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To Whom It May Concern:

I am writing to offer my strong support of Dr. Sarah Easter's upcoming promotion. Having graduated from ACU's College of Business Administration in 2019, I experienced first-hand the impact that Dr. Easter made in the lives of students.

As the instructor of Strategic Management, Dr. Easter transformed the traditional capstone course into an interactive, energetic curriculum that kept students engaged and challenged. Within the classroom, she placed a strong emphasis on real world application and consistently provided opportunities for students to solve social, economic, and environmental issues for businesses of all types and structures. By teaching students clear frameworks and emphasizing content repetition, Dr. Easter ensured that students left her class with the tools needed to implement strategic decision making skills, whether they were entering the workforce or starting their own businesses.

Dr. Easter continued this trend of real world application through extracurricular involvement in the Griggs Center for Entrepreneurship and Philanthropy as a faculty advisor and trip sponsor. While serving as the faculty advisor of the student-led sustainability organization, Enactus, Dr. Easter was an incredible support to students. Drawing from her personal experiences working with social enterprises in Southeast Asia, she provided valuable insights and guidance into the world of social impact, all while encouraging participants to take ownership of their respective roles. Dr. Easter also served as a faculty sponsor for a number of international business trips, once again drawing from her first-hand knowledge of global social enterprise to provide vital context to students, many of whom were traveling out of the country for the first time. It was clear through Dr. Easter's involvement in both of these extracurricular experiences that her passion for students reached far beyond the classroom.

Dr. Easter's courses and direct mentorship gave me an incredible platform from which to jump into the world of business consulting. When interviewing for consulting positions during my senior year, I regularly used the frameworks and critical thinking skills I developed through Dr. Easter's teaching. Now, in my current position at Deloitte Consulting, I still use these frameworks to provide meaningful recommendations to clients about how to best serve their customers or constituents.

In closing, it is because of professors like Dr. Easter that my ACU experience left an indelible mark on my personal and professional journey, and I know that she will continue to provide a meaningful experience for many classes of students to come.

Best,
Erika