



From the Dean's Desk

The year 2020 is winding down and our thoughts turn now to holidays and a new year. In this 49th *From the Dean's Desk*, we ask you to join us for Thanks and Giving at a time when we all need some support.

Philanthropy has always been a critical part of Rosen College's success. It is the engine that built our beautiful campus, that funded the development of our world-class faculty, and that annually supports our students with more than a quarter million dollars in scholarship.

As Rosen College looks to the future, philanthropy will be a distinguishing factor in our continued success. The phrase "innovate or die" has never been more true than over the last six months, and the pandemic has certainly taught us that we must push forward cutting edge, innovative solutions that will drive our industry forward. Philanthropy will help bring these new ideas to life, and will position Rosen College as an education leader as we anticipate the future of our business.



This year –more than ever –philanthropy is critical to our success. In times of crisis, such as the novel COVID-19 virus, philanthropy becomes the bridge to persistence and opportunity for our students. That is why we launched the [Hospitality Hope Scholarship Campaign](#) to raise additional scholarship dollars to support our students who are in crisis. UCF Rosen College students are the future of our industry, and right now they need **hope** for their own futures. **Hope** that our industry will be back, and stronger than ever; **Hope** that they will be able to complete their degrees without additional financial hardship; **Hope** that those who came before them are here to support them through degree completion and to welcome them with open arms into the industry we love so much.

[Please join me in providing hope for the students at UCF Rosen College of Hospitality Management with a gift to the Hospitality Hope Scholarship. Now, more than ever, your gift makes a difference.](#)

In this season of gratitude –and always –we offer thanks to our donors for making the dream of a UCF Rosen College degree a reality for so many of our students. Your gifts are changing lives, and we are grateful.

Charge On!

Youcheng Wang

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