



2019 ANNUAL TOWN GOWN REPORT HULT INTERNATIONAL BUSINESS SCHOOL

Prepared for the City of Cambridge, January 2020



2019 Annual Town Gown Report

Institution Name: Hult International Business School

Report for Time Period (e. g., Spring '19 semester or 2018-19 term): 2019-2020 Academic Year

Date Submitted: January 9, 2020

I. EXISTING CONDITIONS

Please provide the following information about the current conditions and population at your Cambridge campus.

Indicate any limitations to the data such as inability to collect data from all students enrolled at an institution.

A. FACULTY & STAFF¹

<i>Cambridge-based Staff</i>	2015	2016	2017	2018	2019	Projection ² (2026)
Head Count:	60	60	63	78	82	98
FTEs ³ (if available):	_____	_____	_____	_____	_____	_____
<i>Cambridge-based Faculty</i>						
Head Count:	13	13	16	16	20	20
FTEs ¹ (if available):	_____	_____	_____	_____	_____	_____
Number of Cambridge Residents Employed at Cambridge Facilities:	6	6	6	8	8	8

¹ Post-doctoral scholars are counted in the "Student Body" section. Do not include them in the "Faculty & Staff" section.

² Provide a projection of future employment using whatever time period your institution employs for this purpose. Specify the target year.

³ "FTE" refers to Full Time Equivalent employees, which treats part-time workers as a fraction of a full time position based on the number of hours worked per week.

B. STUDENT BODY⁴	2015	2016	2017	2018	2019	Projection ⁵ (2026)
<i>Please provide the following statistics about your Cambridge-based student body:</i>						
Total Undergraduate Students:	N/A	N/A	N/A	158	293	1000*
Day:	_____	_____	_____	_____	_____	
Evening:	_____	_____	_____	_____	_____	
Full Time:	_____	_____	_____	_____	_____	
Part Time:	_____	_____	_____	_____	_____	
Total Graduate Students:	720	750	1018	897	951	1200
Day:	720	750	1018	897	951	
Evening:	_____	_____	_____	_____	_____	
Full Time:	720	750	1080	897	951	1200
Part Time:	_____	_____	_____	_____	_____	
Non-Degree Students:	_____	_____	_____	_____	_____	_____
Day:	_____	_____	_____	_____	_____	
Evening:	_____	_____	_____	_____	_____	
Total Students Attending Classes in Cambridge (inclusive of all categories above)	720	750	1018	1,055	1,244	2000+*
Post-Doctoral Scholars	_____	_____	_____	_____	_____	_____

* Hult recently launched an undergraduate campus in Massachusetts in 2018. Total student enrollment projections are still very much preliminary at this time; however, we anticipate approximately 1,000 new undergraduate students within 7- 10 years.

⁴ Include all non-degree students enrolled in day or evening classes, such as persons taking Harvard Extension classes.

⁵ Provide a projection of future enrollment using whatever time period your institution employs for this purpose. Specify the target year.

C. STUDENT RESIDENCES	2015	2016	2017	2018	2019	Projection ⁶ (2026)
<i>Number of Undergraduate Students residing in Cambridge:</i>						
In dormitories:	_____	_____	_____	_____	178	TBD*
Number with cars garaged in Cambridge ⁷ :	_____	_____	_____	_____	1**	
In off campus affiliate housing ⁸ :	_____	_____	_____	85***	115	
In off campus non-affiliate housing:	_____	_____	_____	_____	_____	
<i>Number of Graduate Students residing in Cambridge:</i>						
In dormitories:	_____	_____	_____	_____	251	TBD*
Number with cars garaged in Cambridge ⁴ :	_____	_____	_____	_____	3**	
In off campus affiliate housing ⁸ :	_____	_____	_____	_____	_____	_____
In off campus non-affiliate housing:	720	265	339	415	700	

*As part of the EF III Project, approximately 450 student beds will be available for Hult’s undergraduate and graduate students. Our goal is to fill 450 beds upon occupancy of EF III (summer 2019), which will allow graduate students to live there until the undergraduate program increases. We do not yet know the breakdown of graduate and undergraduate occupancy of the housing.

**Hult undergraduate and graduate students are not permitted to park cars on campus. Purchasing vehicles is not common practice since students are international and typically rotate between Hult’s campus in Cambridge and Hult’s other global campuses throughout the year.

