LSA Opportunity Hub Program Support

A liberal arts education provides students with a broad worldview that prepares them to enter a variety of fields and interact successfully across cultures and organizations. The College of Literature, Science, and the Arts (LSA) at the University of Michigan is committed to transforming the way our students translate their outstanding liberal arts education into success in today’s competitive marketplace. The College is creating the LSA Opportunity Hub, which will develop unique active learning opportunities through mentoring, strategic advising, employer engagement, internships, regional networking with alumni, and other programs to empower undergraduates to make the choices that lead to satisfying careers. The Hub will bring organizations seeking employees to campus to enable LSA students to explore and pursue a variety of careers and professional pathways, while employers will gain beneficial access to talented LSA graduates, who will bring valuable assets to their organizations.

LSA Opportunity Hub Programs

$20M endowed naming gift

A gift of $20M in endowed funding will launch and develop transformational programming that will impact generations of LSA students. By providing critical support for student engagement ($10M) and alumni and employer engagement ($10M) programming, an endowment gift that fully funds the Hub program will be recognized prominently on the LSA Opportunity Hub website, program publications, and on the LSA Opportunity Hub Founders wall in the iconic Hub atrium. Endowed gifts of $10M could provide partial support of LSA Opportunity Hub programming in the areas of student engagement or alumni and employer engagement. We would also welcome gifts for specific programs within student engagement and alumni and employer engagement, as described below.

Student Engagement

$10M endowed naming gift

From their first days on campus, students will engage in cutting-edge classroom learning paired with hands-on career exploration and preparation experiences at the LSA Opportunity Hub. Even before they graduate, LSA students can gain access to networks of communities that will provide them with insights and connections to their next steps after Michigan. In partnership with the resources, support, and guidance of the Hub, students will navigate their liberal arts learning purposefully and with an eye to their aspirations, opening up opportunities to make strategic connections, not just to land their first job but to build a professional path across their lifetime. The LSA Opportunity Hub will be the space on campus where the entire LSA network of students, alumni, faculty, and employers come together to build focused communities of learners and networkers that will engage students and alumni for a lifetime.
LSA Department & Academic Division Programming
$1M endowed / $45,000 annual support

One of the unique strengths of the LSA Opportunity Hub is its robust interrelationship with the academic units. Students are able to explore the breadth of professional opportunities through special programs and career-related events that focus on organizations and thought leaders directly related to their majors and interests, and across the three LSA divisions in the natural sciences, humanities, and social sciences.

This programming will enable students to explore a variety of career paths, and to identify and translate the skills they learn in the classroom within their home academic space. Several departments, such as political science, English, economics, psychology, math, and communication studies, already offer some career programming, but now will team with the Hub to add energy and reach to their events. Other departments, who have not had the benefit of this type of programming, are eager to start by arranging division specific networking events, high profile guest speakers, mock interviews, and employer career exploration events to allow students to understand and prepare for the multitude of career options available to them. Department specific and division-wide events will bring together faculty and alumni with students and employers to create connections for students to see their majors as both interest areas and professional pathways. Funding is needed to create opportunities for students and faculty such as:

- Alumni networking events and panel discussions
- Guest speakers and lecture series
- Informational interviews and mentoring engagements
- Alumni career exploratory events related to academic areas and divisions
- Catalyst fund to support Hub sponsorship of department programming

Professional Development Grants
$2M endowed / $90,000 annual support

Professional development is at the core of becoming career ready. This type of readiness goes beyond landing internships or a job. Effective professional development means identifying professional communities, engaging in career-related groups and associations, and having the resources to be ready for those interactions. Professional development grants will enable all students to become career ready by providing the resources necessary for career development and the job search, from wardrobe and business cards, to travel funds for professional conferences and job interviews. We are seeking funding for need-based professional development grants that will cover:

- Registration and presentations support at professional conferences
- Professional attire and materials to launch students on their experiences
- Travel and hotel expenses for professional conferences
- Job shadowing and pre-professional exploration (law, med, health)
First Generation Programming
$2M endowed / $115,000 annual support

For all students, making connections is essential to exploring interests and opportunities and finding jobs. Many of our students do not enter LSA with these networks and opportunities available to them. Often these are first generation college students. Funding would enable us to work with our first generation students to foster networks and help them explore and discover career possibilities. In order to provide equity and access to opportunities for our first generation undergraduates, support is needed for:

