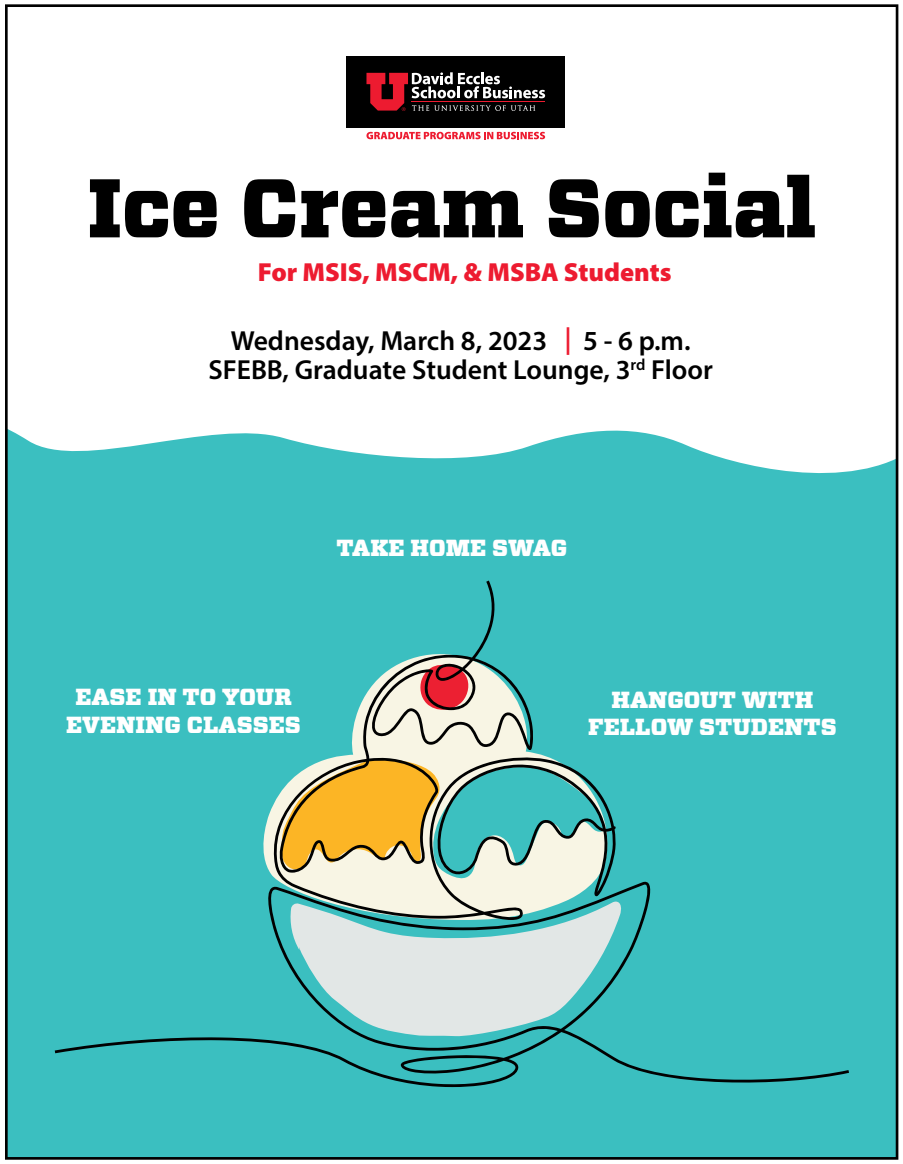




Eccles School Collateral, Signage, Slides - Concept, Copy, Production

Creative for digital signage, web banners, billboard, bus and TRAX





Eccles School Fall Enrollment Campaign - Concept Development, Copy, Media Plan, Reporting









Eccles School Fall Enrollment Campaign - Concept Development, Copy, Media Plan, Reporting

David Eccles School of Business
THE UNIVERSITY OF UTAH



INTRODUCING THE ECCLES EDITION

Dear Eccles School faculty and staff,

Welcome to the inaugural "Eccles Edition" newsletter! There are so many incredible things happening throughout the David Eccles School of Business. The Eccles Edition is intended to keep you informed, engaged, and connected to each other and our school.

It will celebrate our school's achievements. It will shine a spotlight on individuals and teams doing noteworthy work. It will recognize our faculty research and staff awards. It will highlight our media mentions. It will reflect on past events and apprise you of future ones. It will introduce you to new colleagues.

And I hope it will inspire your participation. I want this to become a collaborative forum where we can share our successes and pass along useful information.

Most of all, I want it to foster an even greater sense of community, where you can learn something new about the people around you and the impactful work they are doing.

Warm regards,
Kurt Dirks
Dean and Professor of Leadership

DEPARTMENT SPOTLIGHTS

News from Advising

The Eccles School undergraduate advising team is working hard to assist students with adjusting to college life—both academically and personally. Here are just a few of the projects they have been working on.

NACADA Annual Conference 2024:

- **Tyler Key**, Academic Advising Coordinator, was a presenter at the Annual NACADA conference in Pittsburgh on Oct. 30. His session was titled "Graduation Anxiety, Senioritis, and Burnout" and had over 50 participants! **Miles Thacker**, International Student Program Manager, presented virtually on Oct. 29. Miles' session, which had 60 participants, was titled "Supporting International Students: The Practice of Cultural Sensitivity." **READ MORE**

***

Students go to Chile and Peru with Eccles Global!

Eccles School students had an amazing experience traveling through Chile and Peru this fall. They were immersed in the evolving business culture of Latin America, with a special focus on sustainability and innovation. For a full recap of the adventure, **READ MORE**



***

Master of Business Creation Program Sees Record Enrollment

The award-winning **Master of Business Creation (MBC) program** at the University of Utah's David Eccles School of Business is now global. Following years of growth in the U.S., the unique program for entrepreneurs is now being offered around the world with the new **MBC Global option** for founders who are living in other countries. The global option enrolled its first 20 founders from Africa starting in the fall 2024 semester. **READ MORE**

THANK YOU!

