Our purpose at the Huntsman School of Business is to be a career accelerator for our students and an engine of growth for our communities and the world. We do this by instilling in our students, faculty and staff a culture to dare mighty things.

Well, what does that mean?

It means focusing on the strong analytical skills required in our accounting courses, which produced a top 10 national ranking in CPA exam pass rates for the second straight year, a feat matched by only two other institutions in the United States.

It means bringing on board renowned author and leadership guru Stephen R. Covey as the first Jon M. Huntsman Presidential Chair in Leadership. Dr. Covey is known internationally for helping others see the value of living a principle-centered life. The fact that he has offered to help us shape tomorrow’s leaders and make the Huntsman School the place people go to study principle-centered leadership has energized all of us.

It means building a Huntsman School community among all of our stakeholders. This year, whether I was travelling or on our campus, it seems every week I met with accomplished alumni and friends from around the world. In April, Karl Ulrich, the CIBC Professor of Entrepreneurship and e-Commerce at the Wharton School of the University of Pennsylvania, spoke to us about the role of innovation tournaments. I also had the opportunity to visit Jim Sorenson, a Logan native and an Aggie, in San Diego at the headquarters of his company, Harbor Packaging. Jim embodies the entrepreneurial spirit that we try to teach all of our students, and we had a wonderful conversation about his experiences at Utah State and in the business world. Jim’s excitement about what we are building in the Huntsman School led him to endow a scholarship in entrepreneurship that will be very helpful to generations of students.

It means great professors such as Jeffrey Doyle, recognized not only officially through awards such as the Eldon J. Gardner Teacher of the Year for USU, but perhaps even more importantly, recognized by his students, who often state that Jef’s classes are the most difficult, yet most rewarding.

And finally, and most importantly, it means our students. Students like our valedictorian Natali Naegle, who has not only maintained a perfect 4.0 GPA but participated in many of our experiential learning opportunities like the Koch Scholars Program and the Huntsman Scholar Program, or Bryson White, who devotes countless hours as a Business Ambassador and an e-Club officer.

Three years ago, Jon Huntsman challenged us to build a world-class institution that produces students who could compete with the best and brightest anywhere in the world. Mr. Huntsman’s generosity has helped to transform our school, and I am confident that as you read our FY2010 Annual Report, you will understand that we are well on our way to meeting that challenge.

Douglas D. Anderson, Dean
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“Huntsman students should be able to compete with the brightest and best produced anywhere in the world. They should enter the marketplace extremely well-equipped and well-trained with the best possible academic qualifications to compete with any institution of higher learning in the world.”

–Jon M. Huntsman
The Jon M. Huntsman School of Business at Utah State University is building momentum through a mission, vision and purpose that leverages the natural strengths of our students, faculty and staff and through generous support from alumni and friends.

While 2009 was a difficult year worldwide, we have been able to adjust to challenging economic conditions through careful planning, and through targeted programs and student offerings, combined with innovative ideas and contributions from our friends and alumni. Despite a significant downturn in the economy, the college has been able to carefully manage growth and provide expanded opportunities for our students to lead lives of extraordinary contribution.

As you will note in our FY2010 Annual Report, our students are graduating with the skills and experience to add immediate value to the organizations where they work, and most often are prepared for leadership roles in the communities where they choose to serve. Huntsman students become innovative, ethical leaders with refined analytical skills that help them understand and succeed in the global marketplace.

Students in the Jon M. Huntsman School of Business tend to think beyond borders. Based on a recent internal survey, we discovered that 60 percent speak a second language and 50 percent have international experience. Through programs like Huntsman Scholars, Huntsman MBA, MSMIS, MAcc, and MSHR, International Study Abroad and service organizations such as SEED, (Small Enterprise Education & Development), many of our students interact with business, academic and civic leaders around the world and learn first-hand the keys to success and effective service in a global marketplace. Our programs are taking place across Europe, Asia, the Middle East, Africa and South America.

Partnership with Dr. Stephen R. Covey

Our required reading this year was Lift: Becoming a Positive Force in Any Situation. The book offers valuable insight on how to lift not only ourselves but those around us. The psychological state of “lift” occurs when people are “purpose centered, internally directed, other focused and externally open.” A world-recognized example of ‘lift’ is Dr. Stephen R. Covey, who joined the Huntsman School in February as the first Jon M. Huntsman Presidential Chair in Leadership. Dr. Covey will serve as a tenured professor in a research capacity in the Huntsman School. Dr. Covey, Mr. Huntsman and the Huntsman School of Business recognize that the power of leadership resides in fundamental principles. With Dr. Covey’s help,

“Because of its deep commitment to the long-term promotion of universal, timeless principles of success in life and business -- principles such as integrity, trust and service -- I’m absolutely thrilled to associate myself with the Huntsman School. The leaders and faculty just seem to ‘get it.’ They understand that by instilling in today’s students a principled, new mindset and skill-set -- one equal to the complex demands and challenges of today’s new global, economic, societal reality -- they will produce generations of leaders who will not only serve [but] lead their families and communities with greatness.”

–Stephen R. Covey
we will align resources and his teachings to create the Stephen R. Covey Center for Leadership.

The Stephen R. Covey Center for Leadership will become a convening force and a magnet for scholars, professionals and students of leadership throughout the world. It will also house Dr. Covey’s works on principle-based leadership and will leverage the impact and extend the influence of Dr. Covey’s life-long work and his writings. Required reading for FY2011 will be chosen from the extensive library of Dr. Covey’s work.

**New Initiatives**

In the spirit of continuous improvement and to expand relevant opportunities for our students, we are in the process of developing an innovative new program centered on design thinking, a cutting edge idea gaining significant currency in leading business schools. Design thinking is a proven and repeatable problem-solving protocol that any business or professional can employ to achieve extraordinary results. Design thinking draws on the power of great design, story-telling, symphony, empathy, play and meaning. The first step in expanding design opportunities is a proven program where a combination of USU art students will team with business students from the Huntsman School of Business to delve deeply in design thinking through a summer trip to Switzerland in June, 2010. This program will be a practicum consisting of four courses (12 credits), to include Design Thinking for Innovation; Cultivating Right Brain Aptitudes; History of Human Centered Design; and Drawing for Visual Thinking and Presentation.

**Curriculum Enhancements**

Every department at the Huntsman School of Business has been challenged to create a world-class curriculum that supports the learning objectives of each major within the school. This has resulted in several curricular and programmatic innovations that directly benefit students. Drawing on the innovation of design thinking, a new course sequence in the undergraduate core will help students understand and draw purpose from their Huntsman School experience. Starting fall 2010, a new course titled Intro to Business: Business by Design will be piloted with two student cohorts. The course is designed with the purpose of fostering a culture of intentionality in the pursuit of a business degree based upon commitment, leadership and purpose. Students will be exposed to a wide spectrum of contemporary and foundational business literature, transformational experiential learning that fosters an understanding of the integration of human knowledge within an organizational context and an intimate understanding of the four Huntsman School pillars of global vision, entrepreneurial spirit, ethical leadership and analytical rigor.

**Enrollment Growth**

The upward momentum of the Huntsman School also had an impact on our enrollment. In 2009-2010 the MSMIS program tripled in size from 18 students in 2008-2009 to 60 students. The MSHR Program nearly doubled from 13 full-time students to 23 full-time students during the 2009-2010 academic year. The Huntsman Scholar Program grew from 103 students in 2008-2009 to 123 students in 2009-2010, bringing that program to full capacity.

Overall, enrollment growth in the Huntsman School increased by 24 percent for undergraduate students and 35 percent for graduate students, bringing total enrollments to 2411 for undergraduates and 323 for graduate students.

**Significant Achievements**

The growth in enrollment, revamping of curriculum, new initiatives, and the partnership with Dr. Covey are all designed to accomplish
our purpose of the Huntsman School to be a career accelerator for our students and to provide courses and programs that integrate the four pillars of ethical leadership, entrepreneurial spirit, global vision, and analytical rigor.

