

**Jon M. Huntsman School of Business
Differential Tuition Advisory Board
November 6, 2023 Meeting Minutes**

In attendance

Sterling Bone, Alec Call, Chris Corcoran, Elisa Hoffman, Dave Patel (chair), Gracie Shippen, Frank Shuman, Bryce Von Niederhausern (Business Senator), Ryan Whitby

After introductions, the conversation began with general questions and comments from the student members regarding any feedback they have received from their fellow students about differential tuition. These comments centered around a lack of understanding about the use of differential tuition.

As a segue to answer some of the student questions about uses of differential tuition, Dean Patel ran through a presentation providing context of the past decade at the Huntsman School, current state of finances, facilities, programs, and the School's 2030 goals, as well as a detailed accounting of the use of differential tuition for the past academic year. A conversation led by faculty representatives ensued about the critical role of differential tuition in improvements in curricular programs.

Gracie Shippen asked how student leaders could help disseminate information about differential tuition, and how students can better take advantage of opportunities provided by the Huntsman School. Dean Patel responded that in his experience, one-on-one, personal, authentic conversations between students about optimizing their college experience are more powerful than any marketing campaign. Ryan Whitby noted that data about differential tuition and its uses are provided on the Huntsman School website, and students are always welcome to ask any members of this advisory board or any members of the academic leadership of the school any questions they may have about differential tuition. Bryce Von Niederhausern noted that he tells students that the primary reason for differential tuition are the higher salaries for business professors, to which Ryan Whitby and others responded that market forces really drive these salaries.

The remaining conversation focused on members of the faculty sharing their perspective of the Huntsman School journey and a general conversation about enhancing student experiences through the school's learning by doing campaign.

There being no further discussion, Dean Patel adjourned the meeting.