Have a compelling story or an upcoming event? Or, something exciting happening in your department? Let us know!
SUBMIT your news item here.

Eccles School Faculty and Staff Newsletter - Content, Copy, Layout, Distribution, Reporting



David Eccles School of Business
THE UNIVERSITY OF UTAH

MHA NEWSLETTER

A MESSAGE FROM THE DIRECTOR

Hello Students, Alumni, Staff, Faculty, and Friends,

To say this has been a year of change for us would be quite the understatement. We have a new University President in Taylor Randall, a new Dean of the Business School in Rachel Hayes, a new Associate Dean of Undergraduate and Graduate Programs in Mark Parker, and a new Assistant Dean of Graduate Programs in Business in Danny Wall. We have also had a lot of staff changes in the MHA office. First, I took over as the director of the MHA program on an interim basis in January of 2022 and then formally in July of 2022. Shortly after that, Jackie Rees took over as the associate director of the MHA program. Then, shortly after that, Linda Aaron took over as the program coordinator.

We have also had several changes among our faculty. First, we convinced Larry Hancock to go up to three-quarter time so that we could tap into even more of his expertise. Second, we convinced Kathryn Adler to keep working with the program and adjusted much of her workload to online so she could meet some family needs. Next, we hired Jeff Jackson as a new full-time teaching professor to pick up some of the courses that Steve Watson and I had been teaching.

Even with all of these changes, our program continues to soar. We have had such great interest from students in our case competitions, we have added two new teams to compete. We now have the UAB team, the Ohio State team, and the Cleveland Clinic teams. I love seeing our students so engaged in bettering themselves and competing for the University of Utah.

ALUMNI UPDATE

Dear Alumni,

We hope your 2023 is off to a great start! With the new year upon us, we'd like to officially introduce the incoming leadership team for our MHA alumni group. Serving as Co-Presidents will be Nico Bronzali and Cody Backus, while David Contreras and Abby Meier Stoudley will serve as Co-Vice Presidents.

As the size of our alumni group continues to grow with each graduating class, we are looking for new ways to engage and network with one another. This year we would like to try some new ideas, in which we'd love to hear your input as to what types of events and/or networking opportunities would be valuable to you. To help gather feedback and ideas from you all, we have created a few Google Surveys that you will find throughout this newsletter.

We would greatly appreciate if you could take the time to fill out these brief surveys. If you would like to be more involved in our alumni group, or have other ideas for us, please reach out to us on LinkedIn!

All the Best,

Nico, Cody, David, Abby
MHA Alumni Leadership Group



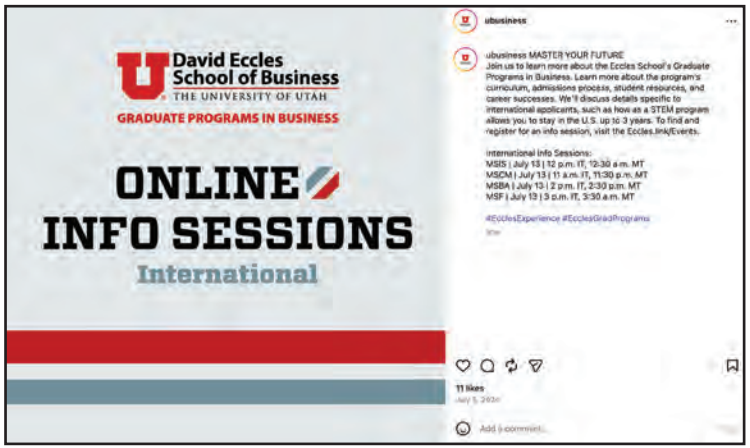



MHA ALUMNI LEADERSHIP

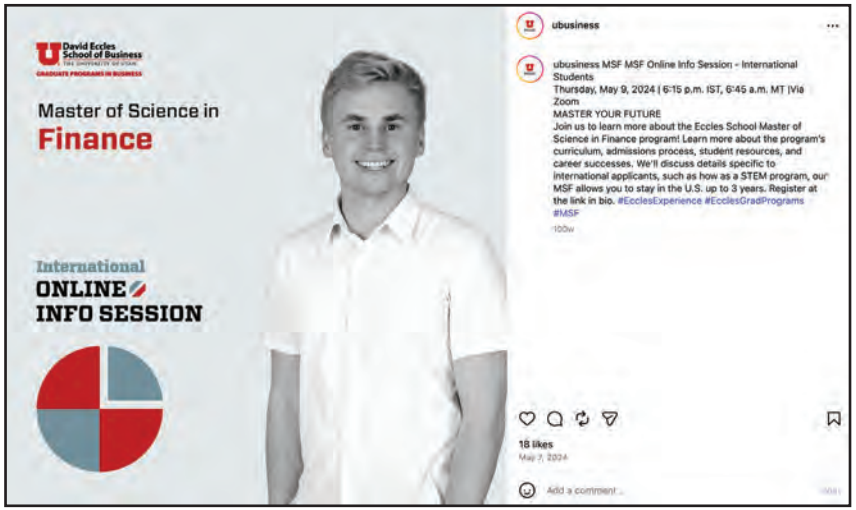
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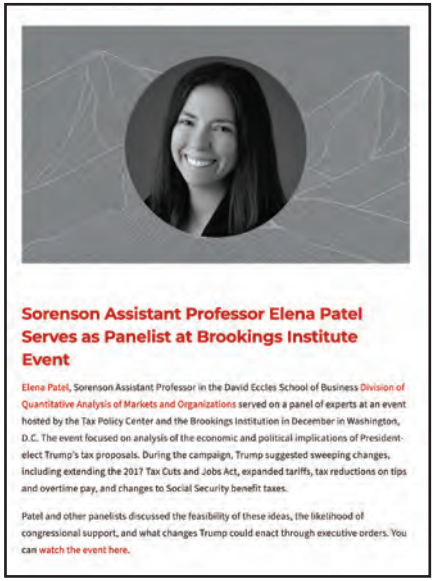
Nico Bronzali (MHA '18): *Nico graduated from the MHA program at the University of Utah in 2018. Upon graduating, he went on to work for the MHA program as the Admissions Coordinator until February 2020, when he made the transition over to the healthcare side of the University. From February 2020 until January 2022 Nico served as an Operations Project Manager for University of Utah Health's Revenue Cycle and Support Services department. In January 2022 he transitioned into a role as a Quality Consultant within the System Quality department where he currently supports anesthesia services, perioperative nursing, surgical services, and orthopedic services. Nico most recently graduated from the University of Southern California (USC) with a second Master's degree in project management. He enjoys cooking, baking, and being outdoors with his two border collie pups.*