Our students, faculty and staff again demonstrated their commitment to our four pillars by producing outstanding results in each of those areas:

- CPA exam candidates from Utah State University achieved a Top 10 national ranking for the second year in a row for CPA exam pass rates, at 71 percent. This accomplishment is matched by only two other schools in the nation.

- Teams from the Jon M. Huntsman School of Business competed at the HR Games contest sponsored by the Society for Human Resource Management and returned from state and regional competitions with top honors, placing first and second in each event. This is the ninth year in a row that teams from the Huntsman School of Business have placed first in the state and regional competitions.

- Utah State’s Beta Alpha Psi chapter achieved Gold Status (the organization’s mark of excellence) for each of the last 32 years, a national record.

- For the 14th consecutive year, USU’s Institute of Management Accountants (IMA) chapter received the Gold Level Award of Excellence designation from the national IMA organization, an honor that no other chapter in the nation has achieved.

- Students participating in the Small Enterprise Education and Development Fund (SEED) program raised $22,000, which they used to fund small business loans in Peru. Twenty-three summer study abroad students conducted due diligence on five loan applications from Peruvian entrepreneurs.

- The Center for Entrepreneurial Spirit created a new student-run group, the New Venture Consulting Group (NVCG), to give students experience with creating and evaluating new businesses. The NVCG works predominantly with early-stage ventures, and is charged with performing business plan due diligence on behalf of potential investors and providing business advising services for owners, founders, and principals of new or emerging enterprises. To date, the NVGC has reviewed 35 business plans from fellow students.

- Robert Malko, a finance professor, received an Outstanding Service Award from the Society of Utility and Regulatory Analysts.

- Ronda Callister, a management professor, received a Distinguished Professor Award from the USU Women and Gender Research Institute.

- Jeffrey Doyle, an accounting professor, was honored as the 2009 Eldon J. Gardner Teacher of the Year at Utah State University.

**Marketing & PR**

Implemented this year, the strategy for marketing and branding at the Jon M. Huntsman School of Business follows an integrated approach of five Cs: clear communication, consistency of message, continuity of look and feel, cooperation across the School, and controls in the forms of templates and common branding tools.

We conducted baseline stakeholder research to better understand our students and to identify awareness, attitude, behavioral and loyalty levels of our key stakeholders. These baseline reports were accomplished through a series of research projects conducted with internal and external resources. The most extensive and detailed research project was conducted by Steve Hanks and his graduate (MSHR) students during fall semester. Their research established baselines for
awareness, attitudes and behaviors related to the Huntsman School, Jon M. Huntsman, the four pillars (vision), program offerings, as well as basic demographic and psychographic data on the student population. A complimentary research project was completed thru the BUS 4530 Marketing Research course during fall semester.

A comprehensive branding strategy was deployed across the entire college. A new visual identity was developed and implemented across web, print, internal displays and promotional materials, including fresh new design for the Huntsman Alumni Magazine and the Huntsman Post e-newsletter. These branding elements have been published in a branding guide and are used to ensure consistent branding across the Huntsman School. The consistent branding has been used to create new datasheets, brochures, flyers, posters, banners, website pages, slides and promotional items for each department and program. To ensure efficiency and continuity, pre-defined templates have been created and a new database of professional imagery has been established.

Alumni Engagement

Our forward momentum also contributed in making the past year a banner year for development and alumni outreach. We received $4,838,172 in private donations, making it the second largest development year in the school’s history.

Despite unprecedented economic challenges, the Huntsman School of Business experienced an increase in private support. The cornerstone of our funding continues to be the generous donation from The Jon and Karen Huntsman Foundation. Their generous and fortuitous donation has allowed us to move the school forward in significant ways and has prompted a major increase in philanthropic support from alumni, friends, foundations, corporations, and the public sector.

We also acknowledge and express our gratitude for the vital support of friends and alumni who have supported our efforts. The primary leadership of this effort lies with the Huntsman School’s National Advisory Board, led by Chairman Mark Holland. Under Mr. Holland’s leadership the NAB personally contributed more than half a million dollars to the dean’s discretionary fund. This support directly helped our students and faculty by quadrupling the availability of graduate assistantships. For the 2009-2010 academic year, 70 graduate students were hired as opposed to 12 graduate assistantships the previous year. The student interaction brings energy, new ideas, research assistance and relevant interaction to the departments, programs and new initiatives.

In addition to the 30 members of the NAB, many other alumni and friends have volunteered their time and service to boards in the college, including eFounders, School of Accounting Advisory Board, Shingo Board of Governors and MIS Advisory Board. In addition, significant steps have been taken to secure private and public funding to build a new business complex, and these efforts will continue through the following years.

Thanks to the generosity of the many donors who believe in the value of a quality business education, more than 500 scholarships were awarded at the college level to Huntsman students. Scholarships ranged from $500 each to full-ride awards and were given based on a variety of criteria. Many students received support to participate in one of our unique scholars programs, including the Huntsman Scholars and Koch Scholars programs.

New partnerships, including the appointment of Dr. Covey, have strengthened our position as a respected business school, and we are particularly encouraged by the generosity and shared vision of those who have invested to help surpass our financial objectives in such a challenging financial climate. We are overwhelmed by the generosity
and groundswell of support and will continue to be responsible stewards over these special funds.

**Budget**

Due to the worst economic crisis in decades, the amount of funding provided by the state was cut dramatically. The generous contributions of our donors, combined with the increased funding provided by differential tuition paid by our students, allowed the Huntsman School to move forward on the initiatives described in this annual report. The financial position of the Huntsman School remains strong.

**Conclusion**

This summary highlights a few of our key accomplishments in 2009-2010 as examples of the strong wave of positive momentum we are experiencing as we continue to press forward to achieve our mission, vision and purpose. Despite uncertain economic times, we remain optimistic that the Jon M. Huntsman School of Business will continue to see growth in enrollments, program offerings and new initiatives.

We are taking on the challenge of our namesake benefactor, Jon M. Huntsman, to create a world-class school of business at Utah State University. We have made and will continue to make investments in academic programs that focus on preparing our students for the challenges and opportunities of today’s business world. We are reaching out to business and government leaders to engage with our students so their learning can be applied in real-world situations.

Our aspirations are brought together in one exceptional place, where students, faculty, alumni and businesses can all truly dare, and do, mighty things.
DEPARTMENT SUMMARY

The School of Accountancy (SOA) in the Huntsman School is simply characterized by the SQI acronym. SQI is our expression of attributes pertaining to “size/quality/image.” Each initiative is undertaken with a goal of improving one or more of these attributes. There are 14 full-time faculty, 2 staff, 1 undergraduate major (Accounting), 1 graduate major (Master of Accounting) and 3 student clubs in the SOA.

NOTABLE ACHIEVEMENTS

Individual faculty members had successful years for production of rigorous and relevant research output. Publications occurred across a broad front, including the most elite academic journals.

USU’s SOA is solidly in the Top 100 programs for total achieved output, which is a highly-favorable result given the relatively small faculty size. The SOA was very fortunate to attract excellent speakers to its annual Partners In Business event, including a former chief accountant for the SEC, as well as a former FASB member. The outreach programs, with high profile speakers, are instrumental in extending the national branding experience. Further, the SOA was successful for the first time in placing one of its MAcc graduates in the coveted FASB post-graduate fellowship program.

CPA exam candidates from Utah State University achieved a Top 10 national ranking for the second year in a row for CPA exam pass rates according to the 2009 National Association of State Boards of Accountancy report. This is an accomplishment achieved by only two other schools across the United States.

The Institute of Management Accountants (IMA) student chapter recently completed one of its best years ever. For the 14th consecutive year—the longest streak in the nation—USU’s chapter received the Gold Level Award of Excellence designation from the national IMA organization. Of the chapters that received the Gold Level recognition, the USU chapter was honored to be named as one of the four Outstanding

Jim M. Huntsman School of Business

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Student Chapters in the nation. In addition, two of only six $2,500 national undergraduate IMA scholarships were awarded this year to USU IMA officers Richard Netzley and Mark McLaws.

