

✓ A NEW EDUCATIONAL
JOURNEY BEGINS



BRAD D. SMITH CENTER FOR BUSINESS AND INNOVATION | LEWIS COLLEGE OF BUSINESS





< MESSAGE FROM THE PROVOST

The Lewis College of Business, Brad D. Smith Schools of Business is pleased to announce the construction of its new Brad D. Smith Center for Business and Innovation. We are sincerely thankful for the generous gift of Brad D. and Alys Smith that is the cornerstone for creating the new facility. The building will house a next-generation business school focused on empowering students to achieve their professional and entrepreneurial dreams, while making a positive impact on the local and regional economy.

Currently under construction, the new facility is expected to measure 77,000 gross square feet and to be completed by the fall of 2023. Classes are projected to begin in January 2024. The building will sit on the former “Flats” site on the 1400 block of 4th Avenue. Fairmount Properties is leading the project team, providing P3 developmental expertise, with PJ Dick serving as the construction manager, and Perkins Eastman serving as the executive architect.

The building will be a new state-of-the-art facility with space designs that are organic and capable of growing and morphing to keep pace with a rapidly evolving business environment. The Brad D. Smith Center will be designed and built with an eye to the future, incorporating the latest technological enhancements while maintaining an open architecture capable of expansion and reconfiguration as time and change demand. The building will accommodate various pedagogical instructional modes including traditional lecture, experiential learning, and case discussions. It will feature a forum and auditorium, and contain computer and finance labs, offices, meeting rooms, centers, and student spaces. Faculty spaces and offices will be designed to elicit comfort, visibility, and privacy while encouraging collaboration and engagement among faculty, staff, and students.

The facility will serve as a center for the economic development of the region, which is an important component of the college’s mission. In addition to the components mentioned above, the building will be equipped with conference facilities for both small and large business gatherings. It will serve as an incubator for management and practice, and will be a hub for student-centric activities crucial to their learning, interaction, and collaboration.

We are grateful for your continued support as we usher in this exciting new chapter for the Lewis College of Business, Brad D. Smith Schools of Business. The Encova Foundation of West Virginia has made a \$1.8 million gift for the 360-seat auditorium positioned in the center of the building. This state-of-the-art auditorium will be utilized by students and will be an ideal venue for our speaker series, lectures and classes, business meetings, conferences, film screenings and workshops. Other generous gifts from Dutch Miller Auto Group, Ohio Valley Bank and others are contributing to making this project a reality. We thank everyone for being a part of this wonderful, exciting, and transformative opportunity.

Sincerely,

Avinandan Mukherjee

Dr. Avi Mukherjee
Provost

< AUDITORIUM

The Brad D. Smith Center for Business and Innovation will feature a 360-seat, state-of-the-art auditorium made possible by a \$1.8 million donation by Encova Insurance. The 360-seat auditorium will be a shared resource with Marshall University. It will be an ideal venue for our speaker series, lectures and classes, business meetings, conferences, and workshops. The auditorium will be able to be divided into smaller venues making it suitable for smaller group instruction as well.



“Construction is currently underway for the new building. We are now seeing the structure of the facility’s key components come to life, including classroom spaces, office areas, and the auditorium. We anticipate construction to be completed by October 2023.”

TONEY STROUD
Chief Legal Officer / General Counsel, Marshall University
Former Marshall University Board of Governors Member