MHA Alumni Newsletter - Copy Edit, Layout, Distribution, Reporting









Sorenson Assistant Professor Elena Patel Serves as Panelist at Brookings Institute Event

Elena Patel, Sorenson Assistant Professor in the David Eccles School of Business Division of Quantitative Analysis of Markets and Organizations served on a panel of experts at an event hosted by the Tax Policy Center and the Brookings Institution in December in Washington, D.C. The event focused on analysis of the economic and political implications of President-elect Trump's tax proposals. During the campaign, Trump suggested sweeping changes, including extending the 2017 Tax Cuts and Jobs Act, expanded tariffs, tax reductions on tips and overtime pay, and changes to Social Security benefit taxes.

Patel and other panelists discussed the feasibility of these ideas, the likelihood of congressional support, and what changes Trump could enact through executive orders. You can watch the event here.



Eccles School Faculty Make an Impact

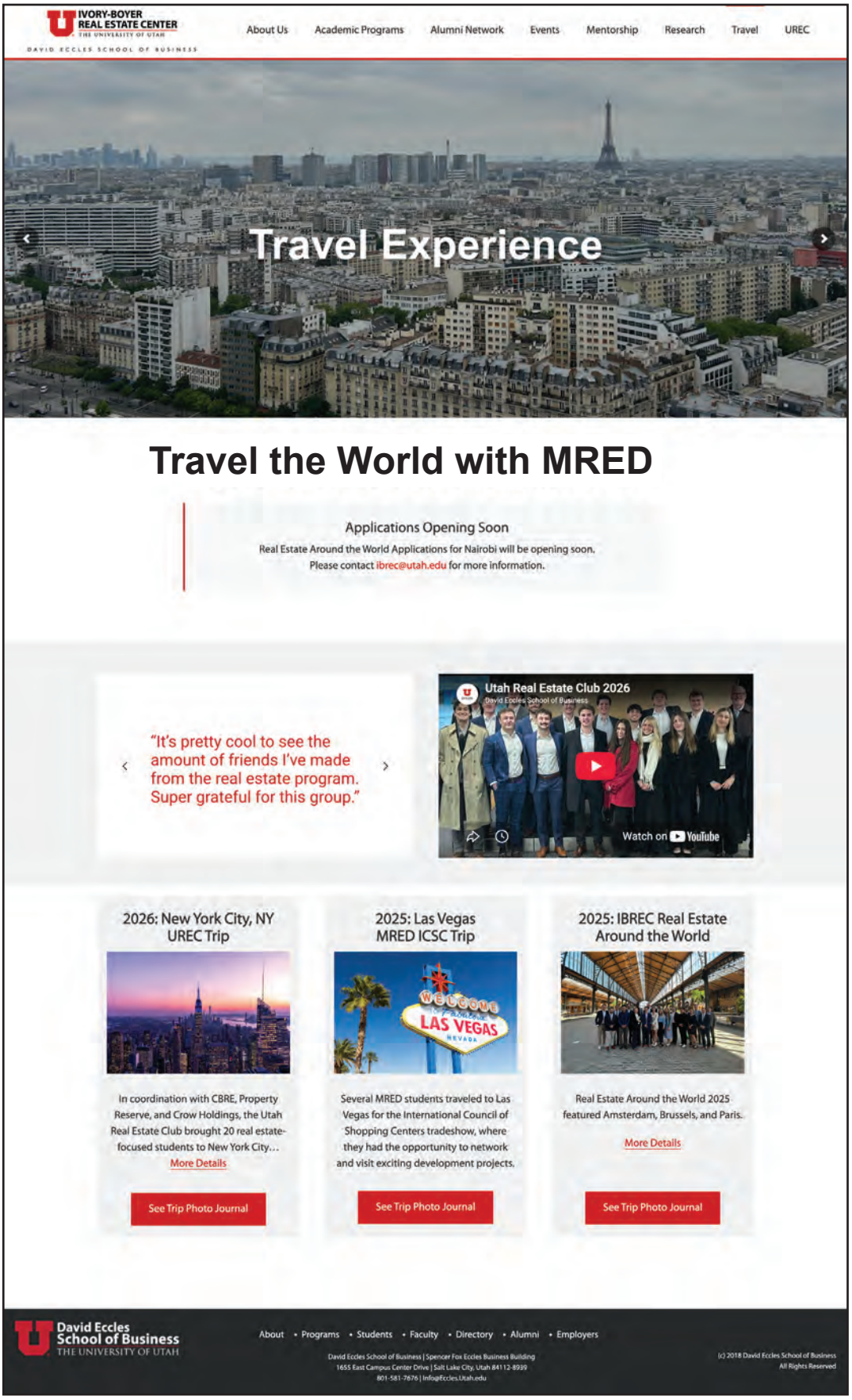
The David Eccles School of Business released its annual faculty impact report this week. The report, entitled "Fostering Impact 2024," highlights research conducted by faculty–research that is particularly significant and relevant in today's business environment. From AI to family leave to the risks and benefits of mergers and acquisitions, Eccles School faculty are providing cutting-edge thought leadership and insights.