Brian Monsen, an SOA student, was selected to serve a year-long appointment working as a postgraduate technical assistant at the Financial Accounting Standards Board (FASB). Only 12 candidates are selected annually for this opportunity from universities throughout the nation. Brian will be involved in the FASB standard setting process. He currently serves as president of the Delta Omega Chapter at USU and will graduate with his MAcc degree in May. Upon completion of his PTA appointment, he will begin employment with Deloitte in Salt Lake City.

The School of Accountancy announced the receipt of a generous gift in excess of $200,000 from the estate of Edna Southworth. The gift will establish an endowment in support of accounting students at USU. Ms. Southworth was a long-time friend of Professor Jay Price and had developed a special affection for the students at USU because of their typical attributes of hard work and adherence to strong ethical principles. The School of Accountancy very much appreciates the thoughtfulness of Ms. Southworth and the ongoing support of Professor Jay Price.

Through the support and generous donations of Mr. and Mrs. Quigley, a group of students from the School of Accountancy have been selected to serve as Quigley Ambassadors during the 2009-2010 year. The Quigley Ambassadors’ role is to assist in the promotion and recruiting process for the School of Accountancy at Utah State University. The ongoing objective of the ambassadors is to reach out to high schools and junior colleges in the region to promote the tremendous accounting program at Utah State and the extensive opportunities a degree and career in accounting bring.

“The accounting program at Utah State truly prepared me to enter the workforce. In my internship with Deloitte, I’ve been able to apply concepts learned in my education to real life problems.”

–Chance Murray, 2010
Several faculty members are involved in the Koch Scholars program. Each semester they direct a set of fifteen students (a different set each semester) in a weekly reading and discussion group. The students are selected by a competitive process (about 90 apply each semester) and meet every Wednesday evening for a 90-minute discussion. One of the faculty mentors acts as discussion leader for each session. The purpose of the Koch Scholars program is to help the students discover principles that underlie a free society and to critically assess those principles. The readings are both intellectually challenging and teach core concepts about the foundations of a free society. Weekly conversations are structured around the assigned readings and by student responses to questions the faculty mentors posted on a website established for Koch Scholars.

Diana Thomas is involved in an economic impact study of the athletics department at Utah State University. Several surveys have been administered to determine the spending behavior of out-of-town guests and visiting teams. After the surveys are completed, an input-output model will be applied to estimate the economic impact of the USU Athletics Department on the Cache Valley economy.

A student team participated in the Utah Real Estate Challenge (UREC), a real estate development plan competition for Utah undergraduate and graduate students. The competition promotes the understanding of real estate development by giving students a chance to organize, direct and present a real estate development project to a panel of judges. USU has been a participant since the program’s inception in 2008 and won the competition in that inaugural year. In 2010, the USU team proposed the redevelopment of the Federal Avenue Area of Logan into a walking mall consisting of residential and commercial properties. This project has received the attention of the Logan City Development office and is being considered as a “real world” project.

DEPARTMENT SUMMARY

The mission of the Department of Economics and Finance is to promote economic and finance literacy, develop future leaders in business, government and academia by offering excellence in undergraduate and master’s level, advance economics and finance knowledge through high-impact research and strive to make that research accessible to students within our courses. There are 19 full-time faculty, 3 staff, 2 undergraduate majors (Economics, and Finance), 1 graduate major (Masters of Economics) and 1 student club in the department. In support of teaching, E&F faculty are actively engaged in the discovery and dissemination of knowledge. From 2008 through February 28, 2009, faculty members collectively published 53 articles in refereed journals and made 67 and 49 presentations at academic conferences and workshops, respectively.

NOTABLE ACHIEVEMENTS

In cooperation with three Chinese institutions of higher education, the department has approximately 800 Chinese students in Beijing, Jilin City, and Hong Kong working on a USU degree in economics. During the past year, several members of the department have visited China to teach courses and interact with Chinese professors and administrators involved in this program. In addition to the China program, the department is engaged in developing an academic program in Russia.

Under the leadership of Paul Fjeldsted, the Finance and Economics club sponsored several speakers over the past year. The roster included many notable business leaders, including Gary Crittenden of Huntsman Gay Capital and ex-CFO of Citigroup, and Kimo Esplin, CFO of the Huntsman Corporation. In January 2010, the club hosted a field trip to the Goldman Sachs offices in Salt Lake City.
In addition to the new minor in quantitative finance, the department recently signed a Memorandum of Understanding with Regional Campuses and Distance Education that will make a bachelor's degree in economics available via online courses.

“My study of economics has encouraged me to closely follow current events and become a well-rounded scholar. I realize how crucial it is to obtain an understanding of valuable economic principles in order to make educated decisions, and obtaining an economics degree will help me do just that.”

–Christopher Martin, 2011
DEPARTMENT SUMMARY

The Management Department develops leaders of a diverse range of organizations who understand and appreciate how to leverage a management education to positively advance society. The department is committed to training leaders who not only demonstrate effectiveness and leadership in specific business domains, but understand the broader organizational context of their actions and decisions. There are 28 full-time faculty, 1 program administrator, and 2 staff, 7 undergraduate majors (i.e., Entrepreneurship, Human Resource Management, Marketing, Operations Management, International Business, Business, and Business Administration), 1 graduate major (Master of Science in Human Resources) and 6 student clubs in the Department of Management.

NOTABLE ACHIEVEMENTS

The Management Department sent two student teams to both the state and regional HR Games competitions; both teams returned with top honors. The teams placed first and second at state competition and first and second at regional competition defeating 17 teams from 14 universities across a 10-state region. USU teams have won both the state and regional HR Games for the past nine years. No other university in the nation comes close to such a record. HR Games, sponsored by the Society for Human Resource Management (SHRM), is a competitive “Jeopardy”-style game where student teams’ HR knowledge is tested in various areas, including strategic management, workforce planning and employment, human resource development, total rewards, employee and labor relations, and risk management.

Darcy Stewart received the Peak Prize for her outstanding research as Undergraduate Researcher of the Year in the Huntsman School of Business. Darcy is studying the influence of cultural characteristics on entrepreneurship.

Chad Albrecht was named the Undergraduate Research Mentor for the Huntsman School of Business.

Our efforts to engage students in the study and application of the Huntsman School’s ethical leadership pillar resulted in a student-founded club, the Society for the Advancement of Ethical Leadership (SAEL). Konrad Lee and Chad Albrecht, as the club advisors, have encouraged all students to look beyond the classroom for additional learning experiences. SAEL meets weekly to discuss books and topics related to ethical leadership, and also conducts an Ethics Bowl and holds an ethics essay competition.

Aggressive recruitment strategies have resulted in a collaborative relationship with BYU-Idaho and the addition of a distance delivered format for the MS Human Resources program. The net result of the MSHR initiatives was successful recruitment of a cohort of 25 students for our campus program (up from 9 and 16, respectively for the two previous years) and 49 students for the executive program. Thus the overall program has grown from 23 to 74 students in the past year.

Included in the accomplishments of this year is the creation of The Center for the Market Diffusion of Renewable Energy and Clean Technology, whose purpose is to research and conduct
education outreach regarding the economic and business opportunities posed by renewable energy development and clean technology. Cathy Hartman and Edwin Stafford, the co-directors of the center, produced “Wind Uprising,” a documentary film narrated by Senator Jake Garn. The film won the Seven Summits Award for the “Environmental Film Competition” at the Mountain Film Festival in Mammoth Lakes, CA.

“Exciting things happening in the Department of Management make me excited to be a Huntsman student, and I am thrilled to participate in so many of the opportunities here”

–Jami Dixon, 2011
DEPARTMENT SUMMARY

The Management Information Systems (MIS) Department offers students opportunities to be engaged in development of innovative software solutions, incorporates state-of-the-art technologies into course subject matter and teaching methods, and creates new knowledge through basic and applied research. There were 17 full-time faculty members and 1 staff member, and 1 undergraduate major (MIS), one graduate major (MSMIS) and 1 student club in the department.

