Vanderbilt University’s new trans-institutional undergraduate business minor launched with the start of the fall semester. Developed in response to steady student demand, the new minor provides a strategic growth opportunity for Vanderbilt and will be the first to be administered jointly across all participating schools.

The minor was named the Hoogland Undergraduate Business Program after a $5 million commitment from former parents Susan and Keith Hoogland who are also 1982 graduates of the College of Arts and Science.

“When I entered the business world, I felt behind because I hadn’t taken classes like accounting or business,” said Keith. “This new minor will make Vanderbilt’s liberal arts students even better prepared when they graduate.”

Susan seconds her husband’s belief in the value of a liberal arts education. “With the new minor, students can get what they need to be successful entrepreneurs without subtracting from the wonderful liberal arts education,” she said. “I credit Vanderbilt for being willing to think out of the box with this program.”

The minor integrates five required half-semester fundamental courses taught by Owen faculty with electives provided by the undergraduate schools. Students may explore key business concepts by creating elective groupings, or pathways, which include entrepreneurship, ethics, finance and accounting, marketing and advertising, organizational effectiveness, operations, and strategy.

The coursework has been designed to actively engage students in solving business problems—whether those occur at a startup business, a local nonprofit or on campus. The new program also will promote a major initiative of the Academic Strategic Plan: undergraduate immersion through experiential opportunities that guide students toward their desired profession.

The new minor is being phased in during the next two academic years. This transition allows existing students with declared minors in Corporate Strategy and Financial Economics to complete those minors, while permitting rising sophomores and juniors to start the new minor. Priority seating in the required business core classes is being held for sophomores and juniors during the first two years of the new program.
We sought feedback from our students and others. The plans for the West End Neighborhood, and the community evident at the Martha Rivers Ingram Commons, the Warren Moore Colleges and in our living-learning communities at the McGill Project, My/Your International House and the Mayfield Lodges.

The West End Neighborhood underwent a facelift. A major component of FutureVU, Vanderbilt’s comprehensive land use plan, is a re-imagining of what has been dubbed the West End Neighborhood—the area comprising Carmichael Towers, Greek Row and West Side Row along West End Avenue.

In September the university announced publicly its plans for the neighborhood’s transformation over the next several years to enhance the residential living-learning experience for all students. The design for the West End Neighborhood includes new College Halls, a beautification project and a significant transformation of Greek Row within its existing footprint.

“The plans for the West End Neighborhood, and the entire FutureVU process, reflects Vanderbilt’s commitment to being intentional about using the physical campus to reflect our academic mission and our values of equity, inclusion, friendship and community,” Chancellor Nicholas S. Zeppos said. “We sought feedback from our students and others throughout the planning, asking them to think about ways that we can plan spaces that help us build community, embrace diversity and make the campus feel more welcoming.”

Since its 2015 launch, FutureVU has engaged students, faculty, staff, trustees and skilled consultants, and the plan represents innovative ideas produced by these collaborations. The guiding principles relate to the university’s roles as both an internationally recognized research university and a citizen of Nashville and the region. Additional principles highlight Vanderbilt’s dedication to diversity and inclusion, creating a community of neighborhoods on a historic, multi-layered and vigorous campus, and maintaining a walkable and sustainable campus. The university will work proactively with the organizations in the impacted location to communicate about progress, next steps and solutions for potential disruptions.

The design plan includes new College Halls replacing Carmichael Towers and extending into the existing Greek Row neighborhood. The beautification plan integrates tree-lined pathways and streets to separate pedestrians and cars, roads limited to access for emergency purposes, pedestrian- and bike-friendly zones, and more open spaces for community activities and events. Additionally, a new multipurpose space will make the neighborhood more inclusive as it provides the opportunity for student organizations without exclusive-use spaces, including Greek organizations, to have a place to host events in the neighborhood.

“The West End Neighborhood, once fully realized, will showcase the importance Vanderbilt places on extending learning beyond the classroom to spaces where students feel welcomed and can interact and learn from each other.” Provost and Vice Chancellor for Academic Affairs Susan R. Wente said. “Expanding the College Halls residential college model is an important pillar of the university’s Academic Strategic Plan. Our goal is for all students to live in a place where they can experience the same feelings of community evident at the Martha Rivers Ingram Commons, the Warren Moore Colleges and in our living-learning communities at the McGill Project, My/Your International House and the Mayfield Lodges.”

