Building A Future On Our Tradition
WHO WE ARE

• Lasallian: Part of a network of schools founded in France by St. John Baptist de La Salle in 1680

• Schools in 81 countries—every continent—nearly 1,000,000 students

• Founded in Memphis in 1871 as Christian Brothers College, granted first college degree in Memphis in 1875

• College and high school moved to present location in 1940 on East Parkway. CBHS moved east in 1964

• CBC became CBU in 1990 when graduate programs were initiated
OUR LASALLIAN EDUCATIONAL PHILOSOPHY

- Provide quality, practical education to the best and the brightest, regardless of income status
  - 95% of student body receives financial aid
  - 35% of families slightly above, at, or below poverty level
    Many are first generation to attend college

- Holistic approach—educating ethical leaders

- Individualized attention:
  student-teacher ratio is 13:1
WHAT WE TEACH

TRADITIONAL UNDERGRADUATE
- Liberal Arts & Teacher Education
- Business
- Engineering
- Sciences

NON-TRADITIONAL UNDERGRADUATE
Professional Studies evening programs for working adults
- Business & Accounting
- Teacher Education
- Criminal Justice
- Organizational Psychology

GRADUATE PROGRAMS
- Cohort MBA
- Teacher Education
- Engineering Management
WHO WE TEACH

▪ **1700 students**
  1100 traditional day students
  300 non-traditional adult students
  300 graduate students

▪ **Diverse student body**
  51% Caucasian
  34% African-American
  15% Hispanic/Asian/Other

▪ **8 different countries, 29 states.**

▪ **Catholic by heritage, ecumenical in approach**
  25 different religions are represented
CBU/MEMPHIS TOMMORROW
COMMON GOALS

- Education and Workforce Development
  - Improvement of all early childhood education
  - Expanded options for economically disadvantaged students
  - Growth of industry-relevant workforce development
  - Help employers recruit qualified workforce

- Economic Development
  - Focus on innovation in biosciences and logistics
  - Recruit and retain knowledge workers
EDUCATION & WORKFORCE DEVELOPMENT

Quality Improvement for PreK–12 Education

• **Head Start**
  Collaborative program to meet increased demand for Early Childhood Development Teachers for City and County Schools

• **Entrepreneurship Education Modules**
  K–12 Teachers and students

• **Auto-Tutorial Teaching Methodology**
  developed by CBU and MIT
  *Scratch* interactive programming language, effective in teaching PreK-12 students concepts of math and physics

Christian Brothers University

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EDUCATION & WORKFORCE DEVELOPMENT

Education Options for the Economically Disadvantaged

▪ Middle College High School
  Providing a head start on college education funded in part by Gates Foundation

▪ Lasallian Association of New Catholic Educators (LANCE) — Two-year service program serving underprivileged and at-risk youth through teaching in Memphis Catholic Schools

▪ CBU Dual Enrollment
  Grants for classes that earn both high school and college credit

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EDUCATION & WORKFORCE DEVELOPMENT

CBU Partnerships to Provide Industry-Relevant Workforce Development

- **Yellow Ribbon Program for Veterans**
  Preparing returning veterans for re-entry into workforce.

- **Collaboration with Alliance for Nonprofit Excellence**
  *501 (c)ollege*: Certificate programs to educate individuals about non-profit management and leadership
EDUCATION & WORKFORCE DEVELOPMENT

CBU Provides A Qualified Workforce for Local Employers

▪ Graduation Rate
  
  CBU graduates 60% of first-time freshmen, double the current graduation rate of public higher education in Tennessee.

▪ CBU Graduates Go to Work
  
  Class of 2009: 84% were employed or enrolled full-time in graduate school at graduation.

▪ CBU Graduates Stay in the Memphis Area
  
  Historically, the Memphis area remains home to 50% of CBU’s alumni. In recent years, that percentage has risen to 80%.

Here’s something we don’t have to develop:

CBU ALUMNI ARE THE QUALIFIED WORKFORCE AND BUSINESS LEADERS IN THIS COMMUNITY.
ECONOMIC DEVELOPMENT

CBU Focuses on Innovation in BIOSCIENCES

- In August 2008, CBU completed a 75,000 sq. ft. state-of-the-art science complex
  Research labs and teaching facilities funded through lead gifts from:
  - Wilson Family Trust
  - Assisi Foundation
  - Plough Foundation

FACT:
Shelby County ranks among the lowest in the nation in college students with degrees in the sciences

FACT:
CBU ranks well above national average in percentage of its alumni accepted to medical, dental, pharmacy and other graduate programs related to the bioscience and health-related fields
ECONOMIC DEVELOPMENT

CBU Focuses on Innovation in LOGISTICS

▪ **CBU’s School of Engineering**
  Widely recognized as one of the very best in this region

▪ **Packaging Technology**
  Vital element in the logistics field, one of CBU’s programs of excellence

▪ **State-of-the-Art Equipment**
  CBU labs have access to the latest technology in packaging design, manufacturing and testing

▪ **Partnerships with Other Universities**
  Degrees in Packaging Engineering and Packaging Science are being developed in conjunction with:
  - Michigan State University
  - Clemson University
  - Northwest Arkansas Community College
    (to serve packaging needs of WalMart)

▪ **Packaging Testing Facility**
ECONOMIC DEVELOPMENT

• **Family Business Forum**  
  *Family Business Enrichment Series*

• **CBU Innovation Center Under Development**
  - Philosophy: **Teaching by doing**
  - **Marketable products and services developed by faculty**
  - **Business/marketing plans developed by advanced-level MBA student teams**
  - **Oversight and management by experienced entrepreneurs**
CBU’S VISION FOR THE FUTURE

- Prepare students to play **major leadership roles** in private, public for-profit and non-profit sectors

- Act as a **major force in economic growth** in the region through entrepreneurship, innovation, and workforce development

- Become a “**destination university**” attracting future knowledge workers to the Memphis area
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