

VILLANOVA SCHOOL OF BUSINESS



ESPIRITUS
NOVA®
1842

The Campaign for Villanova University



From the Dean

As the Helen and William O'Toole Dean, I am humbled, grateful and excited to lead the Villanova School of Business (VSB) as we embark on *Espiritus Nova: The Campaign for Villanova University*.

At VSB, we are proud of our 100-year legacy and invigorated by the opportunities ahead. Inspired by the University's guiding ideals—*Veritas, Unitas, and Caritas*—and mission, we are deeply committed to research and teaching, balancing theory and practice to develop business leaders for a better world. Our renowned faculty blend cutting-edge research with real-world trends and application to prepare the next generation of ethical leaders.

Our innovative curriculum and programs—complete with five academic departments, five Centers of Excellence, seven undergraduate majors, nationally ranked MBA and specialty master's programs, and our acclaimed Clay and O'Donnell centers—develop tomorrow's business leaders to have analytical minds and compassionate hearts. These programs and centers promote faculty scholarship, connect students with faculty research, offer students experiential learning opportunities, and provide students with holistic support throughout their careers.

The vision for VSB is a shared one, one that is rooted in our Augustinian, liberal arts education tradition yet agile in response to the needs and trajectory of business education and evolving industry. All of us—faculty, staff, students, alumni, and partners—play an important role in writing our next chapter. As we enter *Espiritus Nova*, with a goal for VSB of \$80 million, I am excited about the possibilities to further build upon our rich legacy and propel us into the future.

Through this campaign, our priorities will be to:

Increase Student Scholarships. Every qualified undergraduate student should be able to attend VSB, regardless of financial need. We must continue to increase student scholarships so we can recruit and retain diverse and talented students.

Grow Endowed Faculty Positions. VSB's faculty is comprised of talented teacher-scholars who bridge theory and practice. To further support and recruit such faculty, we aim to increase the number of endowed faculty positions to ensure they have the resources necessary to produce socially impactful research and develop future business leaders.

Bolster the Dean's Fund for Strategic Initiatives. This fund provides the flexibility to address VSB's greatest needs and opportunities. Increasing this fund enables us to enact our shared vision immediately.

Over the decades I've been a member of VSB, I have had the privilege to witness our positive impact on students and the return on investment of a VSB education, all while remaining grounded in our Augustinian tradition and the foundation that was laid before us. Through this campaign, I am eager to build the collective future of VSB, one that honors our past, embraces the present, and is agile in building our future.

I invite you to learn more about our initiatives and look forward to embarking on this journey together for *Espiritus Nova: The Campaign for Villanova University*.

A handwritten signature in black ink that reads "Wen Mao".

Wen Mao, PhD

The Helen and William O'Toole Dean of the Villanova School of Business

Investing in Future Villanovans

As an Augustinian Catholic institution, Villanova is called to educate people regardless of their socioeconomic status. This is the bedrock on which the University was built more than 180 years ago. Today, that foundational commitment is also shaping our future. Endowed scholarships help remove the financial barriers keeping high-achieving students from Villanova, creating an academic community rich in talent, diverse in background and enhanced by a wealth of perspectives. Currently, Villanova does not meet 100% of demonstrated financial need for undergraduate students. Villanova's goal in this campaign is to narrow the need gap by raising \$300 million for endowed scholarships, with a specific goal of \$20 million for VSB. Reaching this goal will make Villanova comparable to peer universities and will position VSB to attract and enroll the most academically gifted students from across the socioeconomic spectrum.



Patrick Gill '25 VSB

*Recipient of the Anthony E. '65
and Patricia Dellomo Scholarship*

Even before he was admitted, Villanova felt like family to Patrick Gill, whose father and uncle attended. That feeling was magnified when Patrick learned that the endowed scholarship he received—and which helped make Villanova affordable for him—came from a Villanova alum and his wife. It grew even larger when he met his donors at an annual scholarship dinner

and realized they had traveled from out of state to be with him. “Besides the financial support,” says Patrick, “there’s so much goodwill in this scholarship.”

Experiencing the personal investment that went into his scholarship has inspired Patrick to dig even deeper as he pursues his economics major and extracurricular activities, including managing finances for NovaRacing, Villanova’s accomplished Formula SAE team. “Now,” says Patrick, “there are even more people I hope to make proud.” It has also ignited a desire to one day make his own gift to scholarships at Villanova: “I want to do for future students what my donors have done for me.”



**“When I
found out my
scholarship
came from
alumni, I
understood
the power of
the Villanova
community.”**

Patrick Gill '25 VSB

Researching for the Common Good

VSB faculty seek to make the world a better place by pursuing research with relevant, societal impact that garners global recognition. At the same time, they are committed teachers who continually design new courses, employ innovative learning strategies, and bridge theory to practice in the classroom to educate and inspire our students.

Endowed faculty positions have evolved into one of the most prestigious and permanent investments that can be made in any institution of higher education, enabling VSB to recruit and retain world-class faculty who make significant contributions in teaching, research, scholarship and service. Endowed faculty are integral members of our community who bring their knowledge into the classroom to prepare the next generation of business leaders.



Jonathan Doh, PhD

Herbert G. Rammrath Endowed Chair in International Business

Acclaimed researcher Jonathan Doh, PhD, is globally recognized as a leading scholar in international business, strategic management and corporate responsibility, who continues to have a substantial impact on the science and practice of management.

A professor of Management & Operations, Dr. Doh serves VSB as senior associate dean for Research, Faculty Advancement & Global Engagement and founding faculty director of The Elenore and Robert F. Moran Sr. Center for Global Leadership, where he has advanced cross-cultural awareness and ethical international business practices.