The first phase for the West End Neighborhood began mid-December with burying overhead utilities for the new College Halls, one step of the beautification effort. Plans also include removal of all parking in the Greek Row area in 12 to 24 months—when the full beautification plan is in place. Personnel who need access to Greek houses, such as house directors and caterers, would utilize limited-access roadways.

“We plan to make the transition to these wonderful new spaces as smooth as possible for our community members and to accommodate as much as possible the groups affected by the changes. We think everyone will be pleased with the end result—a new campus neighborhood that is beautiful and functional, as well as friendlier to pedestrians, bicyclists and visitors to our campus,” Eric Koptzman, vice chancellor for administration, said.

For example Student Government representatives met with campus leaders to address the impact of the closure of the Tarpley parking lot (located at West End and 26th avenues). Resulting accommodations include additional parking locations and rebates to affected permit holders who decide to return to campus without their cars after extended breaks. Long-term parking solutions will combine a variety of enhancements to improve accessibility to campus and additional options such as expanded shuttle service, a transportation hub, improved biking infrastructure and Uber/Lyft drop-off points.

More extensive information about the FutureVU land use plan is available online at vanderbilt.edu/futurevu.

Vanderbilt invests $30 million and issues chair challenge to boost faculty support

Vanderbilt University is inviting its supporters to play a leading role in expanding its world-class faculty with the Chancellor Chair Challenge, a yearlong, $30 million investment by the institution designed to create 30 new endowed chairs.

Vanderbilt Chancellor Nicholas S. Zeppos announced the initiative at the start of the academic year, pledging a million-dollar match from the university’s endowment for each chair gift of $1 million or more made by June 30, 2018.

“Our faculty, through their research and discovery, are the engine that drives innovation. They are truly the lifeblood of Vanderbilt,” Zeppos said. “Investing in our faculty will continue to provide rich, lasting dividends. These new endowed chairs will enhance our ability to recruit and retain faculty members with remarkable scholarship—who those who lead us to transformational discoveries, those who teach our students to lead.”

The chair challenge calls on alumni, parents, friends, families and other donors to play a prominent and enduring role in Vanderbilt’s tradition of a first-class faculty by establishing an endowed chair, which provides a faculty member with secured funding to advance research and discovery. Vanderbilt has added approximately 200 chairs over the last decade and currently has 420 endowed chairs.

“An endowed chair—the highest academic honor we can bestow—provides a faculty member with a title; honors the named holder of the appointment and serves as an enduring tribute to the donor who establishes it,” Zeppos said. “Endowed faculty chairs are a personal and permanent bond between the university and those who love it.”

Four donors have made significant gifts to kick off the challenge.

• Theresa L. and Robert S. Reder, JD’78, of Long Beach, N.Y., established the Enterprise Chair at Vanderbilt Law School.
• Jennifer and Andrew Hoine, BA’96, of New York City, established the Andrew and Jennifer Hoine Chair in Economics at the College of Arts and Science.
• Jodi and William H. “Hal” Hess, JD’90, of Boston, Mass., established the Hess Chair in Law.
• Gloria, BA’67, and Richard F. “Ted” LaRoche Jr., JD’70, of Murfreesboro, Tenn., established the LaRoche Family Chair in Law.

“We are so grateful for these gifts and excited for the momentum they bring to our chair challenge,” said Susan R. Wente, provost and vice chancellor for academic affairs. “Endowed chairs provide our faculty the resources they need to do outstanding work in research and teaching. Endowing a chair also creates the opportunity for students to work side by side with innovative faculty who are leading experts in their fields. When students are able to combine classroom learning with the real world of innovation and discovery, we all come out ahead.”

The Chancellor’s Chair Challenge runs through June 30, 2018. For more information about the challenge and giving to Vanderbilt, visit vuc.edu/chairchallenge.
Opportunity Vanderbilt enriches Vanderbilt experience for all students

In 2008, Vanderbilt University made a bold decision to meet all of a family’s demonstrated need with a financial aid package comprised of scholarships or grants, not loans. Aptly named Opportunity Vanderbilt, this commitment to access and affordability ensures that deserving young people of any background can attend the university. Thanks to donors who have given more than $279 million to date, it has made a dramatic impact on the academic experience.