- Peer mentoring stipends
- Alumni networking events
- Job shadowing travel support
- Interview travel support
- Guest speakers and lecture series
- Programming support
- Co-sponsorship of programming and events led by student groups

Coaching and Mentoring Program
$2.5M endowed / $112,500 annual support

The LSA Opportunity Hub will provide coaching for students through a variety of methods, including career coaches and peer mentoring. Career coaches help students navigate their LSA experience in relation to their career goals. By working with them to access the resources the Hub offers, coaches help students to make connections across the College and with the alumni and employers who are eager to help them reach their professional goals. Peer mentors provide a particularly useful and engaging perspective for students, as they speak from a shared perspective and create a support network on campus that will foster students’ engagement with resources. Funding for coaching and peer mentoring is needed for:

- Leadership development and mentor training, which will also serve as professional development for the mentors
- Mentoring events for students throughout the academic year (4-5)
- Professional staff to coordinate mentorship program
- Career coaches ($45,000 annual support per coach)

Hub Treks
$500,000 endowed / $25,000 annually

These are short-term US-based exploration experiences that offer students one to several days to explore a workplace and the opportunities involved in a specific organization or career. Students will be able to travel from campus to sites in small groups to engage in career-related training sessions and alumni and employer networking events. Support is needed for student travel and lodging, and hosting costs.
Opportunity Hub ALA Learning Curriculum Development
$500,000 endowed / $20,000 annual support

As they move from thinking about a career to landing a full-time job, students will be able to earn academic credit through Applied Liberal Arts (ALA) coursework. The ALA courses in the Hub provide students with the opportunity to explore their interests, develop goals, and connect this understanding to their academic learning. Support in this area will ensure that students enrolled in ALA courses have access to innovative and engaging tools to expand their thinking and goals as well as identify connections across their learning.

Global Opportunities and Programming
$1.5M endowed / $65,000 annually

With increased demand from LSA students for both hands-on work experience and international exposure, the Hub is where they will come to find and undertake an exciting array of global opportunities. The Hub offers high-quality international internships and treks, along with pre- and post-experience cultural training that help students comprehend and articulate how their time abroad can translate into marketable skills as they launch into their careers.

- **Global Hub Treks**
  Gifts will enable us to arrange short career exploration events with alumni who work in various countries and regions co-located with our Hub-sponsored internship students and UM students studying abroad through the Center for Global Intercultural Studies (CGIS).

- **Intercultural Competency Assessment and Training**
  Our Global Opportunities team will work with students to develop their intercultural competency overall and within targeted cultural areas of interest. Financial support will provide students with an opportunity to take pre- and post- international IQ assessments to measure their growth. Hub staff will be able to determine the best methods to help students become as culturally aware and sensitive as possible before heading abroad. Follow-up testing will provide data to show how internships abroad afford students quantifiable soft skills that can be invaluable when they enter the workforce.

- **Global Leadership Seminar Series**
  The Global Leadership Seminar Series will bring together LSA students engaging in internships and study abroad with many of our distinguished and successful alumni around the globe. Funding to support these seminars, which will be led by alumni and organizational leaders in the host countries, will enable students to develop international leadership skills.

- **Intercultural Preparedness Workshop Series**
  Resources are needed to develop a series of country-specific pre-departure workshops, in collaboration with the Language Resource Center and the International Institute, to prepare students with target survival language training for the workplace, cultural training for daily life in the region, and information with a specific work culture focus.
• **Health & Safety Fund for International Travel**

Support for the Health & Safety Fund for International Travel will cover insurance for students going abroad to ensure we are providing for the safety and support of students on Hub-sponsored internships. Securing and paying for comprehensive international medical insurance coverage will bring the LSA Opportunity Hub into alignment with other schools and colleges across the University that already offer this vital service to their students who are heading abroad on University of Michigan-sponsored programs.

**LSA Alumni and Employer Engagement Program**

*$10M endowed naming gift*

The LSA Opportunity Hub will bring together organizations seeking employees with a wide skill base with LSA students who have a liberal arts education paired with hands-on learning and leadership experiences. The Alumni and Employer Engagement team will work with organizations and alumni worldwide to pursue, develop, and strengthen relationships with employers, alumni, and parents to help students launch their careers. In order for the College to develop and maintain these connections, we need support for regional engagement specialists who possess expertise in key industries, employment sectors, and regions. They will cultivate and manage a network of businesses and nonprofits that will come to campus regularly to recruit, offer internships, and provide opportunities and advice for our students.

