER $250 THOUSAND NAMING OPPORTUNITIES
AUDITORIUM VESTIBULES
PASSAGE

A gift to name an INTERVIEW ROOM supports students’ entry into the workforce.

A gift to name a CO-LAB equips students to keep learning outside the classroom and take active ownership of their education.
YOUR LASTING IMPACT...

With your investment, UCLA Anderson will develop today’s learners into tomorrow’s leaders to achieve lives of purpose and significance. Your contributions will be essential drivers of the future excellence of an Anderson education — by attracting the most talented students and by enabling a world-class learning facility. Your leadership also will encourage other alumni and friends to join us in sustaining a bright future for our school.
# Naming Opportunities by Giving Level

## $12,000,000 Opportunities (1 Available)
- **Atrium - 4-story - Core of Building**

## $6,000,000 Opportunities (1 Available)
- **Grand Salon - 3rd Floor**

## $5,000,000 Opportunities (3 Available)
- **Dean’s Suite - 2nd Floor**
- **Admissions Suite - 2nd Floor**
- **Auditorium - 1st Floor**

## $2,500,000 Opportunities (3 Available)
- **Veranda - 3rd Floor**
- **Interview Suite - 3rd Floor**
- **Student Affairs Suite - 1st Floor**

## $1,000,000 Opportunities (8 Available)
- **90-Person Active Learning Classrooms - 1st & 2nd Floors (Qty 3 - 1 named)**
- **Portico - 1st Floor (Named)**
- **Anderson Walk - North Entry - 2nd Floor**
- **Sun Room - 1st Floor (Named)**
- **Board Room (Named)**
- **Media Wall - North entry, event space, Briskin entry (Qty 3)**
- **Connection - 1st Floor**
- **Garden/Green Roof - (Qty 2)**

## $500,000 Opportunities (14 Available)
- **Group Study Room - 1st Floor (Qty 5)**
- **Landing - 3rd Floor (Named)**
- **Conference Rooms - (Qty 3)**
- **FEMBA Suite - 4th Floor**
- **Recruiters’ Lounge - 3rd Floor**
- **GEMBA/EMBA Suite - 4th Floor**
- **Den - 3rd Floor (Named)**
- **Loft (Named)**
- **Connection - 1st Floor**
- **Garden/Green Roof - (Qty 2)**

## $250,000 Opportunities (17 Available)
- **Auditorium Vestibules - 1st Floor (Qty 2)**
- **Individual Interview Rooms - 3rd Floor (Qty 14)**
- **Passage - 1st Floor**

## $100,000 Opportunities (3 Available)
- **Co-Labs - 1st Floor (Qty 4 - 2 named)**
- **Elevator**

## $50,000 Opportunities (68 Available)
- **Touchdown Spaces (Qty 5)**
- **Offices (Qty 63)**
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<th>GIVING LEVEL</th>
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THANK YOU FOR YOUR SUPPORT IN CREATING THE LEADERS OF TOMORROW.
THINK IN THE NEXT

UCLA Anderson
SCHOOL of MANAGEMENT