“Opportunity Vanderbilt works. By ensuring that young people of every background can attend Vanderbilt, we’ve created a dynamic and diverse learning community that benefits all of us. Each year, we admit a more talented and more diverse class of freshmen than the year before,” Chancellor Nicholas S. Zeppos said. “Thanks to these many voices and viewpoints, rich and open conversations happen in classrooms, over meals and in our living-learning communities. We are educating tomorrow’s leaders, the people who will solve complex problems facing our society. I can’t think of a more important investment.”

The impact of Opportunity Vanderbilt is especially evident in the Class of 2021—the most diverse in the university’s history, with 65 percent of the class representing a minority group and more than 70 percent receiving financial aid. More than 90 percent of the class were in the top 10 percent of their high school graduating class, and all are demonstrated leaders—in academics, service, athletics or the arts.

Q&A

What challenges are unique to first-generation and transfer students?
Transfer students face some unique challenges because they are not “new” to college but they are new to Vanderbilt and it can be a challenge to find your niche and find community in a new academic setting. This challenge can be somewhat daunting at Vanderbilt because our students have a strong sense of community that was developed in their first-year living on the Commons. First-generation students can find it challenging to navigate the university system because they are unsure of the resources and it can be daunting to access those resources.

How do these students enrich the university?
Both transfer students and first-generation students are an integral part of our university community, contributing to the diversity as well as the cultural and intellectual life of our high-achieving undergraduate population.

What can parents and families do to ensure a smooth transition to Vanderbilt?
It is important for parents and families to offer continued support and encourage the students to utilize campus resources. An important part of the transition to life in college is for the student to learn how to navigate their new environment.

How many students does your office serve and how many programs do you offer?
The transitions office, housed in the new Center for Social Justice and Identity at the Sarratt Student Center, provides informational resources and sponsors speakers and events. The office serves transfer students, first-generation students, and also mentors and advises student organizations such as FirstVU, a student-focused effort to help support and celebrate first-generation students at Vanderbilt.

How do these students change after they’ve been on campus for a year or two?
Transition programs was established in 2015 to support first-generation, transfer and scholar students by connecting them to resources and providing social and academic support. The programs are taking root and future plans include being able to track the growth and development of the programmatic efforts of the office.

Does your office proactively reach out to students or do they seek out your services?
Transition programs actively reaches out to students and highly encourages students to stop by and learn more about the office and the programs offered.

with

CHRISTIANA RUSSELL

Christiana M. Russell is the director of Transition Programs under the Office of the Dean of Students. Transition Programs connects students to various campus resources, provides social and academic support and helps ensure that students are making the transition to college.

FAMILY WEEKEND 2018 IS SEPTEMBER 28–30

MARK YOUR CALENDAR

for Family Weekend, September 28–30, 2018. Bring the entire family for a weekend full of fun events including faculty lectures, parent-student career networking, the Fall for the Arts outdoor festival, admissions sibling breakfast and the tailgate before the Commodores take on Tennessee State.
Please visit vu.edu/parentgiving

With your investment, you partner with Vanderbilt to prepare your student for success in the classroom and in life.

- opportunities for experiential learning beyond the classrooms and labs, such as guest lectures and residence hall programs
- scholarships that free talented students—who wouldn’t otherwise be able to attend Vanderbilt—from the worry of post-graduation debt

Combined with gifts from other parents, you create:

- dedicated parents and grandparents, like you, who fuel the momentum of innovative education.
- achievement was earned, in part, with the help of our students’ parents. Of our total annual donors, 19 percent are Vanderbilt parents help us prepare your students for success

Vanderbilt University recently received a No. 14 ranking by U.S. News and World Report, this highest-ever ranking was earned, in part, with the help of our students’ parents. Of our total annual donors, 19 percent are dedicated parents and grandparents, like you, who fuel the momentum of innovative education.

