

**Jon M. Huntsman School of Business
Differential Tuition Advisory Board
November 7, 2024 Meeting Minutes**

In attendance

Faculty and Staff: Sterling Bone, Chris Corcoran, Ryan Whitby, Konrad Lee, Chris Skousen, Ruth Loveland, and Elisa Hoffman.

Students: Emerald Spencer (Business Senator), Mark Beh (Business Council), Matt Beh (Business Council), Joe Shafer (Business Council), Rachel Jenson (Business Council), Gabby Marz (MDATA student).

Chair: Frank Caliendo (Senior Associate Dean).

After brief introductions, Dean Caliendo gave a presentation on the Huntsman School's affairs and priorities, including the following topics: college finances, uses of differential tuition, differential tuition historical price path and forecast, differential tuition revenues, philanthropy, growth in student scholarship support, affordability and student aid, ROI on business education, new course offerings, capital expenditures, the new Carolyn and Kem Gardner Learning and Leadership Building (financing, timeline, intended use), and the college's growth goals.

Chris Corcoran and other faculty and staff spoke about student success as our top priority and highlighted examples of the school's ability to act quickly and with great force to build student success initiatives because of differential tuition. Elisa Hoffman shared that every leadership conversation is centered around student experiences and what can be done to make student experiences even better.

Speaking from the perspective of a beneficiary of experiential learning opportunities within the Huntsman School, Business Senator Emerald Spencer expressed gratitude and support for differential tuition. She likened differential tuition to an endowment that supports student success, and she discussed the growth that she has witnessed in the quality of student placements and the overall Huntsman School brand over the last few years.

More generally, students expressed gratitude for the college's commitment to physical capital expansion over the last decade alongside the financial commitments that they have made, including Huntsman Hall and the new Gardner Building, both designed to support transformative student experiences. They also expressed gratitude for the college's efforts to hire faculty with deep industry expertise.

Students appreciated the chance to be present and wished even more students could hear the presentation to see the full importance and impact of differential tuition. The group discussed that one-on-one student conversations among business council members and student peers---with business council members acting as ambassadors for the HSB---is one important form of communication about differential tuition.

Finally, multiple students encouraged the HSB to find additional ways to communicate the vast menu of experiential learning opportunities, so that greater numbers of our students can avail themselves of these unique experiences. Freshman Academy is one avenue for such communication. Other avenues might include specific messaging to students around the timing of registration and tuition payment.