Eccles School Dean Kurt Dirks notes in his introductory letter, "Students enjoy a better education when our faculty are high-quality researchers and bring new knowledge and ideas into the classroom." The report features an in-depth look at the research of five outstanding professors:

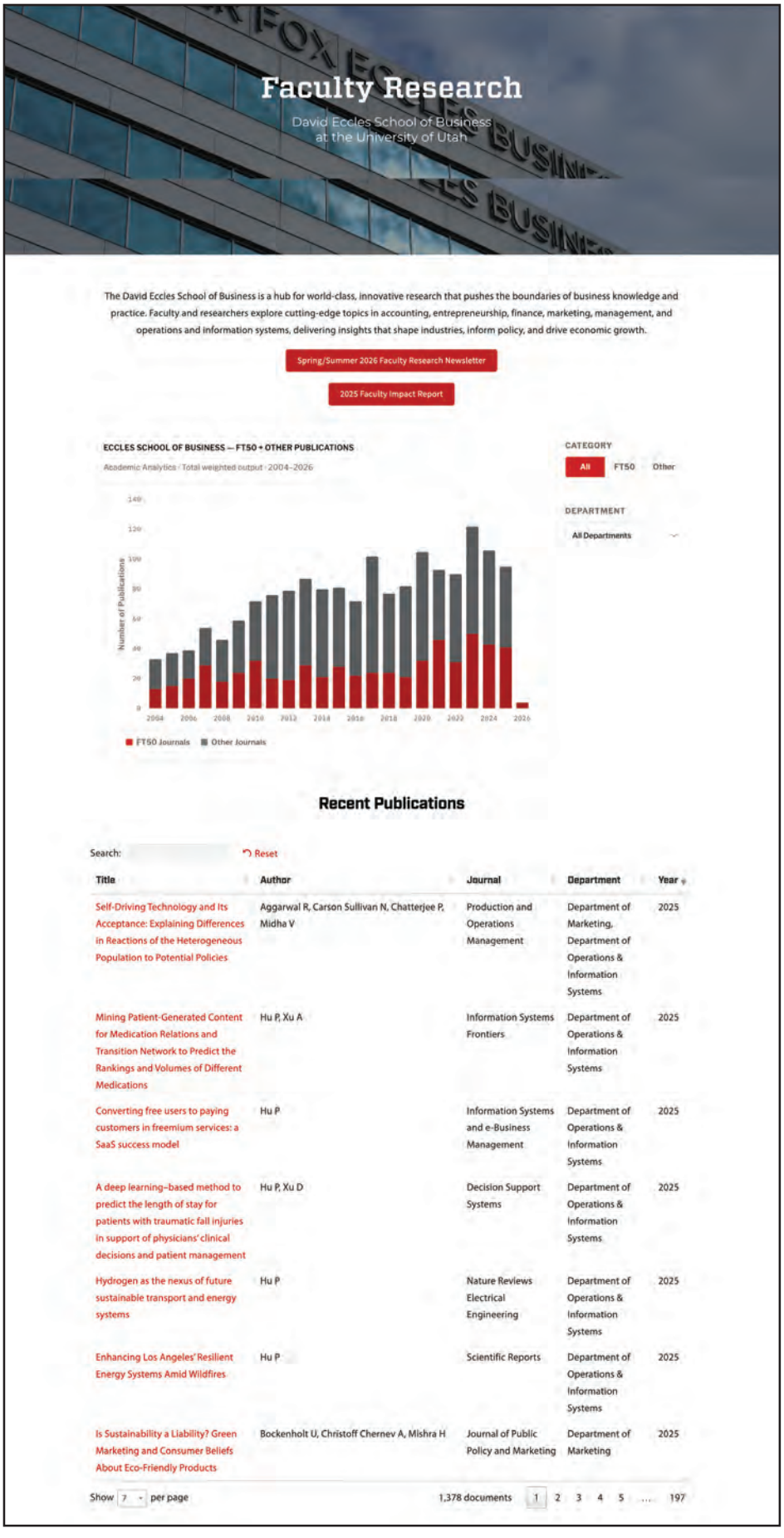
- **Himanshu Mishra**, Professor, Marketing
- **Kylie Rochford**, Asst. Professor, Management
- **Atif Ellahie**, Assoc. Professor, Accounting
- **Mike Cooper**, Chair, Finance Department
- **Nitin Bakshi**, Professor, Operations and Information Systems
- **Elena Patel**, Sorenson Asst. Professor, Division of Quantitative Analysis of Markets and Organizations

According to the dean, "I am grateful to our faculty for being a critical part of a new stage of growth and progress for the school."