NOTABLE ACHIEVEMENTS

The department saw increased student enrollments. In May 2009, the MSMIS Program had approximately 18 students enrolled in the program. This enrollment has increased to nearly 60 students. Incoming graduate students include individuals from Kiribati, South Korea, Ghana, China, Dominican Republic, India, Bangladesh, Hong Kong, Thailand, Japan, Brazil, Germany and the United States.

Last year marked a beginning of exciting progress toward a vision of entrepreneurship through innovation, and formally including students in software development projects to foster an entrepreneurial spirit. Listed below are just a few of the exciting student/faculty joint projects:

Paint That Barn

“This project creates a new multi-user, web-based system that was developed for the USU Student Radio Station. The new system integrates the prior station management system with a Web 2.0 site that incorporates interactive music statistics and blogs for each DJ and radio show. In doing so, the new system improves the logistics of managing the station and creates a personal connection between DJs and their listening audience, thereby enhancing the value of the radio station.”

— Colby Staker, Alex Putnam, Dave Hall, Nick Venturella

Play It Safe

“This project provides a ground-breaking service to a Utah-based company and the public. ClearPlay, based in Salt Lake City, Utah, creates filters for 12 different categories of objectionable material. Filters are applied as movies are played on a DVD player that ClearPlay markets, which seamlessly skips over material that is violent, uses offensive language, or has sexual content. The team is also partnering with Boxee, a company that offers a set-top device that receives video from the Internet and outputs it to a TV. Play It Safe has successfully integrated ClearPlay’s filtered movie database with a flash streaming video viewer to provide filtered content to the Boxee digital media center platform. The group worked closely with Clear Play Inc. and Boxee in order to do this.”

— Joseph Irvine, Myles Powell, Alan Cochran, Tyson Summers, Bryan Steck

“The MIS professors and the department’s advisory board were a deciding factor when choosing a graduate program. These individuals provided me with an understanding of IT in the business world and are providing me with the tools necessary to successfully enter the workforce.”

— Cassiano Mattheus, 2010
The Herbal Extractor

“The floral industry seemed in need of an organizational system. We created a database that allows the user to access information about certain flowers. Many people who work in floral shops may not be aware of which flowers are most popular; our database includes an application that can determine best sellers for the flowers in a shop. Our database will also be able to show correlation between flowers. This application will improve bouquet sales for the flower shop because they will be more aware of what is esthetically pleasing to their customers. Another aspect of our database is the meaning of each flower. A large part of bouquet giving involves the meaning behind the flower and its color. When a user inputs white lilies, the database pulls up the information that white lilies are funeral flowers, for example. These applications will give a flower buyer enough information to make an informed decision as to what to include in their inventory for their shop and how to put together a beautiful bouquet.”

—Tyler Killpack, Heather Toombs, Emily Milam

Dr. Tint

“We built a web application for Dr. Tint California window tinting in San Jose, CA. This application has two parts. The public part of the application is for all visitors and provides a web presence. End users can request quotes and contact the business with comments and questions. Both these applications will send the information gathered to the backend into the database. On the back end there are various pages that interact with the database, including an inventory system that will be manageable from the application, as well as an accounting system that tracks income, costs, and fixed income. An inbox displays quote requests and includes a comments section. The back end is completely database driven.”

—Malik Cin, Chase Griffiths

Landmark Companies, Inc.

“We have created a site for Landmark Companies, a small, independently-owned construction company. Because construction is different for each individual home constructed, their web site requires regular updates to reflect new prices, homes, and land developments. Because the site is not big enough to justify hiring someone specifically to update the web site, we created a site and tools supporting an easier update process.

Our solution has a very user-friendly interface that will allow the administrator of the site to login and update the content on each page. It also allows the administrator to view, add, delete, and update homes in their home gallery and in their homes for sale section. The site also allows the administrator to recover and change his or her password.”

—Myles Powell, Kimberly Rigley
CAREER ACCELERATION

Jon M. Huntsman
School of Business
Utah State University
PROGRAM SUMMARY

The Career Acceleration Program prepares students to be the future leaders of global enterprises and organizations. The program does so through career mentoring, developing and providing internship and employment opportunities, and building meaningful relationships with public and private sector organizations around the world. A key focus of the career acceleration team is placing students in meaningful, high quality internships, including appropriate international internship experiences.

NOTABLE ACHIEVEMENTS

Three members of the career acceleration team joined the Huntsman School after distinguished careers in the corporate world. In addition to connecting students and alumni, the career acceleration specialists also hold “career coaching” sessions that develop interview skills and résumé reviews. This year, the career acceleration specialists increased the number of students who attend “career coaching” sessions from zero to approximately 100 per month. During the year 2009–2010, 361 students will complete an internship, including 26 students that completed international internships, resulting in 1,835 credit hours. That compares to 2008–2009, when 343 students completed an internship of which 23 were international, for a total of 1,940 academic credits. During 2007–2008, 351 students completed an internship for a total of 1,921 academic credits. Through this same period 16 students completed an international experience.

The past year also saw a growth in the development of international relationships and internships.

Twenty-six students participated in international internships. Some of the international opportunities included Itau Unibanco in Sao Paulo, Brazil; Obelis in Brussels, Belgium; alumnus Frank Yuan for China internships; Bosch in Waiblingen, Germany; and new relationships with Amundi Investment (formerly Credit Agricole) in Paris, France; and Leysin, Switzerland. Working closely with the SEED program, two interns each semester intern in Peru and a further eight will go to Ghana and Uganda this summer.

“My internship with Management & Training Corporation was an incredible opportunity. I learned how my classroom knowledge applied in the workplace. Internships are a fantastic way to learn about a prospective employer and acquire valuable skills. Participating in an internship was a challenging experience, but ultimately one of the best I had as an undergraduate in the Huntsman School.”

–Natali Naegle, 2010
With the addition of Career Acceleration Executives, the program gained additional knowledge and resources to better mentor students in career development, such as resume building opportunities, interviewing skills, application materials, industry contacts, and how to find an internship.

“At the Charles G. Koch Charitable Foundation in Washington D.C., I have had the opportunity to work with 40 other incredibly talented interns from top universities around the nation. Foundation staff members are young, energetic, and genuinely interested in advancing the liberty movement. Because of their influence, my understanding of non-profit management principles, principled entrepreneurship, and economics has increased exponentially. I now feel better prepared to enter the job market.”

—Heather Fawson, 2010

Huntsman students have completed internships across the globe.
PROGRAM SUMMARY

The mission of the Center for Entrepreneurial Spirit is to promote entrepreneurial spirit as a pillar of the Jon M. Huntsman School of Business and to propagate entrepreneurship throughout Utah State University. The center's vision is that through conceptual and applied entrepreneurial learning, students will be equipped with the knowledge and skills to add sustainable value to their own ventures or to established organizations.

NOTABLE ACHIEVEMENTS

The e-Club, a student founded and operated organization, is tasked each year with the planning, organization and execution of Entrepreneur Week (“e-Week”). In addition the e-Club organizes and administers student business plan competitions, presents educational seminars open to all students and plans social events for e-Club members. The 2010 e-Week was a resounding success, and saw over 2,000 participants during the week's activities.

The New Venture Consulting Group was organized in the fall of 2009. Its function is to provide advice and support for student and community entrepreneurs who need help with business plans or who are preparing to seek support from lenders or investors. The NVCG has also assisted in performing due diligence reviews for two different angel investor groups. The group comprises 15 students who were carefully selected on the basis of applications and in-person interviews with the Executive Director of Entrepreneurial Programs. Over the course of the current school year, the NVCG has reviewed over 35 different business proposals, advised students who were preparing to participate in business plan competitions and held continuing education sessions for its members. This has been one of the center’s most effective and rewarding undertakings so far.

The Small Enterprise Education & Development (SEED) Program has provided tremendous service and raised approximately $100,000 by student group projects since 2007. Of that roughly $53,000 has been sent to our NGO in Peru for loan funding. Additionally, since spring of 2009 our interns have been funded by a combination of project, college, and donor funds. Most notable of those donors are Scott Davis, Tim Barney, and Blake Dursteler. This summer’s Africa initiative is being funded by The Huntsman School with the loan corpus coming out of the project funds. Some of the SEED initiatives are listed below:

Summer 2009 - Peru

In summer 2009 four new businesses were approved as study abroad students performed due diligence on the business plans that summer interns and program participants put together. Of those four, two have been funded and started, namely a cuyé (guinea pig) farm and a mini market.

