

To the ACU Tenure and Promotion Committee:

Throughout my undergraduate experience at ACU, I took three of Dr. Jessup's classes and worked with him as an academic research assistant. In my capacities as student and employee, I was able to see the ways in which Dr. Jessup enriches his students' lives through teaching and mentorship.

Coming from a cognitive psychology background, Dr. Jessup provides a unique perspective on business education; as a result, his students are able to develop a robust understanding of data mining, a critical skill in today's increasingly analytical business environment. Dr. Jessup does an excellent job teaching complicated material in a way that affords all students with a working vocabulary and understanding of the concepts, but also provides more technically-minded students a starting point from which they can delve into the underlying theory. It can be difficult to identify the tangible outcomes of a specific class; however, I know multiple students who were admitted to graduate school or hired to specific roles for which they would have been unqualified if not for the knowledge they gained by studying data mining with Dr. Jessup.

Dr. Jessup's project-oriented classes (Consumer Behavior and Market Research) supplied similar technical knowledge; however, these classes complemented statistical knowledge with research experience and an understanding of the project lifecycle that would normally be reserved for academic research assistants. Because of these classes, all marketing majors had the chance to practice working in teams, writing reports, and giving presentations, building their understanding of real-world application and forcing students to develop critical thinking abilities and take ownership of their work.

Outside of the classroom, Dr. Jessup is a dedicated mentor, particularly towards students pursuing graduate education. Throughout the time I worked as his research assistant, Dr. Jessup consistently helped me to develop as a public speaker, writer, and critical thinker, always pushing me to stretch myself and consider new ideas. In addition to encouraging me to develop my technical skills, Dr. Jessup was tireless in his willingness to discuss how I should best prepare myself for a very competitive graduate degree in analytics. Based on his thoughtful advice, I was not only admitted to a top tier program, I also found myself extremely prepared once I arrived.

Without Dr. Jessup's presence in COBA, my academic and career journey would have been very different; I would not have been qualified for the graduate program I have now completed, nor would I have been hired to my current role. However, even more importantly, I would not have been stretched to learn far more than I realized I could. I am just one student, but throughout my time at ACU I watched friends and peers reap the benefits of Dr. Jessup's teaching and mentorship, often discovering a previously unrealized skillset or confidence in their abilities to carry a project from start to finish. I am grateful for the impact Dr. Jessup had on my classmates and me, not just because of the subjects we learned, but because of the creativity and curiosity he helped us to develop. As a result, I believe Dr. Jessup is a valuable asset to COBA and its students, and I recommend that he be awarded tenure.

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