Eccles School Social Media and Blog Posts - Copy, Layout, Distribution, Reporting

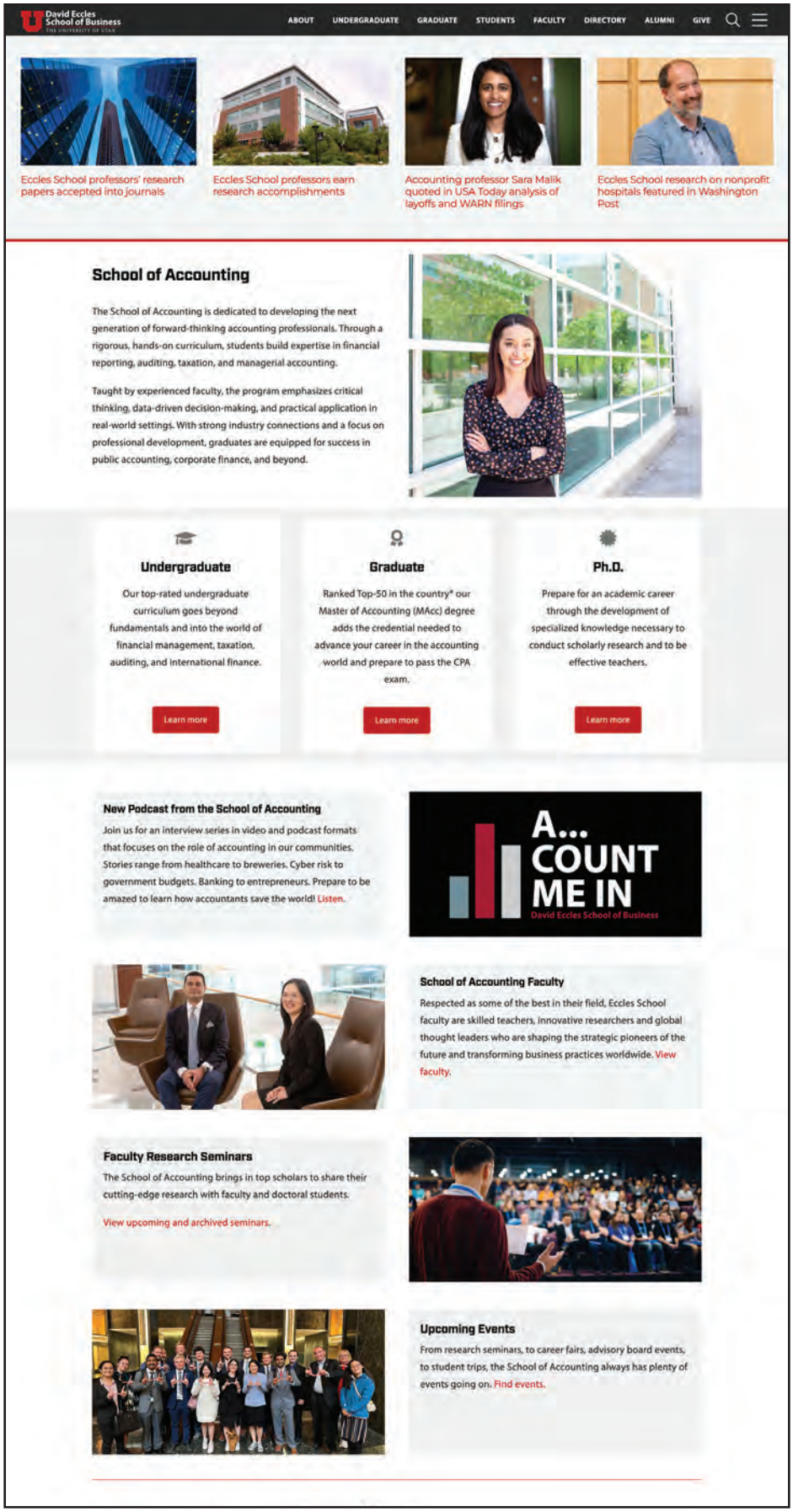


MRED Program Web Page - Copy, Edit, Updates, Maintenance





Faculty Research Web Page - Copy, Edit, Updates, Maintenance



School of Accounting Web Page - Copy, Edit, Updates, Maintenance





OUR MISSION

The mission of the Ivory-Boyer Real Estate Center at the David Eccles School of Business is to create meaningful connections among students, faculty, alumni, and industry professionals to shape the future of real estate. We create opportunities to exchange knowledge and build relationships through our networking events, dedicated mentorship, experiential learning, and dissemination of cutting-edge research.



A unique and effective degree, the Master of Real Estate Development program at the David Eccles School of Business delivers the knowledge and hands-on experience you need to build and sustain a successful real estate career. A joint venture between the Eccles School and the College of Architecture + Planning, the program is designed for students and professionals with varied backgrounds and experience.

UREC

The Utah Real Estate Challenge fosters experiential learning in real estate development by providing undergraduate and graduate students the opportunity to prepare and present a real estate development plan to a panel of expert judges. Cash prizes are awarded to the student teams presenting the most promising and economically viable plan.



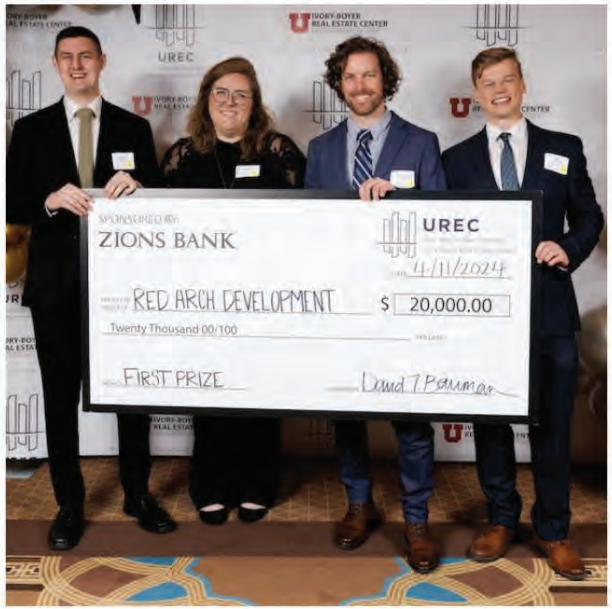
IBREC Donor Report, Print and Digital Brochure, 11 x 8.5 - Copy Edit, Creative Development, Layout, Production

IVORY-BOYER REAL ESTATE CENTER
THE UNIVERSITY OF UTAH
DAVID ECCLES SCHOOL OF BUSINESS

NEWSLETTER **SUMMER 2024**

Introducing the first issue of the Ivory-Boyer Real Estate Center (IBREC) Newsletter! We hope you enjoy reading about our exciting and successful year. IBREC is looking forward to next year with an eye towards expansion and increased opportunities for engagement. We are truly grateful for your support. Please feel free to submit feedback or story ideas to: Alicia.Brooks@Eccles.Utah.edu.