USU Alumnus Scott Walker speaks to e-Club members and the Entrepreneur Founders Board during e-Week 2010
Fall 2009 - Peru

Interns Brad Tippetts and Jake Wilson served as mentors for the three small enterprises in Huancayo Bajo and aided the two new ventures in Altos Salaverry as they began to implement their business plans. Interns also aided in recruiting new program participants from the Trujillo area and educating them on basic business principles.

Spring 2010 - Peru

Spring interns Whitney Dastrup and Chase Skidmore used our 10-week curriculum to teach concepts of projecting sales, identifying costs, and managing cash. At the end of this phase, 15 business groups graduated and are now in the process of putting their business plans together to apply for funding.

This school year SEED will place 14 students in business mentor positions in Peru and Africa. The Peru program also provides our South America Summer Study Abroad students with valuable, hands-on learning experience. These students spend a week conducting due diligence on the businesses applying for funding. This program occurred in 2007, 2009, and currently there are 15 businesses preparing business plans (with intern assistance) for our 2010 summer students. Africa provides a platform for non-Spanish speaking students to be involved in the SEED program.

It is important to note that the financial contributions of the Huntsman Foundation to the center are leveraged by support from other sources. Over the course of the past year the Entrepreneur Founders Board, which was formed in January 2009, has increased in numbers and financial strength. There are currently 12 members of the Founders Board who serve as mentors to students and who contribute to the Founders Fund. The Founders Board is expected to grow to 15 members by the end of 2010. Money from the Founders Fund is being applied to e-Week activities and to provide scholarship support for the leaders of the e-Club and the NVCG.

“My experience with the SEED program has enriched my overall education. I can now leverage the knowledge I have gained when I enter the workforce, where I believe an entrepreneurial spirit is key to success.”

—Kaitlin Stewart, 2010
PROGRAM SUMMARY

The mission of the Office of Global Enrichment is to facilitate the integration of international experiences into the fabric of the academic programs of the Huntsman School of Business, building upon the strategic pillar of global vision. Inherent in this mission is the desire to develop within the Huntsman students a greater capacity to understand and navigate the global business environment, thus allowing them to take their place as leaders and decision makers who can effectuate profound, positive change on a global scale.

The Office of Global Enrichment measures its success by its ability to facilitate the development, growth, and sustainability of international experiences for the students of the Huntsman School. Since its inception in May 2007, a total of 479 students have participated in our programs.

NOTABLE ACHIEVEMENTS

The students in the South America program continue to make a significant contribution to the city of Trujillo, Peru. Since summer 2007, the eyeglass clinic that students help with each year has served well over 2,000 local people who cannot afford to go to the eye doctor much less afford the actual eyeglasses. The South America students also participate in performing the due diligence on the business plans submitted by local entrepreneurs who have gone through the training program provided by the Huntsman SEED program. This offers students an exceptional opportunity to serve others while putting into practice their academic learning.

In Xi’an, China, students work with a Children’s Village, spending two days with the children teaching games and other cultural activities. The children really enjoy the interaction. They have been abandoned for one reason or another (usually their parents are incarcerated) and so having an American student take time to play with them and put an arm around them is very welcome.

This summer a new program titled Design Thinking for Innovation will take students to Switzerland for an intensive cross-functional study of the impact of design on innovation and business. This program is a joint certificate program between the Huntsman School and the USU Department of Art.

“The opportunities to connect globally at the Huntsman School are unbelievable. I have been incredibly fortunate to participate in multiple study abroad programs on a variety of continents, and each chance has equally rewarded and enriched my personal and educational development.”

—Bill VanDyke, 2010
PROGRAM SUMMARY

The Huntsman Scholar Program empowers scholar-leaders who will drive positive change in the world.

To accomplish this task, the program aims to develop the type of personal student relationships (and student-faculty relationships) that result from shared intensive academic and personal experiences; facilitate a deeper global economic-political understanding and awareness; and empower students to achieve that potential by providing them with a programmatic structure that encourages broad engagement.

All accepted applicants to the Huntsman Scholar Program receive a semester stipend of $1,000 to help defray academic and related expenses associated with the program. The stipend is renewed each semester that students maintain their program eligibility. Program students are eligible to receive scholarships to help cover the costs of travel for both Summer Study Abroad and Scholar Semester experiences. Based on the 2009-2010 academic year, the value of the combined travel scholarship is approximately $11,500.

During the 2009-2010 academic year, 123 students participated in the program. The Huntsman Scholar Program is staffed by three faculty and staff members.

NOTABLE ACHIEVEMENTS

- **Stephanie Hugie** (Scholar Class 2008) was named Valedictorian of the College of HASS at the December 2009 Commencement Ceremonies.

- **Natali Naegle** (Scholar Class 2008) was named Valedictorian of the Jon M. Huntsman School of Business for the upcoming May 2010 Commencement Ceremonies.

- **Stephanie Dawson** (Scholar Class 2008) was named Political Science Student of the Year for the 2009-2010 academic year.

- **Sterling Morris** (Scholar Class 2009) was chosen over 30,000 other applicants to Microsoft’s Office 2010 “A Day in the Life” competition. Sterling was filmed to appear in Microsoft’s “Real Life Stories” commercials, and was recognized in several publications such as Forbes.com, Deseret News, The Herald Journal, and the campus newsletter, The Statesman.

- The application process was migrated online and streamlined according to lean management suggestions. Assessment indicates that while there were bugs in the online process that need to be worked out, the online form was generally received positively by applicants.

“The Huntsman Scholar Program helped sharpen my analytical ability, encouraged me to think creatively to solve problems, and taught me valuable interpersonal skills that are already proving crucial in my career.”

—Mike Johnson, 2009
PROGRAM SUMMARY

The mission of the MBA program in the Huntsman School is framed by our strategic anchors in ethical leadership, global vision, entrepreneurship and analytical rigor. Within this framework, we are committed to creating a branded academic experience within the broad context of our commitment to the philosophy of operational excellence. The central theme of the operational excellence philosophy is based upon a commitment to deeply imbed the principles and tools of continuous process improvement throughout all of our learning experiences. A focus on operational excellence, as it is reflected in business processes that cultivate patterns of ethical leadership, strategic planning and deployment, and development of people, partners and culture, is central to our mission.

Each participant in the MBA experience is empowered to reach a higher level of confidence in their application of analytical tools and skill sets that increase their level of sophistication in managing complex organizational dynamics. The result is the cultivation of managers with a principle-based philosophy of operational excellence that will enable them to add value to the organizations they lead from the first day they are on a job.

NOTABLE ACHIEVEMENTS

There was a 28 percent increase in the number of applications submitted this past year. The size of the professional evening and weekend MBA programs offered by the Huntsman School of Business in Logan, Ogden, Orem, and Salt Lake City also grew. New programs were started in Fall 2009 in Orem on the campus of Utah Valley University and in Salt Lake City at the Utah Association of Certified Public Accountants (UACPA). The new cohorts number 41 and 35, respectively, reflecting an increase of 24 percent over previous cohorts.

For a number of years, the Jon M. Huntsman School of Business MBA program has conducted international study tours. In the past, students were strongly encouraged to participate, but the trip was not mandatory. However, the MBA faculty met in October 2009 and unanimously determined that the international trip should be integrated into a new course, MGT 6320, Leadership and Operational Excellence in a Global Context, a three-credit course that MBA students will take during spring semester each year. The international trip will be scheduled during spring break in March of each year, and all students will be informed of this requirement prior to admission to the program. While offering international trips is not new to MBA programs, making it mandatory puts the Huntsman MBA in line with leading MBA programs.

