

DIGITAL OUTREACH | IEM is active in the social media, but it needs to proactively market its program using conventional media (e.g., billboards) and digitally via advertisements and other means. **This activity is expected to cost \$50,000 each year.**

MARKETING HIRE | To help spread the word of the great things happening in IEM and to improve IEM's visibility and ranking amongst its peers, IEM requires a full-time marketing director. **At an annual salary of \$60,000 plus benefits of \$30,000, this category of expense is estimated to be \$90,000 per year.**

FACULTY STARTUP PACKAGES | When a new faculty is recruited, the university pays about \$150,000 to help with graduate student recruitment, two months of summer salary, equipment, software, and travel expenses. **To offer a competitive package with two more months of salary and additional travel, this expense increases by \$50,000 per hire for a total of \$150,000 per year.** It is expected that IEM will continue to hire two to three faculty per year until it reaches its goal of twenty faculty. The retirements and departures will mean that three startup packages will need to be offered each year.

PROFESSORSHIPS | To hire top Assistant and Associate Professors from other Schools and to retain top talent within IEM from leaving OSU, having a fellowship that pays one month's salary plus benefits (\$25,000) for the holder and \$10,000 in unrestricted funds will be extremely beneficial. IEM currently has just one Professorship. **With five additional Professorships, this category of expense is expected to be \$175,000 per year (\$35,000 each).**

CHAIRS | To hire top Professors from other Schools and to retain top talent within IEM from leaving OSU, having a Chair that pays one month's salary plus benefits (\$30,000) for the holder and \$20,000 in unrestricted funds will be extremely beneficial. **This expense category is \$50,000 per hire for a total of \$150,000 (three additional Chairs) per year.** IEM currently has two Chairs - the Humphreys Chair and Wilson Bentley Chair. Two additional Chairs have been setup as deferred gifts - Case Chair and Goertz Chair.

Table 2 below lists the endowment sought in each category to help IEM pay for the aforementioned expenses. It assumes that the returns on an endowment will be 4.25%, which is the current policy.

Contact us:

FOR MORE INFORMATION ABOUT THE PROGRAM



Dr. Sunderesh Heragu
Regents Professor, Humphreys Chair, and Head,
School of Industrial Engineering & Management
405.744.6055sunderesh.heragu@okstate.edu

TO CONSIDER A GIFT TO SUPPORT THE PROGRAM



Bryce Killingsworth
Associate Director of Development, CEAT
Oklahoma State University Foundation
405.385.5623 | bkillingsworth@osugiving.com

TABLE 2 | Endowments and Returns at 4.25% per year

ENDOWMENT TYPES	ENDOWMENT PRINCIPAL	RETURN 4.25%
Student Scholarships	\$1,176,471	\$50,000
Study Abroad Scholarships	\$564,706	\$24,000
Student Travel to Annual Conferences	\$941,176	\$40,000
Commencement Luncheons	\$188,235	\$8,000
Annual Awards Banquet	\$117,647	\$5,000
IAB-Student Luncheons	\$235,294	\$10,000
IEM Reception at National Conferences	\$258,824	\$11,000
Student Events - APICS, APM, INFORMS, IISE	\$94,118	\$4,000
IEM Seminar Series	\$1,764,706	\$75,000
Newsletters	\$211,765	\$9,000
Other IEM Publications and Gifts	\$352,941	\$15,000
Digital Outreach	\$1,176,471	\$50,000
Marketing Hire	\$2,117,647	\$90,000
Faculty Startup Packages	\$3,529,412	\$150,000
Professorships	\$4,117,647	\$175,000
Chairs	\$3,529,412	\$150,000

TOTAL \$20,376,471 \$866,000

SCHOOL OF INDUSTRIAL ENGINEERING & MANAGEMENT

The Next Five Generations



COLLEGE OF
Engineering, Architecture & Technology

The Next Five Generations

The School of Industrial Engineering and Management (IEM) at Oklahoma State University (OSU) has a rich history and legacy. IEM at OSU granted its first BSIE degree in 1926, MS degree in 1948, and PhD degree in 1960. Since then, thousands of BS, MS, and PhD degrees have been awarded. IEM is one of seven Schools or Divisions in the College of Engineering, Architecture and Technology (CEAT).

IEM has been represented and led by giants in Industrial Engineering: winners of the Frank and Lillian Gilbreth award, the highest award given by the Institute of Industrial and Systems Engineers (IISE); members of the National Academy of Engineering; IISE presidents; American Society for Quality (ASQ) presidents; Association of Energy Engineers (AEE) presidents; Senior Examiner and Judge for the Malcolm Baldrige National Quality award; and Fellows of IISE, AEE, APICS, and ASQ. One of the School Heads, H.G. Thuesen, co-invented the parking meter, the first of which was installed in Oklahoma City in 1935. In addition, IEM has produced many distinguished alumni who have or are currently in senior leadership positions in industry and academe. IEM alumni have been or currently are CEOs, CFOs, Presidents, Vice-Presidents and Partners of major corporations.

TABLE 1 | Annual IEM expense categories

EXPENSE CATEGORY	NUMBER	UNIT COST	EXPENSE
Student Scholarships	25	\$2,000	\$50,000
Study Abroad Scholarships	12	\$2,000	\$24,000
Student Travel to Annual Conferences	20	\$2,000	\$40,000
Commencement Luncheons	2	\$4,000	\$8,000
Annual Awards Banquet	1	\$5,000	\$5,000
IAB-Student Luncheons	2	\$5,000	\$10,000
IEM Reception at National Conferences	2	\$5,500	\$11,000
Student Events - APICS, APM, INFORMS, IISE	5	\$800	\$4,000
IEM Seminar Series	25	\$3,000	\$75,000
Newsletters	2	\$4,500	\$9,000
Other IEM Publications and Gifts	1	\$15,000	\$15,000
Digital Outreach	1	\$50,000	\$50,000
Marketing Hire	1	\$90,000	\$90,000
Faculty Startup Packages	3	\$50,000	\$150,000
Professorships	5	\$35,000	\$175,000
Chairs	3	\$50,000	\$150,000
TOTAL			\$866,000

IEM has been fortunate to have had the resources and the support that have made it possible to recruit, train, and produce leaders in our society.