RECENT EVENTS



Utah Real Estate Challenge 2024

Three finalist teams competed April 11, 2024 for the top space at this year's challenge where students from across the state chose their own sites witin the BallPark district of Salt Lake City. Red Arch Development took home the first-place prize and was made up entirely of University of Utah MRED and Architecture students. **READ MORE**



Real Estate Around the World - MRED Goes to Asia!

Over the span of two weeks in May, ten students traveled to Tokyo, Seoul, Shanghai, Hong Kong, Hanoi, and Singapore. Throughout their journey, they engaged with prominent companies such as CBRE, Lendlease, and Gamuda Land, gaining valuable insights into the challenges and opportunities presented by the Asian market.

READ MORE FROM MRED STUDENTS

UNDERGRADUATE NEWS



Congrats to our First Graduate!

This spring, **Reed Bender** became the first University of Utah student to graduate with our new Real Estate Area of Emphasis! We anticipate many more undergraduates completing their **Real Estate Area of Emphasis** (finance majors) and with **Real Estate Minors** (non-finance majors) in the 2024-2025 academic year. We're grateful to all the excellent instructors in our undergraduate program and the many board members that have supported the program by guest lecturing.

IBREC Board Outstanding Undergraduate Scholarship

We were delighted to award the IBREC Board Outstanding Undergraduate Award to **Alison Hardman**. Alison will start her senior year in Fall Semester 2024. She plans to graduate in Spring Semester 2025 as a Finance Major, with a Real Estate Area of Emphasis. Thank you all for making this scholarship possible.

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We were delighted to award the IBREC Board Outstanding Undergraduate Award to **Alison Hardman**. Alison will start her senior year in Fall Semester 2024. She plans to graduate in Spring Semester 2025 as a Finance Major, with a Real Estate Area of Emphasis. Thank you all for making this scholarship possible.

GRADUATE PROGRAM NEWS

THE MRED PROGRAM

The MRED program is going strong! We graduated 36 students between Fall Semester 2023 and Summer Semester 2024.

There has been an overwhelming demand for the upcoming semester from local and out-of-state students and we are anticipating a fall cohort of 25 students. The mentor program continues to be one of the most popular features with a maximum number of students participating each year. If you are interested in serving as a mentor, please let us know.

We continue to explore avenues to further enhance the program's reach, impact, and national reputation. A snapshot of program metrics is below.

Total Enrollment for Fall Semester 2024:	**81** students
Career Placement Rate for Most Recent Class:	**97%**
Starting Salary for Most Recent Class:	**$89-$114k**

IBREC Newsletter - Copy, Layout, Distribution, Reporting







IBREC Social and News Posts - Copy, Layout, Distribution, Reporting



Eccles School professor of finance, Andra Ghent, interviewed on national NPR podcast

Ivory-Boyer Real Estate Center (IBREC) academic director and David Eccles School of Business professor of finance, Andra Ghent was a guest in November on a 1A podcast episode exploring trends and data around remote working. The podcast, produced by WAMU for National Public Radio and hosted by Jenn White, also featured Emma Goldberg, business feature writer for *The New York Times*. The conversation covered the push by corporations to get employees back to working on site. According to Goldberg, the real estate, banking, and finance industries are the most aggressive in requiring employees to work in person, while tech and startup companies are less so. This may be because larger companies have long-term leases and more capital invested in office space.

Ghent added that it is important to note that only 50% of the workforce actually has the capacity or ability to perform their jobs remotely. Of the 50% that are able to work remotely, a recent research paper co-authored by Ghent, showed that about 80% of companies have announced policies for a hybrid model, with 10% going fully in-person and 10% going fully remote. The research showed that factors affecting these numbers include cost of real estate (companies in cities with more expensive real estate tend to be less rigid on employees being on site), female leadership (more likely to have more flexible policies), age of leadership (older CEOs tend to want employees on site), and industries (tech being the industry most likely to establish fully remote working policies). The conversation continues with a look at the importance of work relationships and mentorship and many other factors dictating today's remote work policies. Listen to the full episode, HERE.





Overview

The Utah Real Estate Challenge (UREC) is an intercollegiate real estate development competition for undergraduate and graduate students throughout the state of Utah. The competition fosters an understanding of real estate development by giving students the opportunity to prepare and present a development proposal to a panel of expert judges. A grand prize of $20,000 will be awarded to the team with the most promising and economically viable real estate development plan. A second-place prize of $10,000 and a third-place prize of $5,000 will also be awarded. The competition is made possible by the generous support of the Ivory-Boyer Real Estate Center Board, sponsors, mentors, judges, and faculty from participating schools.

COMPETITION TIMELINE

Informational Webinar
Thurs., Dec. 1, 2022, 5 p.m.
Webinar information will be available on the website.

In-person Information Session / Team Networking
Wed., Jan. 18, 2023, 5 p.m.
University of Utah, Spencer F. Eccles Business Building, Child Hall, 7th Floor

Team Registration Opens
Fri., Jan. 20, 2023, 8 a.m.
Eccles.link/UREC

Team Registration Deadline
Mon., Feb. 13, 2023, 11:59 p.m.

5-page Development Proposal Submission Deadline
Fri., Feb. 24, 2023, 12 p.m.

First Round Judges Presentations
Thurs., March 2, 2023, 8:30 a.m.