Field Study Projects for 2009-2010

The field studies program is a class that provides high quality consulting to companies by teams of students and faculty advisors. This class is required for MBA students, and is optional for undergraduates. During this year, three of the 12 projects involved international components in the project. In addition, two paid international business internships in China were offered to students through field studies. Each project provides a real world entrepreneurial learning experience for the students. This class provides practical application of business skills, is an important addition to student resumes, and is an excellent way to expand professional networks and make contacts for future employment. The projects completed this year are listed below:

Gorongosa National Park in Mozambique (Non-profit Start Up Venture. 6 Students.)

The Carr Foundation has negotiated a 20 year contract with the country of Mozambique to manage Gorongosa National Park, one of its large wildlife parks. The task of the field studies
team is to examine some of the best interpretive centers in the United States, Africa and Canada to find best practices for the establishment of an economically self sustaining interpretive center in Gorongosa that addresses the ecosystem of the park and the story of people that live in and near it.

USAID in Cairo, Egypt  
(Accounting and Instructional Design. 7 Students.)

The Cairo office of USAID (a branch of the US government that offers foreign aid) is responsible for training business personnel in 70 offices around the world in budgeting and accounting procedures. This field studies team helped train and prepare the staff in Cairo to teach accounting and budgeting around the world in USAID offices. This Cairo staff is an experienced USAID business staff that has little experience in teaching. The students prepared materials during fall semester and traveled to Egypt in December at the expense of USAID to train the staff over a period of several days. The response by the staff was palpably enthusiastic---“amazing!” ---as one senior staff member spontaneously stated.

Lin Manufacturing  
(Entrepreneurship. 4 students. )

Lin is one of the largest manufacturers of stockings in the world. Their stockings are sold in many of Americas largest stores. Huntsman MBA students are providing Lin with a new start-up retail division that would sell stockings in its own stores in shopping malls in America.

Lockheed Martin, Texas  
(Lean Management and Supplier Issues. 8 students. )

The new F35 stealth fighter is the largest ramp up at Lockheed Martin (LM) since World War II. There are thousands of suppliers and suppliers of suppliers for the F35. LM has asked the team to help institute change within LM to improve quality and scheduling of production of the F35.
by improving relationships with their sub-tier suppliers.

**Social Network Start Up**  
(Entrepreneurship. 6 students.)

The use of corporate social networking has been recognized as a means to stimulate loyalty, e-commerce, teleconferencing, information transfer, and social cohesion. This team has completed a business plan for a new social network for corporations as a new business venture. They plan on continuing this study by actually forming and running the new company.

**USU Music**  
(Development and Municipal Bonds. 4 students.)

The USU Music Department wishes to establish itself as a major music education center in America. In order to reach this goal, the school will need to raise $125 million for an endowment, endowed chairs, scholarships, and a new concert hall. This team is examining other top-tier music schools and concert halls and gathering their best financial practices.

**Aviacode**  
(New Product Development. 6 students.)

Aviacode provides systems to complete back office software for coding in hospitals and clinics throughout the United States. The task of the team is to complete a strategy for the marketing of a new product line.

**National Park Service**  
(PR and Communications Plan. 12 students.)

The Rivers, Trails, and Conservation Assistance (RTCA) Program in the National Park Service provides consulting to communities for parks, trails, and rivers. The task of the field studies team is to provide a communications map of all of the significant partners of the RTCA and provide communications and public relations plans to accomplish their goals.

“The MBA Program at the Huntsman School has been an amazing experience. Many opportunities have resulted from the program, and my MBA will continue to dynamically impact my career in the future.”

—Steven Russell, 2010
PROGRAM SUMMARY

The Partners In Business program provides a means for organization leaders, faculty, and students to learn cutting edge solutions to the major challenges facing organizations from key thought leaders; provides an in-depth management education resource for organization leaders, faculty, and students; and provides a networking opportunity for business partners, students and faculty.

NOTABLE ACHIEVEMENTS

Partners made an impact on the economy by meeting the needs of close to 1,500 attendees with either CPE certification or educational training to better themselves and their careers. We had a total of 12 new partnerships (not renewals), and brought 94 business professionals to speak during the series. Some well known speakers included:

- Gary Crittenden, former CFO of Citi; Finance Seminar.
- Jim Quigley, CEO of Deloitte Touche; Leadership Seminar, Salt Lake City.
- The Honorable Orrin G. Hatch, United States Senator; Renewable Energy, Cleantech and Sustainable Business Seminar.

Partners implemented a variety of changes to more effectively serve our customers. Some of these changes included:

Hosting a seminar in Salt Lake City. The SLC seminar saw a total of 84 registrations and those who attended enjoyed the change of location.


In the energy seminar, a line-up of industry researchers, experts and consultants provided practical knowledge and guidance to demonstrate how businesses, renewable energy entrepreneurs, and policymakers can capitalize on emerging technologies to lower costs, improve market positions, and move towards a cleaner, more sustainable future. The Honorable Orrin G. Hatch, US Senator for Utah, was the keynote speaker.

The Partners In Business program fostered opportunities for students to have one-on-one time with each speaker. Ninety-four students signed up to host a speaker. The students were responsible for providing transportation to and from the airport, accompanying the speaker to the conference, and other logistical details. They were also given the opportunity to introduce the speaker at the beginning of the session.

“Partners In Business is a great way to interface with business professionals. I learn something different from each seminar; attending truly augments my educational experience.”

–Kaden Comadena, 2010

Senator Hatch addresses seminar attendees on the future of renewable energy
PROGRAM SUMMARY

The Research Program at the Huntsman School promotes collaborative research among faculty and students, and sponsors organizations that serve to advance the common body of knowledge in the science and profession of business. The Research Group provides students with an opportunity to develop the analytical and problem-solving skills needed to address important issues in the science and practice of business. The underlying principles guiding the program are a fundamental quest for knowledge and thoughtful consideration for how knowledge can advance the profession and science of business.

NOTABLE ACHIEVEMENTS

Natali Naegle was selected as the Undergraduate Researcher of the Year for the Huntsman School of Business in 2009 and Darcy Stewart received the award for 2010.

The 2010 Exemplary Model of Engaged Scholarship Award was presented to Energy Solutions Arena/Utah Jazz and Robert Mills, associate professor of Management Information Systems at Utah State University.

This marked the second year of the Jon M. Huntsman Research Symposium, highlighting collaborative research from Huntsman students, faculty scholars, and organizations that reflects the underlying principles of engaged scholarship (i.e., discovery, integration, application, and teaching). In total, there were six illustrated poster presentations and five oral presentations.

In 2009-2010, there were a total of 12 collaborative publications in either a conference proceeding or journal and 22 student presentations at research conferences. Since 2004, there have been 24 publications in scholarly proceedings or journals. Included in these are presentations by Huntsman Students at Research Day on Capital Hill, The National Conference on Undergraduate Research, the Utah Conference on Undergraduate Research, the Marketing Management Conference, and the Conference of the Western Decision Sciences Institute.

A collaborative paper, presented at the 2009 Mountain Plains Management Conference received the best paper award in accounting. The authors are: Chad Albrecht, Chris Ainge, Nate Stephens, and Ricardo Malagueno. The title was “Accounting and Corruption: A Cross-Country Analysis”

“Collaborating in research opportunities with my faculty mentor through the Huntsman School of Business has transformed my learning and education. My analytical skills and critical thinking have been strengthened and I have developed confidence necessary to fully engage in a professional environment. The experience has provided amazing opportunities which have expanded my professional skills and networks.”

-Darcy Stewart, 2010
Ken Bartkus was the recipient of the 2008 John L. Blackburn Award for Exemplary Models from the American Association of University Administrators for his article “Fostering Student/Faculty Collaborations through the Research Group Model: An Application to Business Schools” that was published in the CUR Quarterly. The award recognizes administrative leadership.

Joseph Irvine was awarded an Undergraduate Research and Creative Opportunities (URCO) grant for his proposal to study the effects of visual hyperbole in advertising.

Darcy Stewart, Joseph Irvine, Vikki Ballard, and Dan Clark received certificates of appreciation from the Western Decision Sciences Institute in recognition of their research contributions to the student track at the 2010 conference.