***The remaining students live with local host families.

⁶ Provide a projection of future student housing using whatever time period your institution employs for this purpose. Specify the target year.

⁷ *Cars Garaged in Cambridge* refers to any car kept in Cambridge by a student residing in a college or university dormitory.

⁸ *For the purpose of this report*, affiliate housing is defined as other housing owned by the institution that is available only to members of the academic community. *Affiliate housing does not include either dormitories* or housing available for rent to persons who are not affiliated with the institution.

D. FACILITIES & LAND OWNED

The following facilities and land information should be provided for the campus as a whole as well as for sub-areas/precincts of the campus. For example:

- Harvard University for the North Campus, Law School, Radcliffe Quad, Harvard Yard, etc.
- MIT for the East Campus, West Campus, Sloan School, Investment holdings, etc.
- Lesley University for the Main Campus, Porter Square Campus and Brattle Campus

	2015	2016	2017	2018	2019	Projection ⁹ (2026)
Acres:						
Tax Exempt	_____	_____	_____	_____	_____	_____
Taxable	_____	_____	_____	_____	_____	_____
Number of Buildings: (include both taxable and tax exempt buildings)	_____	_____	_____	_____	_____	_____
Dormitories:						
Number of Buildings:	_____	_____	_____	_____	_____	_____
Number of Beds:	_____	_____	_____	_____	_____	_____
Size of Buildings (gross floor area):						
Institutional/Academic	88,812	88,812	88,812	113,812	113,812	113,812
Student Activities/Athletic	_____	_____	_____	_____	30,000	30,000
Dormitory/Nontaxable Residential	_____	_____	_____	_____	165,200	165,200
Commercial	_____	_____	_____	_____	_____	_____
Taxable Residential	_____	_____	_____	_____	_____	_____

- Between academic year 2003-2004 and June 1, 2014, Hult International Business School leased from Efekta Schools, Inc. 14,583 square feet at One Education St. in Cambridge.
- Since June 1, 2014, Hult entered into a lease with Efekta Schools Inc. for 94,947 square feet at One Education St in Cambridge, MA, to facilitate growth planned for the school.
- Since October 1, 2015, Hult amended the lease to include a total of 88,812 square feet.
- *The additional space leased by Hult includes the 25,000-SF building located at 17 Monsignor O'Brien Highway (EF IV), which was renovated into classrooms and opened in fall 2018.

⁹ Provide a projection of facilities using whatever time period your institution employs for this purpose. Specify the target year.

Parking

This section refers to parking spaces maintained in Cambridge only. Provide figures for all Campus facilities in Cambridge; do not include spaces owned or leased in other communities. Include additional information as necessary.

Number of parking spaces maintained for students (include resident and commuter parking): 4 (due to special health or safety circumstances)

Number of parking spaces maintained for faculty, staff and visitors: 39

Housing (Do not include any information about dormitories in this table.)

N/A

Property Transfers:

Please list Cambridge properties purchased since filing your previous Town Gown Report:

N/A

Please list Cambridge properties sold since filing your previous Town Gown Report:

N/A

Please describe any planned dispositions or acquisitions:

N/A

E. REAL ESTATE LEASED

Please attach to the report a table listing of all real estate leased by your educational institution within the City of Cambridge. Include the following for each lease:

- Street address
- Approximate area of property leased (e. g., 20,000 SF, two floors, entire building, etc.)
- Use (e. g., institutional/academic, student activities/athletic, housing, etc.)

If your institution does not lease any real estate within the City of Cambridge, you may omit this section.

Hult International Business School leases 88,812 SF from Efekta Schools, Inc. at One Education Street, Cambridge, MA 02141, for institutional/academic use only.

Hult uses this space to conduct its main university operations. The use is institutional and academic with student activity areas, including a ground-floor restaurant. The space includes 8 classrooms, 60 meeting rooms and lounges.

In summer 2018, Hult increased its leased space to include 25,000 SF at 4 Museum Way for institutional/classroom space.

In August 2019, Hult expanded in Cambridge with the opening of Hult House (EF III), which includes dormitory and student activity space for its undergraduate and graduate programs.