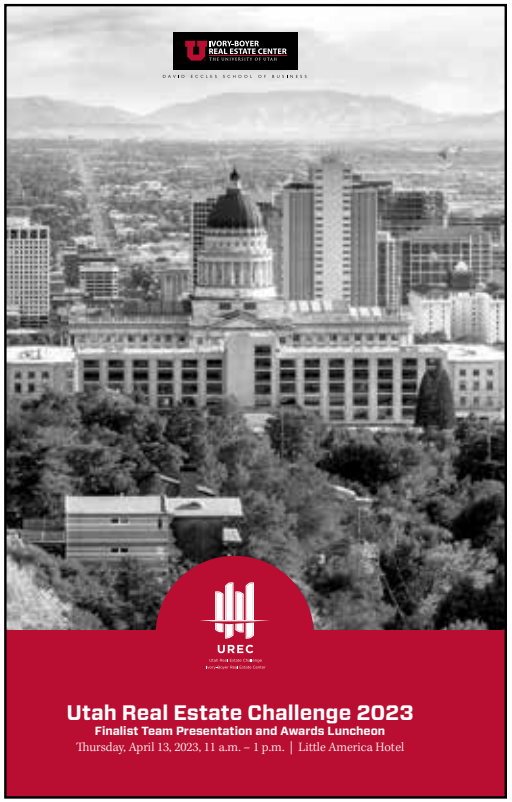
25-page Development Business Plan Submission Deadline
Mon., April 3, 2023, 12 p.m.

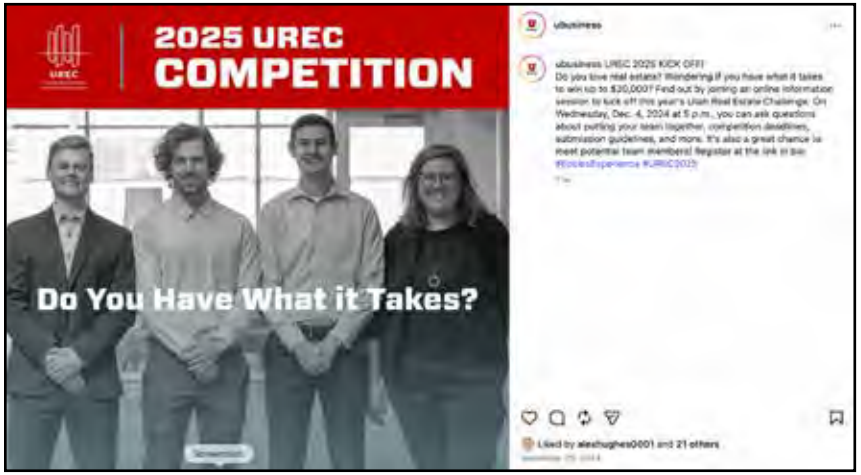
Finalist Presentation and Awards Luncheon
Thurs., April 13, 2023, 11 a.m.

INFORMATION SESSIONS

We would love to have you involved in the competition! The UREC team will hold information sessions at various colleges and universities throughout the state. These forums will include a UREC presentation explaining the parameters of the competition with Q&A sessions. There will also be a virtual session option. In January, we are planning an in-person information session at

Utah Real Estate Challenge - Competition Packet, Print and Digital - Copy Edit, Layout, Production