“When I entered the program as a first-year student, I couldn’t imagine that I would actually be doing research with professors. But my mentors were excellent in helping me understand the research process and by the end of my first year, I had a project accepted for presentation at the National Conference on Undergraduate Research. This experience was instrumental in shaping my academic career, which in turn, has helped shape me. Thank you for making a difference!”

– Margo Abbott, 2009
**PROGRAM SUMMARY**

The mission of The Shingo Prize is to create excellence in organizations through the application of universal principles of Operational Excellence, the alignment of management systems and use of improvement techniques throughout the entire organizational enterprise. Our vision is to be globally recognized as the center for principle based leadership in Operational Excellence and for providing the highest standard of excellence against which any organization may benchmark themselves.

**NOTABLE ACHIEVEMENTS**

In the last year, the Shingo Prize has recognized through our award ceremonies, a dozen high performing companies in the USA, Mexico, the United Kingdom, Brazil and India. We have organized, partnered for and conducted five conferences in three countries with a total of approximately 1,500 participants. Four of the conferences were primarily recognition and marketing events to promote the Shingo brand in a region of the world and one was our annual international conference which also has a revenue generating focus. The following map illustrates where registrations for our upcoming conference in Salt Lake City are coming from.

*Registered Participant Locations for the 22nd Annual Shingo Prize Conference & Award Ceremony*
Leaders from over 300 companies from countries including Ireland, Canada, Mexico, the UK, Peru, Chile, Venezuela, Columbia, China, Germany, Switzerland, Denmark, Norway, France, Netherlands and Italy, and representing companies such as Toyota, BMW, Mercedes Benz, Daimler, Goodyear, Medtronic, Solvay Chemical, Bayer, Novo Nordisk, Baxter, Freightliner, General Electric, Siemens, ATK, General Dynamics, BAE Systems, Kellogg, Gulfstream, Calloway, State Farm, McKinsey, Lincoln Financial Group and the US Army, Navy, Air Force and Marines participated in executive education programs.

In 2009 our work in developing and promoting the Shingo Model made an important breakthrough in terms of our leadership in how to think about implementation of improvement programs. Historically, most business improvement books, awards, training programs and consulting practices have focused on the tools and methodologies for reducing cost and/or increasing value. In the three years since we introduced our model, we have observed an appreciable transition by thought leaders away from tools toward issues related to sustainable cultural transformation. The most notable and highest profile organization to acknowledge this has been the Malcolm Baldrige National Quality Award. This year they, in effect, served notice that focusing on principles and cultural transformation will become a significant part of what they will look for in the future when assessing high performing, quality based companies. Dozens of country and state specific recognition programs will be patterning their programs similarly. Equally notable is the fact that many companies that use our model now wonder why they should continue to prepare for and pay to register to the ISO 9000 standard, since The Shingo Prize standard is substantially higher, the assessment process much more rigorous, the value to their company appreciably greater and The Shingo Prize brand globally recognized.

“Many students, both undergraduate and MBAs, have availed themselves of the opportunity to work with The Shingo Prize in some capacity.”

–Robert D. Miller, Executive Director
The academic advising team for the Jon M. Huntsman School of Business is committed to building relationships that foster student empowerment through the exploration and navigation of opportunities. Our programs and services are designed as a cooperative effort between advisor and student to facilitate the student’s ability as an independent learner.

An emphasis on creating student-focused recruiting materials was accomplished by mid September, allowing the materials to be used at the 19 formal recruiting events.

The advising team created and distributed an advising syllabus. The syllabus was completed prior to fall semester and was distributed in two ways; first, by email to all Huntsman Students, and second, during advising appointments for Huntsman and undeclared students.

The creation of the syllabus changed the way advising is approached in the Huntsman School, and the advising focus moved from a prescriptive method to one of teaching, a more appropriate model for encouraging students to explore new opportunities. The creation of the advising syllabus and timeline has been a great tool in improving the advising process, as it provides information to and promotes conversation with students about opportunities to improve their education portfolio.

Student Orientation And Registration (SOAR) for freshman students improved through the addition of a discussion about the importance of participation in activities outside of the classroom. Students received Huntsman School materials and a student interest survey. The student survey had two purposes: first to help create a more personal interaction between advisor and student, and second to create a student file. These student files and surveys have been used throughout the year in an attempt to better know our students.

In conjunction with the Registrar’s Office, the student tracking system was improved to notify the advising center when a student has an unsatisfactory semester, earning a 2.0 or below. This allows advisors to contact the student and set up a plan for improvement.

Also working with the Registrar’s Office, advising improved the registration process for students by implementing the waitlist function of the Banner records system. The waitlist function provides a controlled manner that allows students to register for a full course on a first-come, first-serve basis.

The revision of advising communications and procedures has lead to a reduction in student wait time during peak registration weeks from an average of 30 minutes to less than five.

Kaye Anderson was awarded the Huntsman School’s Classified Employee of the year.

“The advisors in the Huntsman School have helped make my educational experience run smoothly. They identify crucial classes I need for my majors and minors, and help me stay on track for graduation.”

–Landon Essig, 2011
SERVICE SUMMARY

Marketing and Branding at the Jon M. Huntsman School of Business follows an integrated approach of five Cs: clear communication, consistency of message, continuity of look and feel, cooperation across the School, and controls in the forms of templates and common branding tools to accomplish our overall goals.

NOTABLE ACCOMPLISHMENTS

A key initiative in FY 2009-2010 has been to conduct baseline stakeholder research to 1) better understand our students and 2) identify awareness, attitude, behavioral and loyalty levels.

The baseline reports were accomplished through a series of research projects conducted with internal and external resources.

A complimentary research project was completed thru the BUS 4530 Marketing Research course during fall semester.

In addition to internal audiences, the undergraduate research was also conducted across multiple external audiences, including; Non-Huntsman students, the Cache Valley community, USU Alumni, and people who live along the Wasatch Front of Utah.

During spring semester, we conducted an internal census of our students on campus and on distance campuses across Utah and in China. We received close to 70 percent participation and discovered that 60 percent of our students speak a second language. We also discovered that 46 percent of Huntsman students have lived in a foreign country for at least six months. 51 percent are married and 26 percent are married with children. We also asked about their level of service and 86 percent reported that they provide volunteer service each week.

Another key initiative for this fiscal year has been the alignment of our messages, branding elements and imagery for the Jon M. Huntsman School of Business. In alignment with the Mission, Vision and Purpose of the college, key messages were developed in the form of Q&A documents, datasheets, brochures and web materials.

Early in the year, a consistent set of templates and branding guidelines were established based on best practices from our website design.

To support a consistent look and feel of our materials, a new imagery and photo set was established. Highlighting our current students, faculty and staff as well as alumni – this new set of photography brought a new and rich level of professionalism to our online and printed materials.

“I have noticed a dramatic change in the promotional materials produced in the Huntsman School this year. The new materials have helped me see the overall vision and purpose of the Huntsman School, and where I fit in that vision as a student. The materials are also helpful when I research programs and activities to participate in.”

-Bryson White, 2010
A comprehensive branding guide has been created to ensure branding is consistent across the departments and programs. Images, use of logos and wordmarks, fonts, colors, and key messages have all been included. Each department and program has produced a set of marketing and promotional materials based on pre-defined templates and imagery. Datasheets, brochures, banners, posters and flyers, apparel and gifts have all been produced with consistent brand elements.

FY 2009-2010 was a very good year for positive media coverage, based primarily on a stream of new programs and announcements. While reactive opportunities presented themselves, extra efforts were made to create and build media coverage.

In October 2009, we conducted a series of desk-side interviews with Dean Anderson and the Chief Editors of the Deseret News, Salt Lake tribune, Ogden Standard Examiner and UtahPulse!.com.

One of our Huntsman Scholar students was chosen to participate in a commercial for Microsoft Office. The student, Sterling Morris, was chosen to participate because of his extensive use of Microsoft Office to perform the tasks presented to him as a Huntsman Scholar at Utah State University. The commercial was highlighted at the CES electronics show in Las Vegas, and the subsequent PR efforts resulted in over 17 million impressions and over 250 articles across the US with postings on Forbes.com, Puget Sound Business Journal, and front page articles in the Herald Journal, Deseret News, and Utah Statesman.