Street Address	Approx. area of lease	Use
One Education Street	88,812 SF	Institutional/classroom
4 Museum Way (previously 17 Monsignor O'Brien)	25,000 SF	Institutional/classroom
10 Education Circle (previously North Point Boulevard)	153,031 SF	Institutional/dormitory

F. PAYMENTS TO CITY OF CAMBRIDGE: ¹⁰

	FY 15	FY 16	FY 17	FY 18	FY 19
Real Estate Taxes Paid	\$	\$	\$	\$	\$
Payment in Lieu of Taxes (PILOT)	\$539,624	\$ 555,674	\$560,584	\$ 628,047	\$ 705,267
Water & Sewer Fees Paid	\$35,323	\$45,994	\$43,845	\$4,037	\$3,071
Other Fees & Permits Paid	\$	\$	\$	\$	\$

G. INSTITUTIONAL SHUTTLE INFORMATION

Please include information about all regularly scheduled shuttle services operated by your institution within the City of Cambridge or between Cambridge and other municipalities:

The Hult campus is part of a transit oriented, mixed-use urban development in East Cambridge surrounded by public transportation, pedestrian and bicycle infrastructure and facilities. Hult is located within a half-mile walk of the MBTA Green Line (Lechmere and Science Park) and Orange Line (Community College) stations, MBTA bus lines, and the Charles River TMA EZ Ride Shuttle.

Hult will continue to share a customized shuttle service with EF Education First, which transports employees and students to nearby MBTA stations. This customized shuttle further enhances the opportunity for employees and students to utilize public transportation. Pedestrian and bicycle access to the campus are provided via Museum Way and North Point Boulevard which contain sidewalks, crosswalks and bike lanes.

¹⁰ Fiscal Years for the City of Cambridge begin on July 1 and end on June 30 of the following year. For example, FY19 for the City of Cambridge includes the period from July 1, 2018 through June 30, 2019.

II. FUTURE PLANS NARRATIVE

HISTORICAL CONTEXT

Established in 1964 in Cambridge, Massachusetts as the Arthur D. Little School of Management, the school initially served as an extension of Arthur D. Little's consulting business to train managers in developing countries. In 1976, the school earned accreditation from the New England Association of Schools and Colleges ("NEASC") and became the first NEASC-accredited corporate degree program in America.

Despite being an autonomous Section 501(c)(3) organization, the school was financially dependent on the Arthur D. Little consulting firm. With the demise of Arthur D. Little in 2003, school leadership sought more sound financial footing and approached Mr. Bertil Hult, founder of the world's largest privately held education company, EF Education First, whose U.S. headquarters is in Cambridge, MA.

Mr. Hult agreed to support the school and it was renamed "Hult International Business School." Mr. Hult committed to making the school financially viable on a standalone basis by injecting capital into the institution, establishing a dedicated worldwide recruitment capability and providing teaching space for the school within EF's U.S. headquarters.

Renaming the school Hult International Business School meant that it initially had no brand awareness amongst MBA students or employers. Furthermore, its historic niche of educating international managers was subject to intense competition as other U.S. business schools began focusing on foreign students as a source of growth. Even the historic uniqueness of a one-year U.S. MBA degree was being eroded by the introduction of competing programs from schools such as Babson, Kellogg, Cornell and the University of Southern California, among others.

In 2007, the school's leadership team embarked on a bold strategy of establishing Hult as the world's first truly global business school. This strategy was aimed at differentiating the school relative to its competitors and carving out a position that built on its historical Arthur D. Little legacy of educating international managers.

Over the past nine years, the school has expanded from its origins in Cambridge, Massachusetts, to include campuses in London, Dubai, San Francisco and Shanghai. These locations were chosen as being pivotal centers of the global economy and therefore of interest to business students. All of these campuses were built from the ground up, with the sole exception of London, which was created by the acquisition of a failing NEASC-accredited Institution in 2005, Huron University USA-in-London.

In each location, students earn a NEASC, AACSB and an AMBA-accredited degree. The school tries to provide as consistent an educational experience as possible across locations. Key policies and procedures are identical across all campuses. Organizational structures, cultural diversity, campus design and key ratios, such as students/faculty, students/staff, students/breakout room, etc., are all kept to similar levels. Furthermore, to maintain consistency of teaching quality, many faculty members routinely teach at multiple campuses over the course of a year.