As author or co-author of more than 100 peer reviewed journal articles, 12 books, and 120 papers presented at international conferences, he has also served as editor-in-chief of two leading journals, *Journal of World Business* and *Journal of Management Studies*. He was elected a fellow of the Academy of International Business in 2017, and of The Academy of Management in 2021.



Denise Hanes Downey, PhD, '05 VSB, '08 MAC

KPMG Endowed Professor in Accounting

Denise Hanes Downey, PhD, '05 VSB, '08 MAC, associate chair, Accounting & Information Systems, has made significant contributions to the fields of both accounting and pedagogy. Her portfolio reflects VSB's goal of higher research quality, and at the same time remains practically relevant and enables stakeholder engagement. Her findings about the effects of offshoring strategies and multinational audits have influenced regulation and practice at top firms.

During her tenure at Villanova, Dr. Downey has developed an advanced auditing course featuring experiential learning modules that allow students to engage with real-world, publicly available financial information. She also created an international accounting immersion program providing students with hands on experience in Ireland. She is best known for bridging accounting theory to practice through her pedagogical innovations, which have been recognized by the American Accounting Association with the Innovation in Auditing and Assurance Education Award and the Forensic Accounting Teaching Innovation Award. She also earned the *Issues in Accounting Education* Best Paper Award in 2023. She currently serves as the faculty fellow for KPMG's Department of Professional Practice.

Key Campaign Initiatives

Dean's Fund for Strategic Initiatives

The Dean's Fund for Strategic Initiatives serves as an incubator and a research and development fund, providing the dean the flexibility to address the college's greatest and most pressing needs that can further VSB's reputation and success among top-tier business schools. Gifts to the fund support key initiatives, such as technology and classroom upgrades; support of our world-class teacher-scholars; and development of mission-driven programming. As an example, the Dean's Fund was used in 2014 to establish the VSB Mentor Program which offers students the opportunity to develop meaningful, individual relationships with alumni mentors. To date, 4,100 Villanova students and alumni have participated.



O'Donnell Center for Professional Development

The O'Donnell Center for Professional Development is at the forefront of business education. With programs such as Backpack to Briefcase (B2B), the Center offers a holistic approach to professional development through individualized planning and intentional programming. To remain an industry leader, we must continue to bolster its offerings including implementing a professional development coaching model to provide personalized, proactive support of students and providing industry treks to expose students to different industries and workplace cultures.

VSB's Centers of Excellence

VSB's five Centers of Excellence bridge theory and practice, preparing the next generation of business leaders and providing an outlet for cutting-edge research. Naming our centers and center directors ensures their future, enabling us to recruit and retain world-class faculty and staff and expand opportunities which have direct student impact:

The Center for Church Management lives out our mission through equipping church leaders and communities with business practices to fulfill their faith and financial missions.

The DiLella Center is a leader in real estate education, providing academic and professional development opportunities in corporate real estate.

The Moran Center fosters a global mindset and cross-cultural awareness through programming, research and study abroad opportunities.

The Center for Marketing and Consumer Insights prepares students for careers in marketing through leveraging a devoted network of alumni and corporate partners.

The Center for Business Analytics trains our students with the data skills for jobs of tomorrow through connections with thought leaders and alumni.

Campaign Giving Opportunities

Student Support

You can support our VSB students in a variety of ways—all of which will have a transformative impact on their lives today as well as their future paths.

- **O'Donnell Center for Professional Development**

Endow the Assistant Dean for Professional Development: \$2.5 million

Endowed Programmatic Fund: \$100,000 and above

Endowed Student Trek Fund: \$125,000

- **Gmelich Lab for Financial Markets**

Endow the Gmelich Lab Directorship: \$1.5 million

Endowed fund to support Gmelich Lab: \$100,000+

Endowed fund to support Villanova Finance Group: \$100,000+

- **Endowed scholarships: \$100,000+**

Faculty Support

Endowed support of our talented and dedicated faculty ensures the highest level of teaching and research for generations to come.

- Endow a Faculty Chair: \$2.5 million+
- Endow a Full Professorship: \$1.5 million
- Endow a Senior Research Fellow: \$1 million
- Other Endowed Faculty Positions: \$500,000 to \$750,000
- Endow a Faculty Grant: \$125,000+

Dean's Fund for Strategic Initiatives

Gifts of any size to this fund allow Dean Mao to act quickly and strategically to pursue key opportunities and high-impact programs that benefit our students, faculty and staff and further the College's academic mission.

Naming Gifts for Centers and Center Directorships

The College's Centers of Excellence enrich scholarship and foster interdisciplinary collaboration across fields as diverse as business analytics, church management, global leadership, marketing and consumer insights, and real estate.

- Name a Center of Excellence: \$5 million
- Name a new Center Directorship: \$2 million

About the Campaign

Espiritus Nova: The Campaign for Villanova University reflects the strong, generous and unshakeable spirit that connects us all as Villanovans. With a goal of \$1.25 billion, it is the most ambitious fundraising effort in the University's history. Achieving this goal will strengthen our academic preeminence, enrich our campus and amplify our collective Augustinian Catholic impact—across the nation and around the world. Like St. Augustine himself, we have a restless drive to improve to become the very best version of ourselves, and when Villanovans put hearts and minds together, we are unstoppable. Your involvement in the *Espiritus Nova* campaign will continue Villanova's legacy as a transformative experience that embodies the strength of spirit, brilliance of mind and warmth of heart of St. Augustine.



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