From: Matthes, Peter S
Sent: Wednesday, October 21, 2015 2:39 PM
To: Goff, Ann Frances V
Subject: Fwd: NYTimes.com: How to Measure a College's Value
Attachments: image001.jpg; image002.jpg; ~WRD000.jpg

Begin forwarded message:

From: "Fethke, Gary C" <gary-fethke@uiowa.edu>
Date: October 21, 2015 at 2:19:05 PM CDT
To: "Matthes, Peter S" <peter-matthes@uiowa.edu>
Subject: FW: NYTimes.com: How to Measure a College's Value

From: Fethke, Gary C
Sent: Monday, September 14, 2015 9:14 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.

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

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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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