Having campuses around the world has enabled the school to offer students a unique value proposition: the ability to study in multiple locations during the course of their studies. All Hult programs enable students to begin their studies in one campus and to then “rotate” to up to two others during the course of their study. This enables Hult students to witness first-hand major developments in key emerging markets and industrialized economies, and provides them with an unparalleled platform from which to launch their international business careers. Surveys indicate that 75% of students choose Hult because of this unique proposition. Around half of all Hult students ultimately rotate to at least one other campus during their course.

We also significantly strengthened the teaching of leadership, teamwork and collaboration, with so-called “soft skills.” Stemming from research with business leaders, this new program has been well received, earning the Innovation Award from the AMBA, and supporting our goal.

STRATEGIC AND LONG TERM PLANNING

Hult International Business School has developed a distinguished record for educating international business leaders. For decades, Hult has provided students and executives from around the world with the opportunity to forge careers that are not limited by borders or tradition. Strong relationships with the world’s leading companies and an approach to experiential business education that utilizes the world as its campus mean that Hult has a history – and a future – unlike any other business school.

We strive to be the most relevant business school in the world. By using our global reach and always being creative, entrepreneurial, and on the cutting edge, our aim is to have a positive impact on individuals and organizations by transforming their management practices. In so doing, we hope to be the business school of choice for existing and aspiring leaders. We will contribute to sustainable growth, helping leaders to integrate commercial success and societal well-being.

Our strength lies in translating ground-breaking thinking into the practices that underpin our programs, to help organizations perform at the highest level and stay ahead of the game. We work closely with our clients and partners to conduct research that informs and improves the practice of management. By grounding our research in the everyday practices of leaders, we ensure that our research has relevance and value both for organizations and for leaders.

HOUSING

Hult has 429 students living at Hult House, the new student dormitories which is a huge benefit to the local housing supply. They will be adding 15 - 18 more undergraduate students in their January intake for a total of 445. The rest of the student body lives off campus.

PRECINCT AND SITE SPECIFIC PLANS

N/A

III. LIST OF PROJECTS

N/A

IV. MAPPING REQUIREMENTS

Please attach to the report maps of the following (these may be combined, as appropriate):

- Map of real estate leased
 - EF I – Hult Center, 1 Education Street (current leased space)
 - EF III – Hult House, 10 Education Circle (New Address - leased space)
 - EF IV – Hult Point, 4 Museum Way (leased space)



Map of all regularly scheduled campus shuttle and transit routes.



V. TRANSPORTATION DEMAND MANAGEMENT

In research with students and staff we have determined that about 35% of our faculty and staff drive to campus and 65% of faculty and staff walk or take public transportation. We have determined that roughly 83% of our students walk or take public transportation to the campus, 7% bike, 7% use a ride share service such as Uber, and only about 3% drive to school on their own. Approximately 35% of Faculty, staff and students live in Cambridge and are generally dispersed equally between East and West Cambridge. These numbers continue to get updated through the City's PTDM survey process.

In collaboration with EF, Hult has committed to an extensive Transportation Demand Management (TDM) program, including charging employees for parking; operation of a private shuttle bus circulating from the site to area MBTA stations; participation in the Commuter Choice provision of the Federal Tax Code allowing employees to use pre-tax dollars to purchase transit passes; and the installation of bicycle racks in a sheltered location protected from the elements. Hult includes information about MBTA schedules and transportation options available for faculty and students on the company's website. All of these measures are extended to both employees and students. With the completion of the North Point Park footbridge to Charlestown and the proposed Somerville Community Path the Project will be in an advantageous position with regard to bicycle and pedestrian transportation, and Hult is committed to maximizing these resources for their employees. Hult will continue its longstanding practice of discouraging auto use and encouraging employees to walk, bike and take public transit to work. There have not been any changes in the PTDM plan or strategy since submitting our 2017 Town Gown report.

VI. BICYCLE FACILITIES

Hult International Business School is committed to encouraging the use of sustainable transportation options to staff, faculty and students. We have a Hubway station on site and offer ample bike parking. Hult also has a bicycle repair station on-site. Since the development of EF III and EF IV, there are a total of 342 long-term and 83 short-term bike parking spaces on campus.