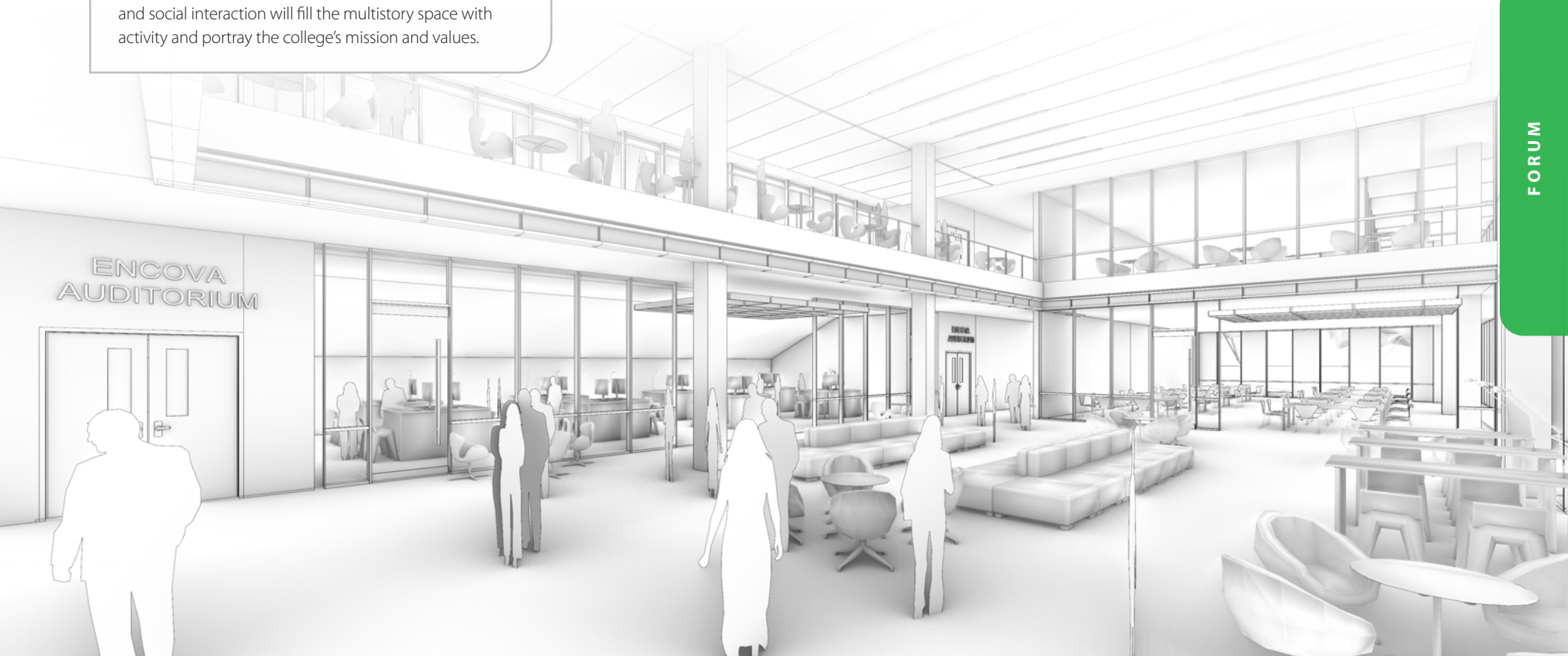
V FORUM

The forum is the 'public face' of the Brad D. Smith Center for Business and Innovation and will be the first impression for everyone who walks into the building. It will be the place where the college, university, industry, and community converge and the crossroads between various instructional spaces, the auditorium, breakout and collaboration areas, student support spaces, and offices. Symposiums, individual and group study sessions, informal meetings, presentations, and social interaction will fill the multistory space with activity and portray the college's mission and values.



"I am absolutely thrilled over the prospect of a new College of Business building. It will allow us to be more competitive than our peer institutions by offering a state-of-the-art, high-quality business education in a functional and comfortable learning environment."

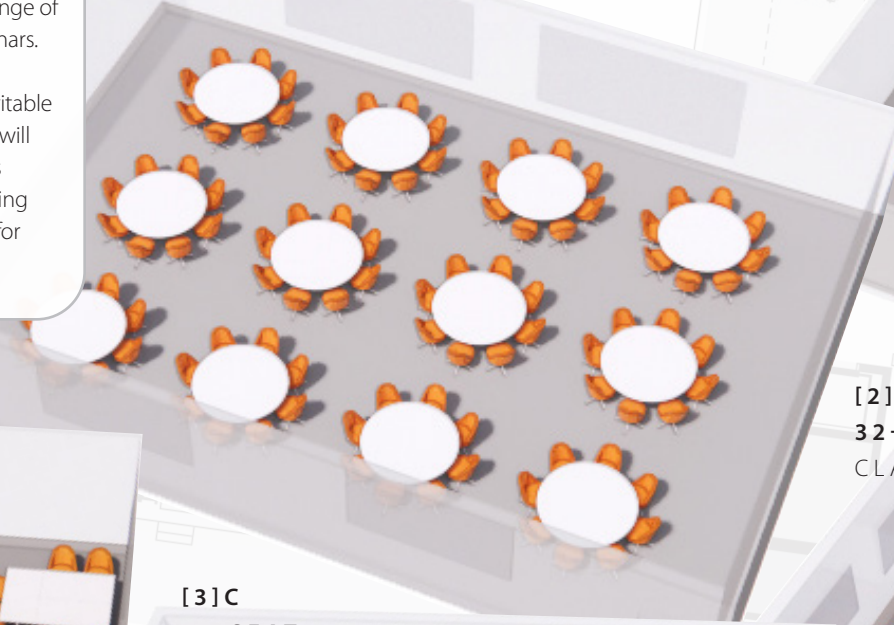
RON AREA
Chief Executive Officer and Senior Vice President
Marshall University Foundation



> CLASSROOMS

Classrooms will maximize flexibility to serve the full range of needs including lectures, small group work, and seminars. They will support multimodal teaching with wheeled flip-top nesting desks, wheeled nesting chairs, and writable surface panels on walls. State-of-the-art technologies will enable interactive video conferencing and ubiquitous teaching. Some classrooms will feature flat-floor learning with round tables and others will have tiered seating for lecture-based instruction.

