From: Gardial, Sarah
Sent: Friday, October 09, 2015 4:09 PM
To: UI Public Records
Subject: FW: NYTimes.com: How to Measure a College's Value

Sarah Fisher Gardial, Dean
Henry B. Tippie College of Business
The University of Iowa
108 John Pappajohn Business Building, Suite C120
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"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

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From: Fethke, Gary C
Sent: Monday, September 14, 2015 9:15 AM
To: Gardial, Sarah
Subject: RE: NYTimes.com: How to Measure a College's Value

Sarah,

I read the articles yesterday. The tuition article is generally well written, although there are a few areas of disagreement. It's obvious that our new president received a preliminary copy of the Purdue-Gallop study; his talk was full of direct references.

Thanks,

Gary

From: Description for cba-all List [CBA-ALL@LIST.UIOWA.EDU] on behalf of Gardial, Sarah
Sent: Monday, September 14, 2015 9:10 AM
To: CBA-ALL@LIST.UIOWA.EDU
Subject: [CBA-ALL] FW: NYTimes.com: How to Measure a College's Value

For your reading pleasure.

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From: emailthis@ms3.lga2.nytimes.com [mailto:emailthis@ms3.lga2.nytimes.com]
Sent: Monday, September 14, 2015 8:59 AM
To: Gardial, Sarah
Subject: NYTimes.com: How to Measure a College's Value

Sent by sarah-gardial@uiowa.edu:

OP-ED COLUMNIST

How to Measure a College's Value

BY FRANK BRUNI

An ambitious survey finds that brand matters less than other factors in graduates' future contentment.

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