

***A NEW ERA IN BUSINESS:
THE MUMA COLLEGE OF BUSINESS***

MUMA COLLEGE OF BUSINESS

BSN

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USF MUMA
COLLEGE OF BUSINESS



With the single largest gift in USF's history, the Muma College of Business is poised to join the top echelon of business schools across the nation. The USF Muma College of Business will prepare students in the classroom, enable faculty to create knowledge, and graduate professionals who can succeed in the business world.



THE MUMA COLLEGE OF BUSINESS

The ninth largest university in America, the University of South Florida is a global research university dedicated to student success. With a \$25 million gift from supporters Pam and Les Muma, the USF College of Business becomes the USF Muma College of Business, but our quest remains the same: we do more than simply disseminate information. We create intellectual capital and produce graduates who are not only ready for today's workplace, but who are also trained to be forerunners in tomorrow's workforce. In short, we equip students with the skills and knowledge needed to take leadership positions in business and society.

One of USF's largest colleges, we boast one of the nation's best accounting schools, a top-ranked entrepreneurship center, a nationally

ranked part-time MBA program, world-class research faculty, and a comprehensive portfolio of business education programs. As Florida's premier business school within a large metropolitan public university, we serve more than 6,000 business students. We measure ourselves against the best and brightest among business schools accredited by the Association to Advance Collegiate Schools of Business (AACSB International). Less than one-half of 1 percent of the 13,670 business schools worldwide can boast this accreditation, and only 177 schools worldwide are dually accredited, as USF is, in business and accounting.

Our learning is driven by creativity and powered by analytics. Drawing upon the expertise of our information systems and marketing faculty, the USF Muma College of Business is poised to build interdisciplinary centers of excellence in the areas of business intelligence, creativity, analytics, and supply chain management. Such centers would also bolster the university's national and international reputation and lure the very best students and faculty to USF.

Great business schools are created through the innovative thinking of world-class faculty, the energy of the brightest students, and the development of unique academic programs that address pressing needs. These factors differentiate the "good" business schools from the "great" ones. The USF Muma College of Business is poised to be a recognized source – and force – for a higher caliber of education in the business-school landscape.





A TRULY TRANSFORMATIONAL GIFT

With Pam and Les Muma's generous gift, the Muma College of Business can seize opportunities that benefit our students, our faculty, and our community.

First, the college is creating two completely new programs, including a new externship program for faculty members. The externship will give faculty the ability to work in business and industry for six months at a time, giving them business knowledge and skills to take back to the classroom.

The gift also establishes the Muma Leadership Program, designed to help place students on a professional development track from their first moments at USEF. The program will encourage active participation in job readiness programs, attendance at special events and lectures, and engagement in the college's non-academic programs and workshops. New resources will allow the college to operate the program, track

student participation, and offer incentives for top participants.

Other immediate beneficiaries of this gift also include the Corporate Mentor Program, the Bulls Business Community, and myriad career services efforts. The college's Corporate Mentor Program, which pairs college students who are the first in their families to attend college with a mentor from the business community and equips them with the business "soft skills" they need for success, will expand. The program will serve a majority of first-generation students within the next few years, up from 10 percent today. In addition, there will now be more scholarships for students in Florida's premier living and learning program, the Bulls Business Community, as well as study abroad possibilities for those same students.

The college will now be able to increase the number of staff dedicated to helping students

find paid internships while enrolled and to connect them with employers upon graduation. With this gift, USF's business students will be even better prepared for the workplace. Better, stronger employees make better, stronger companies, which in turn, benefits our entire region.

This is only the beginning of what this gift will do for the college. Generations of students to come will reap the benefits of the Mumas' generosity. We believe great things are in store for our future at the USF Muma College of Business.

THE MUMAS: A LEGACY OF SERVICE

With their naming gift of \$25 million - the largest single individual donation in USF's history - Pam and Les Muma leave an indelible mark on business education.

But, this is far from the only display of the Mumas' generosity. The couple, both USF alumni, have long been known for their civic service at USF and beyond. Today's gift brings the couple's total giving to \$41.2 million, making them the largest individual donors in USF's history.

Since 1998, the Mumas have been changing lives at the College of Business through a full four-year scholarship to graduates of Winter Haven Senior High School, which both Pam and Les attended. The Mumas' previous giving to USF has also made a difference in several other areas of the university, including USF Athletics, which features the Pam and Les Muma Basketball Center, and USF Health/Tampa General Hospital, which features the Muma Chair of Neonatology at USF Health, the Lisa Muma Weitz Cell Laboratory



at USF Health and the Jennifer Leigh Muma Neonatal Intensive Care Unit at TGH.

Les Muma is a noted businessman in the technology field. In 1984, he co-founded Fiserv, Inc., a Fortune 500 company providing technology products and services to more than 17,000 financial institution clients worldwide. He served as president of the company from 1984 to 1999, and retired from Fiserv in 2006. Les had more than four decades of business experience when he retired, in a range of career positions in fields from data processing to information technology.

Les has served as both chair of the USF Foundation Board of Directors and as chair of the first phase of the USF: Unstoppable Campaign. He has also received USF's highest alumni honor, an Honorary Doctorate of Business Administration. The university has presented him with many other awards.

In 2003, he received the College of Business Free Enterprise Award. He has been named a community honoree by USF's Beta Gamma Sigma honor society as well.

Pam Muma is a noted philanthropist and community leader in Tampa Bay. A founding member of USF Women in Leadership & Philanthropy, she also serves as the chair of the Board of Directors of the Tampa General Hospital Foundation, is a member of the Florida Health Science Board of Directors, and is the past chairman of the board of Junior Achievement of Tampa Bay.

In 2008, Junior Achievement selected her from more than 138,000 volunteers nationwide to be honored with the Gold Leadership Award, the organization's highest award for volunteerism. In 2008, the local Association of Fundraising Professionals recognized both of them with the Philanthropist of the Year award.





USF FOUNDATION
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