We have an ambitious goal: to be one of the nation’s best. To achieve that goal, we are striving to deliver business education that is extraordinary, and we are well on our way.

At the Kent State Ambassador Crawford College of Business and Entrepreneurship, we are seeking to transform the way we teach and the physical structure in which the business leaders of tomorrow learn.

The college’s new building will enable teamwork and the use of new technology to prepare business students for careers of the future in businesses, large or small. It will provide spaces, furnishings and advanced technology that will allow students to learn in the classroom, as well as in labs and study spaces throughout the building, as they master new skills and prepare for their careers.
Kent State’s Ambassador Crawford College of Business and Entrepreneurship has been educating students for more than 85 years and has grown to be the largest business school in Northeast Ohio. With more than 3,600 business students across the Kent State system, the college is the largest provider of entry-level business graduates in the region. These students represent 40 countries, demonstrating the college’s global footprint. Not only has the college grown, but its rankings are on the rise. In 2021, the college was ranked number 25 by U.S. News & World Report for its Online MBA specialty concentration in Business Analytics and number 26 by The Princeton Review for the Online MBA. The college is also recognized by U.S. News & World Report among the 2021 Best Undergraduate Business Programs in the nation.

“Crawford Hall will have the latest teaching technology to prepare students for business careers of the future. The unique building design will facilitate interaction among student teams, faculty and the business community. Such interaction is critical to team-based learning and the real-world application of modern business practices.”

- Deborah Spake, Ph.D.
Dean, Ambassador Crawford College of Business and Entrepreneurship

Each year, students pitch their businesses to a panel of executive judges at the annual CEBIpitch competition for an opportunity to win thousands in cash prizes to help grow their business ventures.
Learning from the Best
Our award-winning and globally recognized faculty are known for both their teaching and research. Dr. Wendy Tietz is the recipient of the 2020 American Accounting Association/J. Michael and Mary Anne Cook/Deloitte Foundation Prize in recognition of superior teaching in accounting. Dr. Shawn Rohlin was ranked 12th in the world among urban economists, and Dr. Lockwood Reynolds was ranked 75th in the world among young economists. The new building will continue to attract and retain top faculty and scholars.

World-Class Education and a Global Crossroads
The world – and its top businesses – are in need of a workforce that is globally competent, confident in their 21st century business knowledge and able to think strategically across borders. Ask any corporate executive to describe the nature of business today, and the word “global” will be high on the list of adjectives. The international, cross-cultural nature of our student body and our numerous study abroad opportunities are hallmarks of the program’s strengths. In recent years, more than 200 business students have studied abroad annually.

Business students studying abroad in Rio de Janeiro, Brazil.

Dr. Lockwood Reynolds was ranked 75th in the world among young economists.
First-Generation Student Achieves Success

John McDermott, ‘20, accounting graduate and scholarship recipient, was the first in his family to continue his education beyond middle school. Though his family did not put an emphasis on schooling, John realized the value of an education through positive childhood role models and the College Now Mentoring Program. He completed high school while working two jobs and participating in Key Club, cross country, Rotary and more.

With no financial support from his family, John made the decision to attend Kent State. He was the recipient of 16 different scholarships from community organizations and the university. Driven not only to earn his degree but to maximize his collegiate career, he took advantage of the opportunities available to him. John completed eight internships and managed to stay involved on campus.

“Students from backgrounds like mine are not supposed to make it to college. Some say we are forever bound to the environment we grew up in. If I hadn’t received scholarships, I would have had to take out more loans and bear the mental stress of having a substantial amount of debt hanging over my head,” John said.

Since graduating in 2020, John has completed a master’s degree and is employed as an accountant in Cleveland.

“Having scholarships allowed me to devote more time to school and extracurriculars. Scholarships truly change the lives of students like me.”

–John McDermott, ‘20

A DISTINCTIVE KENT STATE

Crawford Hall is part of the university’s Gateway to a Distinctive Kent State, a $1-billion master plan to transform the Kent Campus and improve facilities over 10 years. The new building will be located on Main Street and serve as an anchor in the transformation of Front Campus. Crawford Hall – a signature structure in a landmark location – will make a powerful statement about the stature of the college, the achievements of our alumni and the high regard we have for business leaders.
Crawford Hall is designed to:

- **EXTEND** the iconic Front Campus and create a new North Gateway.
- **ENGAGE** students, faculty and visitors in an interactive, town-gown connection.
- **ENVISION** change through a flexible, adaptable building that transforms over time.
- **ELEVATE** well-being through a healthy, resilient and sustainable environment.
- **ENGENDER** a ‘Students First’ high-quality educational journey.

