From: Matthes, Peter S
Sent: Wednesday, October 21, 2015 2:41 PM
To: Goff, Ann Frances V
Subject: Fwd: Business Week Rankings
Attachments: Business Week.zip; ATT00001.htm

Begin forwarded message:

From: "Fethke, Gary C" <gary-fethke@uiowa.edu>
Date: October 21, 2015 at 2:06:42 PM CDT
To: "Matthes, Peter S" <peter-matthes@uiowa.edu>
Subject: FW: Business Week Rankings

From: Description for cba-all List [CBA-ALL@LIST.UIOWA.EDU] on behalf of Gardial, Sarah [sarah-gardial@UIOWA.EDU]
Sent: Friday, November 21, 2014 4:31 PM
To: CBA-ALL@LIST.UIOWA.EDU
Subject: [CBA-ALL] Business Week Rankings

No doubt many of you have heard about the significant fall of our MBA in the recent Business Week rankings. Without question this is demoralizing, and it cannot be painted as anything but painful, no matter how you spin it.

Of particular concern is not just our spectacular fall, however, but the total up-ending of rankings that resulted in many good schools taking a significant beating (we can feel in good company), while others jumped inexplicably up the rankings. If one assumes that all these schools did not simultaneously and radically alter their programs, their student selection, or their faculty, how could such upheaval occur?

The short answer is a new Business Week methodology for computing the rankings, as well as an employer sampling plan that appears to have significantly disadvantaged smaller schools. Several articles are attached, above, in response to this phenomenon, but you might want to start with the Poets and Quants article on "Winners and Losers." It provides some important perspective from an independent, third party - not from one of the affected schools.

This upsetting development aside, my position on rankings remains long-held and unchanged. In summary:

> Rankings are important. To say otherwise is to be disingenuous. We cannot ignore them, because too many stakeholder groups base decisions on them – regardless of their validity. To that extent, we will always be mindful of what we need to be doing to improve our position and act *appropriately, ethically, and strategically in alignment with our values and our vision*.
>
> That said, rankings are media-driven. They are the tail that wags our dog, and chasing rankings can never be our goal. We have a mission and strategy that we have thoughtfully crafted, that we believe in, that has been vetted with a variety of stakeholder groups, and which will continue to propel us towards excellence. Rankings will follow our strategy – not lead it or dictate it. (See the attached article, "Duke won't change strategy for ranking" for a similar view.)

We have scheduled a meeting with the full time MBA students to discuss this development and our college response to it. And I am happy to discuss this issue individually or collectively. Just let me know.

Bottom line. We are doing seriously good work here. Stay the course. We know what excellence looks like, and we do not need outsiders – with dubious motives and/or flawed methodologies – to tell us otherwise.

Sarah Fisher Gardial, Dean
Henry B. Tippie College of Business
The University of Iowa
108 John Pappajohn Business Building, Suite C120
Iowa City IA 52242-1994
Tel: (319) 335-0866

Fax: (319) 335-0860
http://tippie.uiowa.edu/
sarah-gardial@uiowa.edu
"It is a waste of important potential if (institutions) do not make use of the special freedoms they have been given...to facilitate change rather than automatically endorsing the status quo...to act and not merely react; to initiate, even to gamble and dare." Waldemar A. Nielson