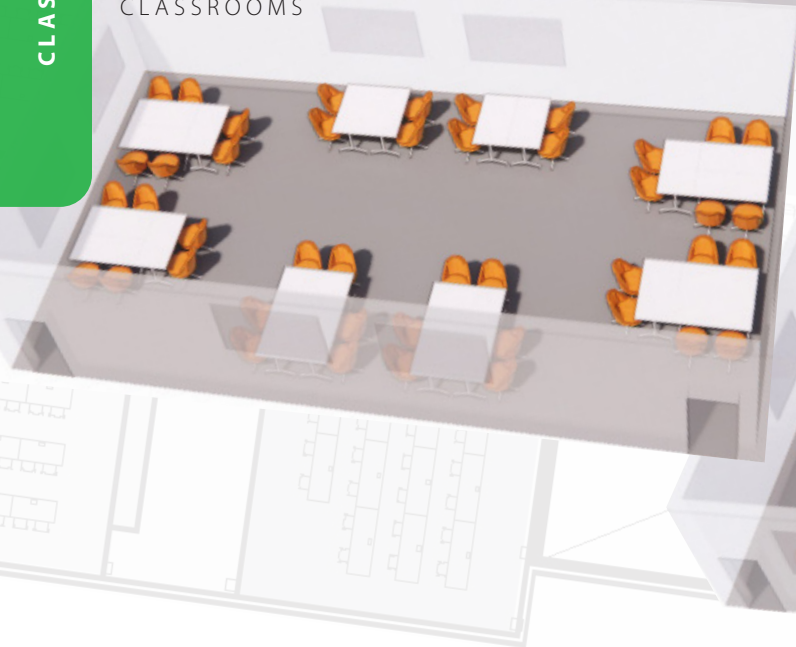
[1]F
96-SEAT
CLASSROOM



[1]D2
48-SEAT
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[2]D1
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CLASSROOMS



[3]C
40-SEAT
CLASSROOMS



[2]B
32-SEAT
CLASSROOMS





^ COMPUTER LAB

A 40-seat dedicated computer lab will allow flexible instructional needs. Each computer station will have space for two screens and a complementary work surface. Strategically located above head monitors and project screens will allow all students to conveniently follow instructions no matter where they sit.



"The Lewis College of Business has never been at a more pivotal point in its growth. The administration, faculty, and staff, along with over 12,000 successful alumni all over the world make us proud of the college every day. We are committed to helping the college meet its strategic plans and goals. This building is integral to the strategic future of our Business School. It will facilitate the plan into reality."

COMMODORE TONY MARTIN
Past President, College Advisory Board
Former Corporate Director of Operations, State Electric Supply Company



^ FINANCE LAB

The finance lab simulates a real-life experience with real-time or delayed market data, simulation and risk analysis software, and potentially Bloomberg terminals, to illustrate various financial concepts and to train students in the use of technology. The room will have state-of-the-art hardware, software, and capabilities that bridge the gap between finance theory and practice and introduce students to the broader financial community.