VII. ANTENNA INSTALLATIONS

There are not any antennas on the building.

VIII. TREE RESOURCES

The Hult campus is located adjacent to DCR's North Point Park and along the Charles River waterfront. Because of these factors, Hult and its landlord EF Education First have taken great pride in sustaining a beautiful park-like campus complete with many trees and as much green space as possible. With the development of EF III and EF IV (both of which will be used by Hult), more than two acres of new public green/park space will be developed. In particular, EF III was formerly a paved maintenance facility with no vegetation. EF landscaped the EF III site heavily and incorporated a number of new plantings. (Please see Special Permit materials for further detail).

IX. CONSTRUCTION MITIGATION

N/A

X. RELATIONSHIP WITH CAMBRIDGE PUBLIC SCHOOL DEPARTMENT (CPSD)

Hult is innovative not only in academics, but in the area of social justice and enterprise. Hult students and staff engage in philanthropy in the Cambridge area -- roughly one in five students engages in some sort of philanthropy locally. One example of a student-led successful charity event was with Birthday Wishes, an organization that brings birthday parties to homeless children in Cambridge and surrounding areas.

Hult also partners with EF Education First and the EF Glocal Challenge, an annual program facilitated by EF Education First and the City of Cambridge at Cambridge Rindge and Latin School to help students learn 21st century skills, gain global competence and receive real-world experience in STEAM (science, technology, engineering, art and math). Hult International Business School students volunteer as mentors to help Cambridge students create actionable projects that can be implemented locally. Additionally, Hult faculty lead training sessions and seminars for the participants on our campus.

XI. INSTITUTION SPECIFIC INFORMATION REQUESTS

Hult International School of Business

1. To develop a more complete picture of the institution, provide a listing of the college's education sites located outside of Cambridge.
 - a. Additional Hult International Business School campuses are located in Dubai, London, New York City, San Francisco and Shanghai.
2. Provide a discussion of enrollment trends over the past three years and future enrollment projections, including the ongoing development and expansion of the undergraduate program.
 - a. Hult continues to expect growth in enrollment numbers for its Cambridge Campus over the next couple of years from the undergraduate program and from the addition of a new graduate-level program. Hult expects to expand its undergraduate program in Cambridge to a capacity of 600 students. The first class of undergraduate students started in the 2017-2018 Academic Year. This academic year Hult welcomed its second class of first-year students. Hult expects to welcome in future years an incoming class between 100 and 150 students.
 - b. Additional programs: The MA Department of Higher Education has approved Hult's application to have a Master of Business Analytics program taught at the Cambridge campus. We expect this one-year Master's program to start with one cohort of 75 students.

3. Describe efforts and future plans to integrate Hult's student body into the wider Cambridge community.
 - a. Hult students are actively involved in the EF Glocal Challenge. The EF Glocal challenge is a contest-based program facilitated by EF Education First, Cambridge Public Schools and the City of Cambridge to help high school students learn 21st century skills, gain global competence and receive real-world experience in STEAM (science, technology, engineering, art and math). Leading up to the finals, Hult students along with local entrepreneurs and startups volunteer to act as mentors for the CRLS students for a practice round day at the CIC. This program serves as a great platform to gather Hult, local businesses, and Cambridge students together to solve Global issues on a local level.

4. Provide an update on any future expected facility needs for Hult and/or EF.
 - a. There are no future expansion plans anticipated for Hult currently in Cambridge.

5. Discuss strategies that could be used to help offset the impact of Hult students on market rate housing.
 - a. The addition of approx. 450 new student beds (through Hult House/EF 3) will significantly relieve the pressure on the local student housing market. We are excited to have the opportunity to offer our students on-campus living, and we look forward to reporting to the Planning Board about the success of the new student dormitory.

6. Provide an update on current use and plans for 17 Monsignor O'Brien Highway.
 - a. 17 Monsignor O'Brien Highway (new address is 4 Museum Way) was renovated in 2018. Today it is Hult's classroom building known as Hult Point. Both undergraduate and postgraduate students take classes in this building and can use available team rooms, study spaces and student lounges. Amenities include staff offices, student lounges and faculty and student kitchen areas. Additionally, EF Education First recently redeveloped a vacant DCR parcel behind Hult Point and transformed it into a tennis court with park benches and grassy areas.