In February, a national media push was made to announce the appointment of Stephen R. Covey as the first Presidential Chair in Leadership. Media briefings were conducted with the Wall Street Journal, The Chronicle of Higher Education, Fox News as well as a local press conference and event at Huntsman offices in Salt Lake City.

The efforts resulted in a story in Wall Street Journal online, Fortune.com, MSNBC.com, Chronicle.com, a seven-minute live interview of Neil Cavuto's Business news program on Fox News. There were also a series of local news stories on TV (Fox13, KUTV and ABC4), radio (KSL, KVNU, UPR/NPR, KOOL, Q92) and newspapers across the State of Utah.

An inspirational new campaign theme was introduced to educate, inform and inspire our students, faculty and staff, and highlight them as representative examples of the theme to “Dare Mighty Things”. The inspiration for the theme comes from a speech by Teddy Roosevelt and introduced to the faculty and marketing team by Ken Bartkus.

DARE MIGHTY THINGS

“Far better it is to dare mighty things, to win glorious triumphs even though checkered by failure, than to rank with those poor spirits who neither enjoy nor suffer much because they live in the gray twilight that knows neither victory nor defeat.”

–Theodore Roosevelt
The concept was developed thru a series of department and marketing team meetings and received overwhelming support from the faculty and staff. In December 2009, the introductory environmental graphics were introduced as window graphics on the east and west entrances of the George S. Eccles Business Building. A series of four focus groups were also conducted in March 2010 with faculty and students to further gauge their understanding and support of the campaign theme.

Using new images highlighting faculty and students helped create a cohesive feel across all marketing mediums.

Key advertising pieces helped encourage student participation in the census.
“What an exciting time to be part of the Huntsman School of Business. The opportunity for students to excel in their desired fields has never been better. I am honored to serve as Chairman of the Jon M. Huntsman School of Business National Advisory Board and on behalf of all thirty members, I extend my personal thanks for your generosity and countless gestures of trust. We’re humbled at the show of support from so many friends, and this in a year of deep financial turmoil. You – our loyal friends – dug deep to ensure we moved forward. And forward we went – at a pace unprecedented in the school’s 122 year history.

We anticipate the next years will bring new challenges and opportunities in our efforts to secure investments in our students, faculty and programs. Our primary goal in 2010 will be to secure funding – private and public – for a new business building. Not only will this new facility address urgent space needs we face, it represents a new era in growth and prominence. Please join us in making this happen.”

Thank you and Go Aggies!”

– Mark Holland, National Advisory Board Chairman

Jon M. Huntsman School of Business National Advisory Board 2009–2010

Mark Holland, Chairman
William Adams
Alan Allred
Gary Anderson
Timothy Barney
Boyd Baugh
Gary Black
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Crystal Call Maggelet
Steve Milovich
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William G. Murray
Suzanne Pierce-Moore
Jon Richards
Duane Shaw
David Stowell
NOTABLE ACHIEVEMENTS

Two thousand nine was a banner year for development and alumni outreach at the Jon M. Huntsman School of Business. We received $4,838,172 in private donations, making it the second highest cash year in the school’s history, and an increase of 5 percent from 2008. In addition, significant steps were taken to secure private and public funding to build a new business complex. New partnerships, including the appointment of Stephen R. Covey as the first Jon Huntsman Presidential Chair in Leadership, greatly strengthened our development position. We are particularly encouraged that we surpassed our financial objectives in such a challenging financial climate, and are overwhelmed by the generosity and groundswell of support.

The cornerstone of our funding continues to be the generous donation from The Jon and Karen Huntsman Foundation, allowing us to move forward in significant ways, prompting a major increase in philanthropic support from alumni, friends, foundations, corporations, and the public sector.

We acknowledge and express our gratitude for the vital support of friends and alumni who have supported our efforts. The primary leadership of this effort lies with the Huntsman School’s National Advisory Board (NAB), led by Chairman Mark Holland. Under Mr. Holland’s leadership the NAB personally contributed more than half a million dollars. The majority of these monies was used to provide graduate assistantships for our students, and the board’s generous support enabled us to increase graduate assistantships from 12 to 70. In addition to the 30 members of the NAB, many others volunteered their time and service to boards in the college, including eFounders, SOA Advisory Board, Shingo Board of Governors and MIS Advisory Board.

Most importantly, the generosity and efforts of so many has had a profound impact on the experience our students continue to receive at the Huntsman School. In 2009 about 25 percent of our students received one of the more than 500 scholarships awarded. Additionally, new endowments were established to support students and faculty, new programs were created, facilities continued to be enhanced, and the Huntsman School was elevated to a higher tier.

Other generous donations included donations from Jim and Bonnie Quigley, and the Deloitte Foundation, to establish the Quigley Ambassadors. These students will assist in the promotion and recruiting process for the School of Accountancy. Additionally, Jim K. Sorenson established the Sorenson Scholarship Endowment in the Huntsman School of Business to benefit students in the Entrepreneur Program who indicate a financial need and have achieved academic success. Students may use the scholarship for tuition, fees, books and equipment that may be needed for enrollment. On November 13, 2009, Mr. Sorenson was inducted into the Utah State University Alumni Association Hall of Honor.

In 2009 the Huntsman School of Business was also the beneficiary of several planned gifts including the Edna Southworth Endowment, the Beth G. Kidd Revocable Trust, and the establishment of the Shirly and Marian Howard Scholarship in the Huntsman School of Business through the Marian V. Howard Living Trust.

Scholarships

Thanks to the generosity of many donors, more than 500 scholarships were awarded to students in 2009. Scholarships ranged from $500 to full-ride and were given based on a variety of criteria. Many students received support
to participate in some of our unique scholars programs, including the Huntsman Scholar and Koch Scholars programs.

Several new scholarship endowments were created as well as additional funds added to existing endowments. Endowments create a named legacy that will support scholarships in perpetuity. Our earliest endowed scholarships were created more than 40 years ago, and continue to support students, long after the original benefactor made their initial investment in our students.

A note on the performance of the USU Endowment:

In a recent report that reviewed the performance of university endowments across the county, only three Tier I institutions did not lose money – one of those three was Utah State University.

Graduate Assistantships

Over 50 percent of graduate students work off campus, most in non-professional positions. Graduate assistantships allow students an opportunity to enrich their educational experience by giving them insight into the world of professional and academic research, teaching and general day-to-day business. It also allows gives students work related experience. Through the generous donation from the National Advisory Board, the school more than quadrupled the availability of graduate assistantships. For the 2009-2010 academic year, 70 students were hired and are being paid with monies from the dean’s discretionary funds, as opposed to 12 graduate assistantships the previous year.

Two of the projects being researched by graduate assistants are as follows:

- Matt Huntsman developed a financial model to assess the riskiness of tranches created from a pool of underlying fixed income portfolio. His work involved the development of a static model by applying the concepts he researched and learned. More recent work extends this model to incorporate uncertainties and study their effects on the results. Matt and Zsolt Ugray are presenting the results at a regional conference in this fall.
- Lacee Wilkey and Rosemary Fullerton developed a new lean simulation with an accounting component by building robots with legos. The simulation was used in Dr. Fullerton’s graduate class spring 2010. The tool can be used to demonstrate to students in a very practical way the dramatic improvements that can occur by using lean concepts.

Alumni Awards

Several Huntsman School alumni received recognition during the year for their service and accomplishments. We honor them for their commitment to the business school, the university, their careers, families and communities.

- Steve Milovich, 2009 Distinguished Executive Alumnus Award, Jon M. Huntsman School of Business
- Gary and Karen Black, Alumni of the Year, Utah State University
- Brian and Natalie Broadbent, Spirit of Old Main New Generation Award, Utah State University

Conclusion

The success of the Jon M. Huntsman School of Business hinges on the support of its advocates and partners. Together, because of so many individuals doing so much, something lasting and important has been achieved the Huntsman School. We salute all those who have participated in making this year a success.
Thank You