A Vision of Impact

New Jersey City University School of Business
Standing on a foundation of more than 85 years of tradition and success in educating the students of Hudson County and the state, New Jersey City University is poised for tremendous growth and impact. Our future is bold, our vision is ambitious and our mission could not be more important.

NJCU’s vision is to be an outstanding state and regional institution, educating the leaders of tomorrow and to advance the well-being of the people of New Jersey and beyond. To realize this vision, we are positioning the NJCU School of Business to become the largest and most impactful in the state of New Jersey.

The NJCU School of Business is about to embark upon a historic expansion that will dramatically raise the University’s profile. In the fall of 2015 the school will relocate to a stunning waterfront location at the heart of the Jersey City financial hub. The new facility will allow NJCU to meet the growing current student demand for business education in a new state-of-the-art academic location.

Long known as “Wall Street West,” Jersey City’s financial district is considered the back office of the financial services industry. By relocating to the Harborside, the NJCU School of Business will centralize NJCU’s growing and undergraduate and graduate business programs in a location that provides students with convenient access to corporate employers on both sides of the Hudson River.

This is a defining moment for the School of Business. Our presence in the midst of New Jersey’s financial capital and our proximity to Wall Street positions NJCU to attract top faculty and to give our students a competitive edge for global experiential learning.

Success in this endeavor will require significant new investment. The University has made a significant investment in the physical space and infrastructure to support it. We will turn to our partners from the state, the city, alumni, corporations, foundations, and our local community to realize the full impact of the school and begin a comprehensive fundraising campaign immediately. It is our hope that you will join us as we embark upon this fundraising campaign to secure $20 million for the NJCU School of Business by 2020.

Thank you for all that you do for NJCU.

Sincerely,

Sue Henderson, Phd
President
NJCU

Dr. Bernard McSherry
Interim Dean
NJCU School of Business
Situated in the financial capital of New Jersey, Jersey City is home to Wall Street’s back office operations as well as a number of growing global enterprises. Recognizing the potential inherent in Jersey City’s dramatic transformation, NJCU has established a School of Business to better serve the growing need of the city and its industry.

In the Fall of 2015, NJCU will move its school of business to the bustling Jersey City waterfront. With a robust 70,000 square feet of space in the heart of New Jersey’s financial district, the school of business is poised for tremendous growth and impact.

The architectural plans for the School of Business feature cutting-edge technology, a simulated trading floor, classrooms, and a conference space featuring stunning views of Lower Manhattan. Located adjacent to the Exchange Place Path station, and with Jersey City poised to become the largest city in the state by 2020, this location will only become more coveted with the passage of time.

With the influx of new students and plans for new faculty hires, NJCU is positioning itself as a leader in finance, data science, logistics/supply chain management, entrepreneurial studies and other traditional business studies.

With the facilities plan in place, The NJCU School of Business seeks funding from alumni, friends, and corporate partners to support what happens inside our classrooms.
Located footsteps away from the light rail station on Hudson street, and adjacent to the PATH line, the school of business is easily accessible for commuters and workers on both sides of the Hudson River.

With its location on the Jersey City waterfront, NJCU will have breathtaking views of New York City. Location is everything.
The entrance of the school will feature a breathtaking two-floor atrium entrance and grand staircase.

The majority of the instructional space will be housed on the second floor of the school and include 18 modern instructional spaces, a simulated trading room, auditorium, 3 lecture spaces, a 350 square foot gallery, faculty and administrative offices, student lounges and unparalleled views of the New York City skyline.
THE MOMENT IS RIGHT

With the Statue of Liberty and Ellis Island at its front door, NJCU is a beacon for hope for its students and community seeking what generations of Americans before them sought – life, liberty, and the pursuit of happiness. As part of that path forward, an NJCU education can rightly be called a gateway to the American Dream.

Jersey City is on the move. Its economy is improving and the city is poised to be the largest in the state by 2020. With unparalleled access to New York City and a most extraordinary transportation system, Jersey City has enjoyed a resurgence in recent years. The renewal of the Harborside district by Wall Street firms, the renaissance of Journal Square and the expansion of Port Newark as one of the globe’s logistics epicenters have all positioned Jersey City for growth. And, our best days are yet to come.

The opportunity is right, the moment is now.

A successful campaign depends on the entire NJCU community to embrace this vision and support it with their time, talents, and financial resources. Support that grows the university’s endowment as well as unrestricted gifts that allow the university to meet changing needs are both essential to the campaign’s success. The campaign invites the university’s alumni, friends, and partners in industry to be leaders in this historic effort to continue the growth and impact of NJCU to empower its students and faculty to achieve.

We can’t do this alone. We need your support to keep the momentum going. Help us give our students the edge they need to compete in today’s global market.

Be part of this moment. Help us realize this Moment of Opportunity for NJCU.

The NJCU School of Business has embarked upon a campaign to raise $20 million in support from alumni, friends, corporations, foundations and government partners.
THE ECONOMICS OF EXCELLENCE

Excellence does not come easily and we must invest in NJCU’s success.

The task that lies ahead is an arduous one. Federal, State, and local funding of public higher education in the United States has declined for the last 30 years and that trend will continue for the foreseeable future. During the last five years, the University has sought and received nearly $30 million of public funds for various campus and infrastructure projects – but public sector support for our programs and operating budget has declined. Students have been asked to spend more on their education and that cycle cannot continue. The University seeks to supplement our students’ needs, enhance our new facilities, support our world-class faculty, and advance our bold strategic vision through increased fundraising and private investment.

NJCU has invested heavily in the School of Business and will continue to champion its growth. We need the help of our alumni, friends, and business partners to raise $20 million to help propel the school to new heights and to secure educational opportunities for future generations of eager students. Together, we will sustain an enduring tradition of scholarship, service, and pride.

JOIN US

Our mission is to advance education and career opportunities for a remarkably diverse, determined and deserving student body. They represent the next generation seeking the American Dream. We are up to the challenge of guiding them toward successful, lifelong pursuits. Achieving the ambitious vision of this campaign will take significant new investment from the State and City, contributions from our alumni and our partners in industry and foundations, and deep commitments from our students and their families. Through this community of action we will secure $60 Million or more by 2020. We invite you to join us in this bold venture.

Thank You