We are counting on our LSA alumni to open doors for our engagement specialists as they visit organizations and make connections for LSA in different regions of the country. The regional specialists will engage speakers, set up events, and create innovative opportunities for our students to network and connect with organizations that are committed to recruiting liberal arts students.

**On Campus Alumni and Employer Events**

*$3M endowed / $135,000 annual support*

Each semester, employers and alumni will visit the LSA Opportunity Hub to connect with students on a variety of internship and job opportunities. Through these targeted events, students will gain insight into the ways knowledge and skills they build in the classroom as liberal arts students translate to opportunities in the workplace. Also, these relationships with employers will enable organizations to tap the excellence of our LSA students and build demand for LSA graduates. Support for these alumni and employer events would provide the resources for:

- On-campus expos and events
- Employer workshops
- Coordinator for alumni mentorships
Guest Speakers
$1M endowed / $45,000 annually

Funding is needed to bring business and non-profit leaders, many of them LSA alumni, to campus for a variety of presentations and discussion sessions in the Hub that will expose students to industry trends and career opportunities related to their interests and majors. As guest speakers illustrate possible futures through the arc of their own individual career paths, students will learn to translate their academic passions into meaningful aspirations and identify the specific skills needed for their own success.

Regional Career Exploration and Networking Programming
$2.5M endowed / $115,000 annually

Our internship program sends LSA students to key markets around the US and the world. To enrich their experience while on their summer internships and immersive experiences, we would like to establish regional summer programs in the locations that host large numbers of LSA interns. Funding for these programs would enable the LSA Opportunity Hub to arrange for students to network with alumni, learn about the region and local industries, explore jobs and career paths, and meet with local alumni who could help open doors to future opportunities. Programming would include hosting guest speakers, setting up networking events, transporting students to on-site visits at local companies, and coordinating alumni mentoring and coaching opportunities. Our engagement specialists, who are focused on the region, will coordinate with alumni to help undergrads navigate local businesses and organizations, provide introductions and mentoring, and host gatherings of alumni and students to help them make essential connections. This special programming will give students greater access and exposure to regional leaders, showcase different organizations and working environments, and clarify potential job options after graduation. Funding is needed for:

- Regional guest speakers
- Networking events
- Site visits for students
- Facilitating local alumni mentoring and coaching

Internship Program
$2.5M endowed / $115,000 annually

The LSA Internship Program offers students the opportunity to prepare for and engage in meaningful internship positions in a range of sectors and regions. Students are encouraged to explore and learn as members of a cohort of interns, to participate in programming and coaching in preparation for their internships, and to prepare for their next steps on campus and beyond. Funding for the Internship Program would provide for staff to develop relationships and opportunities to connect students with alumni and employers, and would support students directly as they explore the world of work. Resources are needed for:

- Workshops and targeted programming for students before, during and after their internships
- Stipends to support students while they are participating in internships
- Regional programming and events to engage and connect students and alumni
Flash Internships
$1M endowed / $60,000 annually
$10,000 to $20,000 per event

Flash internships are brief, on-site experiences that provide students with a chance to work and network with top professionals in a field that interests them. A cohort of 10 to 25 students spends one to five days on a job to learn more about the field, work on a short-term project, explore their interest in the industry, and begin building a network within the career area. They help us benefit from our remarkable alumni network in ways never before imagined.

In the 2017-18 academic year, students were invited to apply for flash internships in finance (Chicago), technology (San Francisco Bay Area), sports media (New York/Connecticut), and in London to explore global leadership opportunities. We anticipate that this program will continue to grow as a key component of students’ internship experience, with flash internships in communication (Atlanta), and writing and publishing (New York) already scheduled.

Because we are committed to ensuring that the Flash Internship Program provides equal access to all students, regardless of their financial situation, the Hub fully funds each student through donor support. A gift of $1M to endow a Flash Internship Fund would support student cohorts and programming for two or more flash internships each year. Your gift would enable us to meet the growing student demand for these energizing opportunities.

Industry Insiders Events
$1M endowed / $50,000 annually
$10,000 per event

These significant, high-level events are unusual and powerful because they are not focused on recruiting students near the end of their academic career to work at a particular firm. Instead they focus on reaching students early in their first and second year as they are exploring future career goals. Industry leaders meet with students to help them learn about and prepare for future internships and professions. The goal is to create a landing place for employers to reach LSA students and engage them in career exploration. Our first Industry Insiders: Finance event hosted 11 alumni in high-level positions in finance (New York, Chicago and Detroit), who met with over 90 students. Events are planned in a variety of fields, such as the arts, healthcare, finance, writing and publishing, real estate, sales, media and communications.

