



April 17, 2017

W. Art Chaovalitwongse
21st Century Leadership Chair in Engineering
Co-Director of the Institute for Advanced Data Analytics
Professor of Industrial Engineering
University of Arkansas, Fayetteville

Dear Dr. Chaovalitwongse:

I am writing to express my enthusiastic support for the new university-wide undergraduate minor in Data Analytics that the University of Arkansas is developing. J.B. Hunt has a long and fruitful relationship with the University of Arkansas, particularly with the core departments of the minor (Industrial Engineering and Computer Science & Computer Engineering). Not only do we recruit heavily from these departments for our technology hires, we also provide members for the IE and CSCE Advisory Boards, as well as to the Institute for Advanced Data Analytics.

J.B. Hunt has a great need for employees with data analytics skills to fill several key roles in our company. It is important to us that those employees are aware of not just the technical questions raised by big data, but also the management issues that can arise for our internal and external business partners. The proposed program brings together STEM education and business development in a meaningful way. We look forward to the opportunity to work with University of Arkansas on the new undergraduate minor in data analytics, helping create a program that not only meets the needs of our company, but also the needs of students and faculty at the university, local communities, and our nation.

I or another senior J.B. Hunt executive will agree to serve on the External Advisory Council of the new minor so that the program can better address industry needs and concerns. We will contribute to curriculum development and professional training, including research experiences. J.B. Hunt will provide industry mentors for undergraduate trainees, as well as industry liaisons in cross-discipline capstone projects and in-residence research. Finally, we will continue our recruitment from the involved data analytics-minor departments for internships and permanent positions.

I strongly support this proposal and personally look forward to being part of this exciting effort.

Sincerely,

A handwritten signature in black ink that reads "Margaret Townsend". The signature is written in a cursive, flowing style.

Margaret Townsend
Senior Vice President of Engineering
J.B. Hunt Transport, Inc.



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June 8, 2017

W. Art Chaovalitwongse
21st Century Leadership Chair in Engineering
Co-Director of the Institute for Advanced Data Analytics
Professor of Industrial Engineering
University of Arkansas, Fayetteville

Dear Dr. Chaovalitwongse:

This letter conveys my strong support for the new university-wide undergraduate minor in data analytics that the University of Arkansas (UA) is developing. This new program which will create an end-to-end learning pathway combining education, skill training and professional development in data analytics. It will address several critical workforce development issues that impact our industry, as well as the needs of commercial industries in this area.

We are very pleased to see that your cross-college institute will spearhead a multidisciplinary program for data analytics training for a variety of disciplines at the University. Graduates with the data analytics minor will be able to address the complex big data problems that require deep knowledge in multiple science, engineering and business disciplines. Given that our business is fundamentally built around helping industries leverage "big data" to improve their economic performance, particularly their marketing performance, while still carefully protecting access to that data, graduates with the data analytics minor will be ideal candidates for positions at Acxiom.

Acxiom has a long history of collaboration in research and education with the University of Arkansas and the proposed minor is an excellent opportunity to strengthen our collaboration to make our state and the nation prosper. Acxiom has hired many students from the University of Arkansas, many of whom have made significant contributions to Acxiom.

To demonstrate our commitment to MDAP, Acxiom will be providing speakers as part of extracurricular activities for students in the data analytics minor. In addition, Acxiom will provide internship opportunities for students in the data analytics minor, which will ideally lead to graduating students joining the Acxiom team as full-time employees.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jerry C. Jones", is written over a blue rectangular background. The signature is fluid and cursive.

Jerry C. Jones
EVP & Chief Ethics and Legal Officer, Acxiom Corporation

cc: Scott Howe, Acxiom CEO