You make a meaningful difference with your support. Combined with gifts from other parents, you create:

- scholarships that free talented students—who wouldn’t otherwise be able to attend Vanderbilt—from the worry of post-graduation debt
- opportunities for experiential learning beyond the classrooms and labs, such as guest lectures and residence hall programs
- vital funding for state-of-the-art teaching equipment and research resources

With your investment, you partner with Vanderbilt to prepare your student for success in the classroom and in life. Please visit vu.edu/parentgiving to make your gift online. Thank you for your generosity!

Ways to give

For your convenience, Vanderbilt provides a number of ways for parents, grandparents, alumni and friends to make gifts. Specific information is available online at giving.vanderbilt.edu.

- Gifts, pledges and pledge payments may be mailed to Vanderbilt Parents Campaign, Gift and Donor Services, PMB 407727, 2301 Vanderbilt Place, Nashville, TN 37240-7727.
- Credit card gifts may be made on our secure website at vu.edu/parentgiving.
- Instructions and authorization forms for making a gift of stock to Vanderbilt can be found at giving.vanderbilt.edu/givingstocks.php. For questions, please call (615) 875-1155 or email stockgifts@vanderbilt.edu.
- To make an anonymous gift, contact the Parents Campaign Office with your request by calling (615) 343-3121, and it will be processed accordingly.
- If you’re considering a planned gift such as a charitable gift annuity or bequest, please contact the Office of Planned Giving at (615) 343-3113.

Want to motivate and inspire others? Tell us why you give back to Vanderbilt—we’d love to hear your story. Please share it at vu.edu/whyigive.

Meet PLC Chairs Ruth and Andrew Suzman

For Ruth and Andrew Suzman, supporting their children’s schools has always been a priority. At Vanderbilt, they have watched from the sidelines as their son, Evan, flourished in the university’s rigorous academics and as a student-athlete on the men’s cross-country team.

This year, they are taking a lead role as chairs of the Parents Leadership Committee.

From their first visit to Vanderbilt, they knew they had found a special place.

“We liked that the university really thinks about the whole student,” said Ruth. “We saw a lot of paths to success for Evan as well as opportunities and the freedom for him to try new things academically.”

Becoming involved with the Parents Leadership Committee was a natural decision for them.

“We have always been involved in our local community and with our children’s schools,” said Ruth. “That has meant taking a role in the lay leadership, making and soliciting philanthropic donations, or just being a part of the vision for success.”

Andrew adds, “Ruthie and I feel strongly about education. We think that whether it is the elementary, high school or college level, it is important to be involved with our children’s schools.”

Their connection to the university strengthened as they returned to campus to visit Evan and with their daughter Abigail starting next fall, they look forward to many more visits.

“We have liked everyone we have met—the students, administrators and other parents,” said Ruth.

“We are honored to serve as Parent Leadership Committee chairs. We could not be more impressed with Vanderbilt and it’s a great opportunity to be involved,” said Andrew.

Andrew and Ruth encourage parents to consider the Parent Leadership Committee and other volunteer opportunities.

“For us, it feels like one of the best ways to support Evan and Abigail is to support the university,” said Ruth. “As PLC members, we can make sure that the place where our children are living, learning and growing is as strong as possible.”

“Our connections to the university are great, and it’s a good reason to come to Nashville.”

What is the PLC?

The Parents Leadership Committee (PLC) is comprised of parent donors whose support is important to enhancing the undergraduate student experience. Members have the opportunity to meet key administrators and learn about university initiatives during PLC gatherings and also serve as advocates for Vanderbilt in their communities. They are asked to make leadership annual gifts in the following ranges:

- Cornelius Vanderbilt—gifts of $25,000 or more
- Dean’s List—gifts of $10,000 to $24,999
- Benefactors—gifts of $5,000 to $9,999

We remain grateful for the vital support of the Parents Leadership Committee, which is currently 200 families strong, and continues to grow. Additionally, any gift to Vanderbilt—whether unrestricted or endowed—is counted in our overall parent giving program. Learn more at vu.edu/plc.
THANK YOU!

