

Dear ACU Tenure & Promotion Committee,

I am deeply honored to write this letter on behalf of Dr. Ryan Jessup, by far the greatest professor and mentor I have had throughout my education.

Dr. Jessup is a privilege to learn from. The three courses (marketing research, consumer behavior, data mining) and honors colloquium on cognitive science that Dr. Jessup taught me are the highlights of my undergraduate education. These courses stand out for me because Dr. Jessup is an extremely effective professor. He always came to class prepared, and rather than just lecture his students, Dr. Jessup incorporated interactive work, group projects, and case studies. I never knew what to expect when I came to class, but I knew that I would always leave having learned something. I would even talk about Dr. Jessup's classes with my roommates. To supplement classroom time, Dr. Jessup assigned interesting and informative books- all of which I still own and many of which I still reference.

What is most unique about Dr. Jessup's classes is his genuine excitement and expertise in the subjects that he teaches. When you can tell that the professor thinks that his courses are awesome, its easy to feel excited about them as well. This attitude encourages questions and fosters a true and engaging learning environment.

In addition to being an excellent professor, Dr. Ryan Jessup was a mentor to me as well. Like most undergraduate students, I felt lost and overwhelmed when trying to decide what classes to take, and what direction I should go. Picking a career, I knew, started with taking the right courses.

Dr. Jessup cares about his students and pays attention to how they perform in the classroom, and what aptitudes they have. He noticed that I particularly enjoyed data mining and reached out to me about it. He took the time to ask prompting questions about how I felt about the field of analytics, and if I felt like this was something that I could see myself doing as a career. After several days of reflection, I reached back out to Dr. Jessup indicating that this was something I wanted to pursue. Right away, he began to help, recommending a litany of courses to take, as well as several grad schools to consider. For the rest of my undergraduate education, I continuously reached out to Dr. Jessup, often staying after class to ask questions. With patience and kindness Dr. Jessup would advise me and help me to work through some of my own questions myself.

Because of Dr. Jessup's courses and his guidance, I applied and was accepted into a master's program at the Institute for Advanced Analytics at North Carolina State University, one of the top data analytics programs in the country. Coming from a small private college, I expected to be very behind my peers when it came to technical acumen. I was surprised to find that was not the case. Many of my master's courses were continuations of the very things that Dr. Jessup had taught me, or the classes he had recommended that I take. I was ahead of other students, because of the excellent preparation I had received from Dr. Jessup.

I graduated from NC State the following year with a Masters in Advanced Analytics. Immediately upon graduation I was hired by a Fortune 500 bank, when I currently work as a Senior Decision Scientist and Data Scientist. I influence tens of millions of dollars of yearly marketing budget and provide strategic guidance to a litany of functions across the bank. I utilize a variety of analytics techniques and programs, many of which I first began learning in Dr. Jessup's classes.

I met Dr. Jessup at a very uncertain time in a person's life where one has to make many decisions that will impact the rest of their life, typically with very little help or guidance. I am blessed that I had Dr. Jessup as a professor. I can honestly say that my life would not be the same if Dr. Jessup had not been my professor at ACU and had not invested in me. In large part because of the time he spent teaching and mentoring me I now have a job that I love and that pays well.

ACU and COBA benefit from Dr. Jessup's presence. He is an overwhelmingly effective professor and cares about each of his students. A main reason why I would recommend the ACU and COBA to prospective students is because of Dr. Jessup and his classes. By having Dr. Jessup in COBA the school itself and the students who attend are much better off.

Sincerely,
Barrett Corey