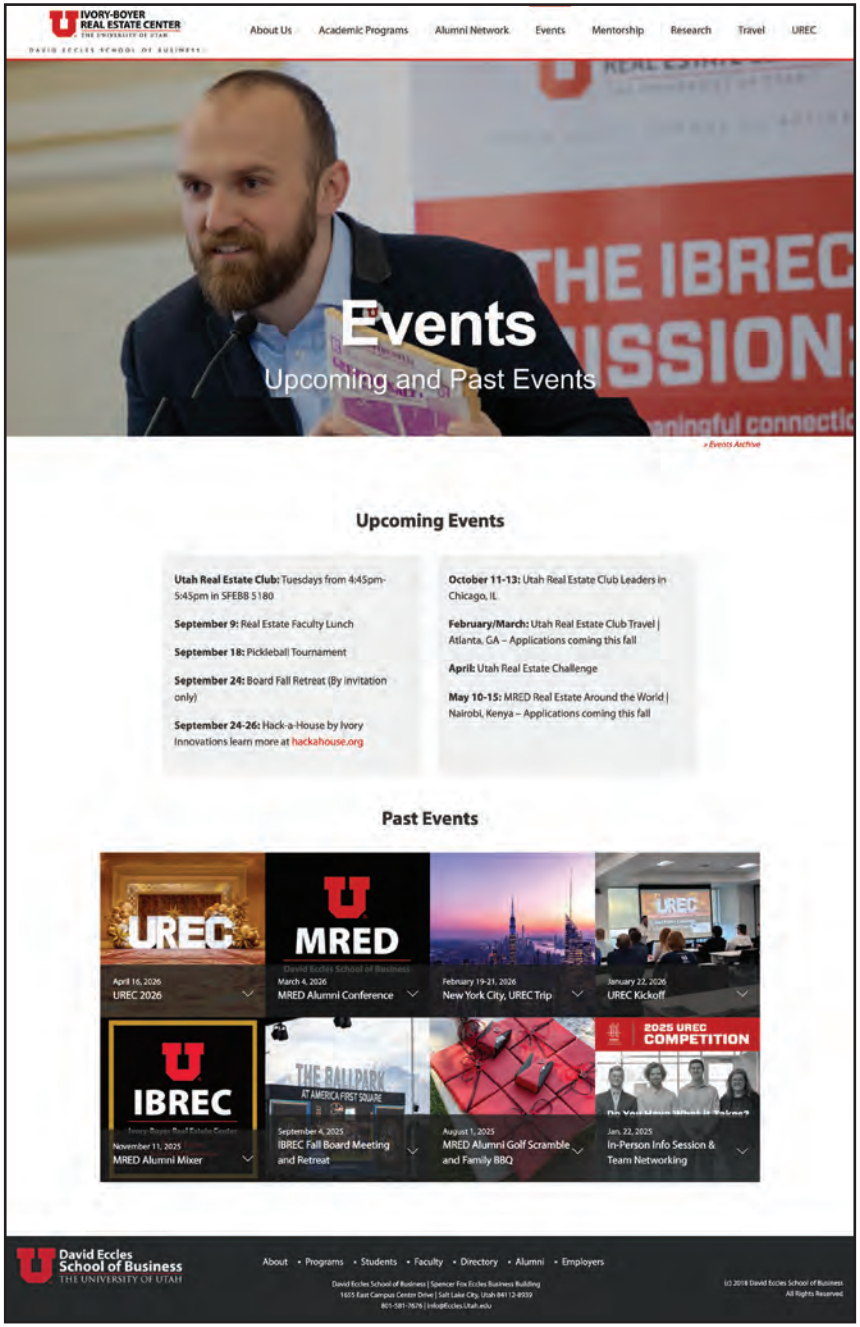








Utah Real Estate Challenge - Event Program, Digital Ad, Social and News Posts - Copy Edit, Layout, Production





IBREC Website Refresh - Copy, Layout





MRED Preview Day

Join us for a comprehensive overview of the Master of Real Estate Development program!

- **Tour the Eccles School**
- **Hear from Program Leadership**
- **Ask Questions**

FOR INFO OR QUESTIONS, CONTACT OUR ADMISSIONS TEAM:
Halie Rosencrantz, Halie.Rosencrantz@Eccles.Utah.edu
Somer Jones, Somer.Jones@Eccles.Utah.edu

SAVE THE DATE

MRED Preview Day
Fri., Nov. 4
10 a.m.-12:30 p.m.

David Eccles School of Business
Garff Building, Auditorium
1731 E. Campus Center Dr.

David Eccles School of Business
GRADUATE PROGRAMS IN BUSINESS

David Eccles School of Business
THE UNIVERSITY OF UTAH
GRADUATE PROGRAMS IN BUSINESS

新年快乐

Lunar New Year Celebration

Join us to celebrate and learn more about Chinese New Year (also called Lunar New Year), a 15-day festival in China and Chinese communities around the world that begins with the new moon that occurs sometimes between January 21 to February 20 according to Western calendars.

All students in the Eccles Graduate Programs in Business are invited for food, fun and festivities!

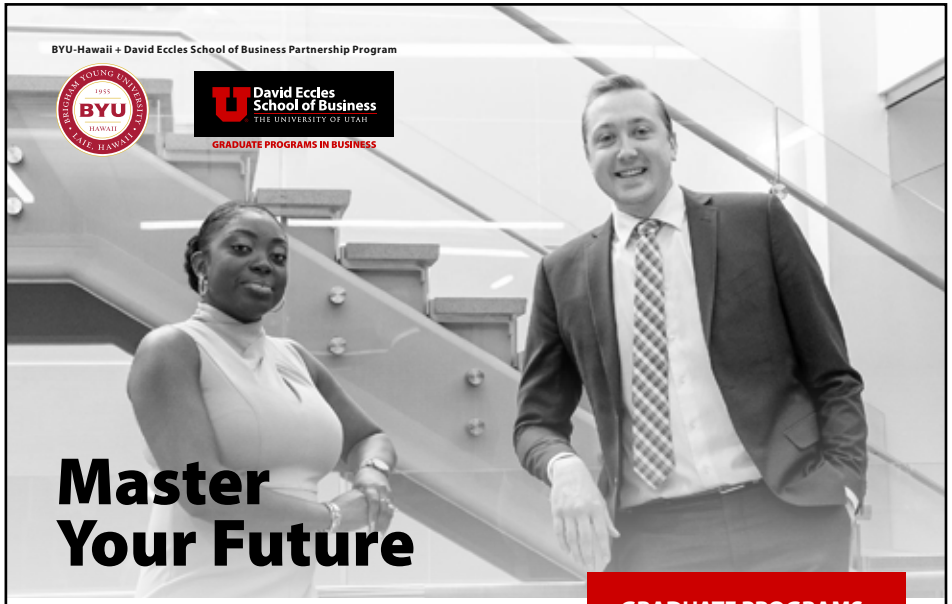
Tuesday, January 24, 2023 | 11 a.m. - 3 p.m. | SFEBB, Graduate Student Lounge, 3rd Floor



BYU-Hawaii + David Eccles School of Business Partnership Program

BYU HAWAII

David Eccles School of Business
THE UNIVERSITY OF UTAH
GRADUATE PROGRAMS IN BUSINESS



Master Your Future

Join us in person on the BYU-Hawaii campus for an **APPLICATION WORKSHOP!**

WHEN:
Wednesday, January 25 and Thursday, January 26, 2023, 10 a.m. - 4 p.m. (Open House)

WHERE:
BYU-Hawaii Campus, TBD

HOST:
Kayla Daulton, Associate Director of Admissions, Eccles School Graduate Programs in Business

EVENT HIGHLIGHTS:
- Assistance with completing your graduate application
- Instructions on how to submit your application
- Answers to questions about the application process
- Learn more about program curriculum, scholarship eligibility, and career services
- Pizza!

BYU-HAWAII STUDENTS RECEIVE WAIVERS FOR:
- Application fee
- Letters of recommendation
- Seat fee

GRADUATE PROGRAMS IN BUSINESS

Master of **Accounting**

Master of Science in **Business Analytics***

Master of Science in **Cybersecurity Management**

Master of Science in **Finance***

Master of **Healthcare Administration***

Master of Science in **Information Systems***

Master of **Real Estate Development**

*100% online programs available.

Learn more about our programs at **Eccles.link/Masters**