V AERIAL VIEW

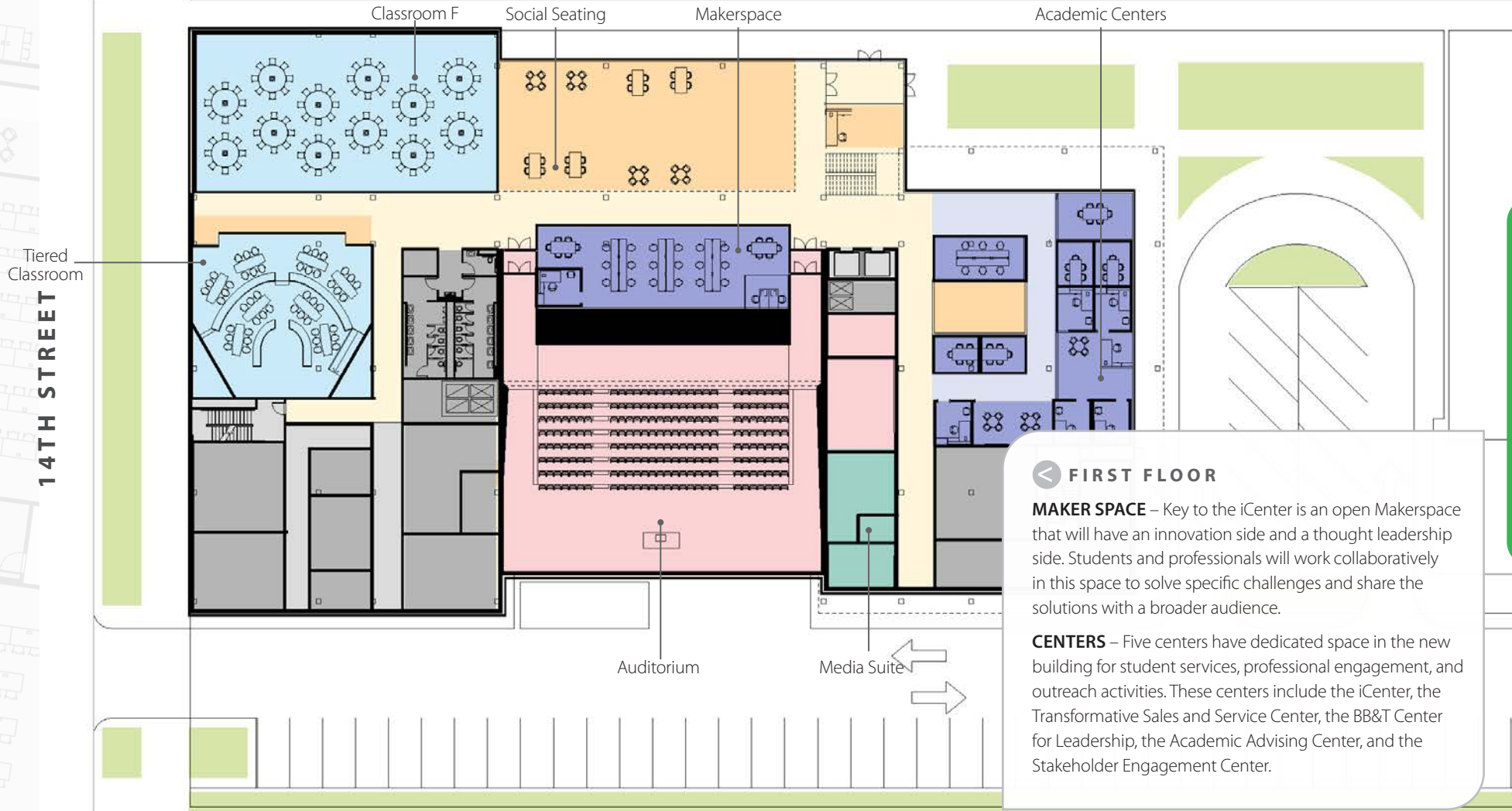
This aerial view of the building offers a bird's-eye perspective of the Brad D. Smith Center for Business and Innovation.



"Alys and I are passionate about education and economic empowerment in West Virginia, Ohio and the surrounding Appalachia area. We believe in supporting programs that are strategic, enduring and making a lasting impact on students. We appreciate the opportunity to continue to work with Marshall leaders to bring new insights in business programs to reality."

BRAD D. SMITH
President, Marshall University
Former President & CEO of Intuit

4TH AVE



< FIRST FLOOR

MAKER SPACE – Key to the iCenter is an open Makerspace that will have an innovation side and a thought leadership side. Students and professionals will work collaboratively in this space to solve specific challenges and share the solutions with a broader audience.

CENTERS – Five centers have dedicated space in the new building for student services, professional engagement, and outreach activities. These centers include the iCenter, the Transformative Sales and Service Center, the BB&T Center for Leadership, the Academic Advising Center, and the Stakeholder Engagement Center.

Student Commons

Active Seating

Classroom C

Classroom D1

Classroom B

Computer Lab

Shared offices

Offices

V SECOND FLOOR

FACULTY OFFICES – Each full-time faculty and staff member will enjoy individual offices that include space to meet with one or two people. Most of these will provide natural light. Executives in residence, adjunct faculty, and visiting faculty will have shared office spaces.

STUDENT COMMONS – The Student Commons will be a co-working environment that provides open tables where students can work on projects, study, socialize, and hold meetings. It is also a place where faculty and staff can engage with students.

4TH AVE

Finance Lab

Board Room

Quiet Seating

Classroom C

Classroom C

Classroom B

Classroom D1

Classroom D1

Dean Suite

Offices

14TH STREET

< THIRD FLOOR

BOARD ROOM – The boardroom is a large 36-seat space that can be used for formal meetings, elegant receptions, and other functions. It will be designated as a meeting space for the College's Advisory Board and will provide space for board meetings of other organizations.

DEANS SUITE – The Deans Suite houses the Dean, Associate Deans, and other support personnel. It contains offices, a conference room, and a reception and waiting area.

THIRD FLOOR



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