Crawford Hall will be one of the largest buildings on any Kent State campus to house an academic program and will provide 50 percent more square footage than the existing structure.

The global nature of the students who will fill Crawford Hall is reflected in a design that facilitates interaction among students, faculty and the business community from all over the world. The technology in the building will enable speakers to join a class from any nation or time zone. Such interaction broadens opportunities for students to gain a global perspective.

The new building’s glass atrium will beckon to students, faculty and visitors alike. More than just an entry portal, the atrium will serve as the heart of the building: a place to congregate, converse, exchange ideas and experiences – informally throughout the day and at conferences, receptions and other special events.

The Atrium will be the heart of Crawford Hall and will beckon to students, faculty and visitors alike. It will provide a place to congregate, converse and study and serve as a reception area for conferences, receptions and other special events. The Trading Lab will be located adjacent to the Atrium.

The global nature of the students who will fill Crawford Hall is reflected in a design that facilitates interaction among students, faculty and the business community from all over the world. The technology in the building will enable speakers to join a class from any nation or time zone. Such interaction broadens opportunities for students to gain a global perspective.

40 countries represented by business students
The Center of Centers will serve as the home of the Center for Entrepreneurship and Business Innovation, the Global Management Center, the Business Analytics Lab, the Sales Lab and the Behavioral Lab. These active learning spaces will feature state-of-the-art teaching technologies and software to assist students in the creation and launch of businesses, mastery of big data analysis and preparation for the college’s award-winning student sales team.

Modern laboratory spaces will equip business students for real-world challenges. Video labs will enable sales students to hone their skills in recorded, critiqued simulations. Videoconferencing studios will be available for entrepreneurship students to make real-time, face-to-face pitches to pitch coaches and funders. Analytics labs will provide business students with the opportunity to analyze and visualize big data for strategic, science-driven solutions to business problems, and a behavioral lab will support doctoral students and faculty as they expand business knowledge related to the neuroscience of consumer behavior.

A high-tech trading lab will be the centerpiece in the Crawford Hall atrium and feature the latest financial analysis software and technology including Bloomberg terminals. This lab will serve as the signature classroom for finance education, as well as the home of the award-winning student managed investment fund group.

A Student Success Center will, for the first time, allow all student support services to be housed in one location. This one-stop center will enable business students to talk with advisors about academic progress, career preparation and study abroad opportunities. The center will also house interview rooms for prospective employers and will be adjacent to the graduate programs office for those interested in pursuing graduate education.

The Global Forum will serve as a classroom and as the featured space for the college’s lecture series, conferences and pitch competitions. The design will provide a panoramic view of the Kent campus. Its theatre-in-the-round design and projection system will ensure that all in attendance have a view of both the speaker and the projected images.
THREE POWERFUL REASONS:

1. Students will thrive in modern, comfortable and collaboration-oriented classrooms, labs and public spaces. The new design mimics best practices seen in corporate headquarters and top business schools to better prepare students for their future careers.

2. Our ability to recruit and retain top faculty, staff and students will increase as a result of the message Crawford Hall will send: “We appreciate your commitment, and we are committed to providing you the best facilities for your teaching, learning, research and service to the business community.”

3. Alumni will be able to point with pride to the Kent State Ambassador Crawford College of Business and Entrepreneurship’s new home, where they will be welcomed back to campus to participate in college events and engage with students, staff and faculty in a variety of ways.

WHY IS CRAWFORD HALL SO IMPORTANT?
WHY IS PHILANTHROPIC SUPPORT NEEDED?

Philanthropy is the catalyst for transformation!
A project of this magnitude can only be achieved with the support of stakeholders. We invite you to join us as we embark on the journey to transform business education at Kent State University. Now is the time for corporations, alumni and friends to be a part of this pivotal moment as we strive to become one of the nation’s best.

At Kent State University, what sets us apart is how we come together. Together, we will make the world Forever Brighter.

For more information or to discuss a philanthropic gift, please contact us at cobaia@kent.edu or 330-672-8707.

www.kent.edu/business/building