A gift of $1M to endow this program would enable the Hub to host up to five industry insider events each year, which would allow us to scale up the program to meet the growing student demand for these energizing opportunities. This funding would cover the cost of the event, which includes hosting the flagship session for 100+ students, a variety of supporting events and engagement, and travel and hosting for alumni.
Internship Forum & Social Impact Fairs
$500,000 endowed / $25,000 annually for both

Hundreds of students come to Internship Forums each semester to talk with current LSA students and LSA alumni about how to prepare themselves to land and get the most out of internship opportunities. Many students are seeking opportunities that will enable them to make a difference in their communities and the world. The Social Impact Fairs bring non-profits to campus to talk with students about internships, part-time jobs, or volunteer positions addressing environmental issues, sustainable foods, domestic violence, and more.

An endowed gift of $500,000 would ensure that these events would be offered annually in the Hub, broadening the types of organizations and alumni we could engage with students, and expanding the pre- and post-event support to foster ongoing connections that will benefit LSA students.

Named Case Competition
$1M endowed

Each year, students will have the opportunity to compete for awards in an LSA Case Competition by addressing an issue and presenting an innovative and effective solution. This competition enables students to develop and showcase their problem-solving abilities, analytical aptitude, cultural insight, communication skills, and teamwork. Teams of four to six undergraduates will be given a limited time to analyze written cases, assess the challenges facing the organization, and present recommendations to panels of senior executives, policymakers, and faculty. Judging for the award could be part of the recruiting process.

LSA Opportunity Hub Founders Recognition
$100,000+

We are counting on gifts of all sizes to provide the resources needed to build and staff LSA Opportunity Hub programs. All gifts of $100,000 or more made before the end of the Victors for Michigan campaign in December 2018 will receive special recognition for their foundational role in the creation of the LSA Opportunity Hub. Donors at this level will be invited to a preview of this spectacular signature space. In addition, members of this exclusive group will be recognized as Founders at the LSA Victors Campaign Finale Gala, and their names will be displayed prominently on the Founders wall in the heart of the Hub space. Founders will receive regular updates about the continuing growth that their start-up gifts to the Hub have made possible, and about the students who benefit from their generous support.

Hub Innovator
$100,000 to $499,999

Gifts of $100,000 or more will provide the LSA Opportunity Hub with critical discretionary support for a wide spectrum of projects and activities, including infrastructure needs, special technology, events and outreach that will transform the lives of generations of LSA students. Support could fund on-campus or regional employer networking events, or help students take Career Exploration Treks or make regional employer site visits. Gifts at this level could bring distinguished alumni guest speakers to campus, and facilitate alumni coaching for LSA students.
**Hub Activator**  
*$500,000 to $999,999*

Support of $500,000 or above would make possible new initiatives and develop innovative programming necessary for the success of LSA students. Gifts to the LSA Hub at this level could provide resources for our first generation college students, and make it possible for undergraduates with the most financial need to travel for interviews, job shadowing, and professional development opportunities. Funding could also make possible divisional career exploration fairs and alumni mentoring sessions, or support the creation of trailblazing Applied Liberal Arts curriculum. Gifts for physical space could name a conference or second floor interview mentoring room in the LSA Hub.

**Hub Catalyst**  
*$1M+

A gift of $1 million or more to the LSA Opportunity Hub would provide catalytic discretionary support for the Dean and Assistant Dean. It also could provide the funding to develop and name an industry targeted networking program at sites across the country, or to create an unparalleled student leadership training and peer mentoring program. A gift at this level to support physical space could name the Hub Navigation Desk—which will be the focal point of the LSA Hub, both in physical space and for services—or name first floor interview rooms, or other prominent spaces.

**Hub Champion**  
*$5M+

Transformational gifts of $5 million or more would provide the exceptional funding needed to build physical and virtual spaces, as well as engage and train key staff, and create new programs that will put LSA at the forefront of liberal arts education in the nation. Gifts for physical space at this level could name the iconic glass meeting room in the Hub’s atrium, or name the busy “Hub Club” employer and alumni lounge. Funding could support career exploration fairs focused on each of the academic divisions, as well as alumni networking events, guest speakers and panels, or other opportunities that will enable students to imagine and explore a variety of career paths.