

ABILENE CHRISTIAN UNIVERSITY

Educating Students for Christian Service and Leadership Throughout the World

College of Business Administration

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July 15, 2016

To Whom It May Concern:

Re: Ryan Jessup's application for tenure and promotion to Associate Professor

I am writing to state my strong support for Ryan's application for tenure and promotion. My input is from the perspective of a faculty colleague and former department chair, and also an elder at his local congregation, Hillcrest Church of Christ.

In the College of Business Administration, Ryan fills an important niche role with respect to teaching and research in the technical/analytical aspects of marketing. His courses include marketing research, consumer behavior and data mining – all key courses for our students given the significant interest in “big data” and “analytics” in today's business world. He has partnered with several students in undergraduate research projects and has taken a personal interest in the development of several talented students. He has encouraged business students to take technical courses in Information Technology to better prepare them for graduate school and careers in analytics.

Ryan serves as chair of the COBA faculty research committee which functions to facilitate and encourage faculty research. With respect to collegiality, Ryan regularly seeks to interact with faculty in the department, college, and around the university in research and in less formal ways such as organizing faculty intramural soccer teams.

In addition to his effective service as a faculty member, Ryan has demonstrated his devotion to family and faith. Soon after arriving in Abilene, Ryan and his wife Elisa and their children placed their membership at Hillcrest Church of Christ. Ryan is now a deacon, serving in the area of foreign missions. Elisa helps with teaching children's classes. Their family is very engaged in the work at Hillcrest and is a vital part of our congregation.

Overall, Ryan is a talented and devoted Christian faculty member, husband and father, and church leader and is fully invested in the mission of the College of Business and ACU. We are very blessed to have him and his family serving here with us. I strongly support his application for tenure and promotion.

A handwritten signature in dark ink, appearing to read 'Don Pope'.

Don Pope

Associate Professor of Management Sciences and Elder, Hillcrest Church of Christ
ACU College of Business Administration