CARE PACKAGE PARTY HOSTS

Spring parties
Michele and Rich Cappellano
Hilary and William Cooper
Patrice and Lloyd Hartsfield
Aggie and Kevin Landry
Wendy and Steve Perlin
Laura and William Rice
Nancy and Peter Saperstone
Anne Scheuermann and Timothy Mullins

Fall parties
Michele and Rich Cappellano
Hilary and William Cooper
Laura and Jeff Friedman
Brenda and Todd Grigg
Julie and Chuck Lischer
Laura and Steven Paden
Giselle and Steve Paul
Wendy and Steve Perlin
Anita Reddy
Laura and William Rice
Nancy and Peter Saperstone
Danielle and David Schneid

MOVE-IN WEEKEND VOLUNTEERS

Bob and Elizabeth Baker
Tyra Banks
Leslie Boatwright
Joe and Stephanie Bresuner
Carolyn Coindec
Lynn Caldwell
Susan Chronister
William and Patricia Crowther
Pam Garnett
Kevin and Karline Harris
Lloyd and Patrice Hartsfield
John and Cami Hawkins
Olen and Lisa Hoover
Wendy Jordan
Keith and Charlesetta Jossell
Hyo-Young Kim
Kevin and Aggie Landry
Melissa Lea
Tim and Natalie Metke
Eileen Meyers
Tim Mullins and Anne Scheuermann
Ed and Jaci O’Brien
John Pullen
Cecile and Mike Puna
Barbara Rose
Chris and Melissa Sotadeh
Steve and Michelle Swinford
Frances Thompson
William and Melissa Zobrist

THANK YOU TO PARENT VOLUNTEERS 2017

Our volunteers provide meaningful support for Vanderbilt and are the heart of our parent community. You welcome new families to the university at Summer Send-off Parties, offer a warm greeting on Move-In Day, share career advice during Family Weekend and bring parents together in your cities as Care Package Party hosts.

THANK YOU!

PARENTS AND FAMILY PROGRAMS

• Host a regional Vanderbilt parent reception
Help host parent events in your region such as Commodore Classrooms that bring parents and alumni together for a discussion with a Vanderbilt faculty member.

• Host a regional Care Package Party
Help host or co-host an event for parents to assemble care packages during Fall and Spring semesters to send their students around exam time.

• Host a Summer Send-off Party in collaboration with Vanderbilt Alumni Relations
Help host Summer Send-off Parties and meet new students and their parents or guardians. Guests include local alumni, current students and parents.

• On-campus events
Welcome new Vanderbilt parents, answer questions, pass out brochures, and assist families of first-year students during Move-In Day or work the registration table during Family Weekend.

• Admissions recruitment events
Help Vanderbilt admissions counselors in your area at college fairs and programs, pass out brochures and materials, and answer questions from prospective students and their families.

• Career networking events for Vanderbilt students
Provide career advice during the Family Weekend Career Conversations networking event. There are also various opportunities for your company to participate in recruiting events on campus.

How to volunteer
Sign up for any of the above volunteer opportunities at vanderbilt.edu/families/volunteer.
### 2017–2018 PAFA BOARD MEMBERS

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<th>Name</th>
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### Global Education Office offers immersion opportunities through study abroad programs

Vanderbilt is committed to preparing global leaders. The Global Education Office (GEO) supports this effort through a variety of cultural and academic immersion opportunities in more than 40 countries across the globe.

“Our office offers students opportunities to study abroad on both short and semester or longer programs,” says Susan Barone, executive director of global learning and education. “Last year, more than 700 Vanderbilt students studied abroad, with two thirds pursuing a semester-length program.” Students can enroll directly in another university to take courses in English, a foreign language, or both; attend a smaller institute in English, a foreign language, or both; attend a smaller institute or major program; or attend an international study center.

The Global Education Office is committed to providing high quality international learning experiences. Barone advises any students who are considering a study abroad program to visit her office. The Global Education Office study abroad advisors are happy to help students find programs which meet their academic needs as well as any other considerations.

“Encourage your student to discuss the options and any concerns with our friendly and well-trained advisors. Many potential problems can be avoided by a meeting or two with them.”

Nicholas Hyman, BS’18, paddles through the canals of Plaza de España in Seville, Spain. Photo by Nicholas Hyman, Class of 2018.