Differential Tuition Advisory Board
October 11, 2019 Meeting Minutes

In attendance
Sami Ahmed, Colby Banner, Sterling Bone, Maata Burkhart, Chris Corcoran, Vidalia Cornwall, Elisa Hoffman, Konrad Lee, Ruth Loveland, Sara Merrill, Dave Patel (chair), Frank Shuman, Reagan Siggard, Ryan Whitby

Dave Patel welcomed the group and asked everyone to introduce themselves.

After introductions, the conversation began with a discussion of the FY2019 allocation of differential tuition (DT). Patel showed the allocation breakdown that is available online on the DT page and noted that almost 80 percent of FY2019 allocation went towards faculty and staff salaries, with 65 faculty and staff supported fully or in part through DT in FY2019. He referenced the 2018-2019 Faculty in Higher Education Survey conducted by The College and University Professional Association for Human Resources (also available on the DT webpage), which shows that there is a 74% salary premium at research institutions like USU for new assistant professors in business disciplines versus non-business disciplines, meaning that faculty salaries in business disciplines are 74% higher on average than those in non-business disciplines. Patel then noted that the next largest allocation was for program development, and provided an example of the SEED Program, which is support in part by DT. The intent of DT for program development is to provide start-up operational funds for new programs, with the goal of creating value and impact which then could be shown to prospective donors for possible support. The SEED Program, recently recognized as the most innovative entrepreneurship program in the US and recognized as a top five social entrepreneurship program in the world, has created incredible value and impact for students, for the Huntsman School and USU, and has recently received significant donor support. This donor support lessens dependence on DT for the SEED Program, thereby freeing up DT support for future new programs.

Konrad Lee noted a similar progression for the HR program. A dozen years ago, enrollment for the program was low and placement was mainly local. There are now two different offerings of the HR program, with a full-time campus program and an executive program offered in SLC. Placement for the program is with Fortune 500 firms around the world.

About seven percent of DT was also allocated for administrative infrastructure, meaning for operating supplies, rents, and technology.

Patel noted that revenue sources for the Huntsman School are comprised of funds allocated by the Legislature, commonly known as E&G, DT, philanthropy, and executive education. Funds from DT comprise about 25 percent of the total annual operating budget. The School, just like the University, strives to optimize the efficiency of budget allocation, and all available funds from all sources are used to optimize efficiency while operating within the legal constraints of
use. As a result, every person employed by the HSB and every program offered by the HSB is impacted by the availability of DT. It is a critical component to offering a world-class education for our students.

There was significant discussion after this presentation of FY2019 allocation about increasing awareness among students about DT, including the opportunities available to HSB students that are not available generally across USU, and the comparison of DT as not between the HSB and other colleges within USU, but as between business schools across the region and the country.

USUSA Business Senator Sara Dent stated her goal to eradicate ignorance, and the group noted the below specific action items as recommendations:

- Communicate the existence and value of DT in lower-division HSB classes
- Communicate DT during syllabus conversation in every class at the beginning of the semester
- Provide more robust explanation of HSB value across various communications mediums
- Create Intro to Business Course where HSB value is clearly communicated

There being no further discussion, Patel adjourned the meeting.