As beneficiaries of that support, it is now our turn to ensure that IEM continues to produce the same caliber of leaders that are needed in academia, government, and industry alike.

To benefit the next five generations, we launched a \$20 million by 2020 campaign in December 2014 and have made good progress toward that goal. From \$2.4 million in Fall 2013, our endowments (including deferred gifts) have risen to \$6.2 million. The remaining \$14 million must be raised in a little under two years.

IEM must invest in areas that help attract the highest quality of students and faculty. It must also launch and sustain a superior marketing campaign that helps increase its visibility and reputation. These investments and expenses far exceed the current endowment returns and the operating budget provided to IEM. We believe a \$20 million endowment will help IEM invest in areas that will help achieve the top 20 ranking.

Table 1 below provides these areas and corresponding annual expenses.



Funding Opportunities

STUDENT SCHOLARSHIPS | Currently, IEM offers approximately \$50,000 in scholarships. With an increase in enrollment and to help achieve the goal of nearly tripling the number of BS graduates, **IEM will need to offer at least 25 new scholarships at \$2,000 each (on average) for a total of \$50,000 each year.** IEM currently has the Bussey, Cain, Powers, Woodson, and Travis scholarships, among a few others.

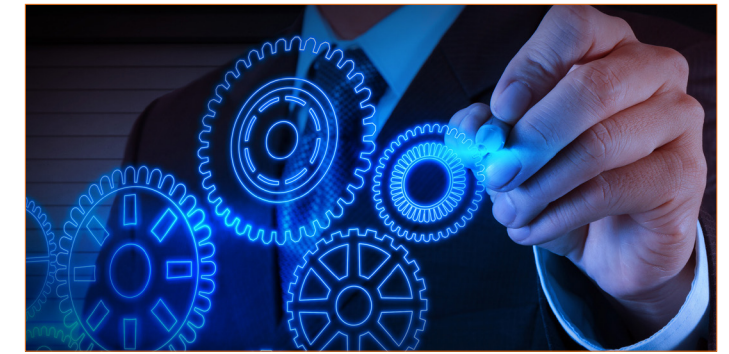
STUDY ABROAD SCHOLARSHIPS | Because of a deliberate effort by IEM to encourage students to pursue semester-long study abroad opportunities, two to four students have been pursuing these each year. IEM supports these and shorter trips undertaken by students with small scholarships. To encourage and motivate additional students to experience studying in a foreign country, **IEM would like to offer 12 scholarships at \$2,000 each, for a total of \$24,000.**

STUDENT TRAVEL TO CONFERENCES | IEM encourages students to travel to annual conferences (e.g., IISE, INFORMS) to participate in networking and leadership activities and to present technical papers. **Our goal is to be able to support the travel of 20 students each year at \$2,000 each, for a total of \$40,000.**

COMMENCEMENT LUNCHEONS | IEM hosts two commencement luncheons (Fall and Spring) each year, which provide IEM faculty and staff an opportunity to congratulate graduating students and help celebrate their accomplishments with their families. IEM does not charge the students or their families. **Each luncheon costs about \$4,000 for a total annual cost of \$8,000.**

ANNUAL AWARDS BANQUET | IEM hosts an awards banquet each year on the Thursday before Thanksgiving. It gives an award to the outstanding faculty, graduate, students, staff, advisory board member, and employer. **This event costs \$5,000.**

IAB-STUDENT LUNCHEONS | The Industrial Advisory Board (IAB) hosts a luncheon with all current students (more than 75 students) twice a year when they come to campus for their board meeting. **Each of the two luncheons costs \$5,000 for an annual cost of \$10,000.**



IEM RECEPTION AT NATIONAL CONFERENCES | To promote IEM and celebrate faculty, student, and alumni accomplishments amongst our peers, IEM hosts a reception at the annual IISE conference. It would be helpful to do the same at the much larger INFORMS conference. **Each reception costs \$5,500 for an annual cost of \$11,000.**

STUDENT EVENTS | APICS, APM, INFORMS, and IISE: IEM currently has four active student chapters. Each has its own set of events, the expenses for which are largely paid for by IEM. **Each event costs about \$800 on average for an annual cost of \$4,000.**

IEM SEMINAR SERIES | IEM hosts a seminar series during most weeks in the Fall and Spring semesters. Speakers from academe and industry speak at these events on topics of interest to undergraduate and graduate students. In addition to exposing our students to state-of-the-art topics in the research and practice of industrial engineering, bringing in reputed external speakers from top universities and industries in the US and overseas helps us promote the great things happening in IEM as well. Each visitor has left Stillwater with a highly favorable impression of IEM. **Each seminar costs \$3,000 (to pay for speaker travel and meals with faculty) and the annual cost for 25 seminars is approximately \$75,000.**

IEM NEWSLETTERS | IEM publishes newsletters twice a year. **The publication and production of one newsletter costs \$4,500 for a total of \$9,000 per year.**

OTHER IEM PUBLICATIONS AND GIFTS | IEM also publishes numerous other items each year, for example, quick facts, the Cowboy Academy brochure, and others. It also purchases small gift items to give to visiting students and friends. **This expense is expected to be \$15,000 per year.**

