

COLLEGE OF BUSINESS ADMINISTRATION
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June 21, 2021

ACU Tenure and Promotion Committee:

What a joy and honor to offer my support to Sarah Easter's application for tenure and promotion to the rank of Associate Professor at Abilene Christian University. Sarah excels in all categories as an ACU faculty member. She has enriched the lives and work of colleagues and students and has led several important initiatives.

Participating with Sarah in two research studies, co-chairing a college core curriculum initiative, interacting on a frequent basis, and serving with her at church have provided hours of experience from which to comment. I'll organize my thoughts about Sarah's contributions to the Management Sciences Department, the College of Business Administration (COBA), and ACU across the five categories: equipping, teaching, research, service, and collegiality.

- **Equipping:** Sarah's academic and work experience have prepared her well for teaching and research. As an ACU business graduate, she knows the undergraduate ACU experience. Her Rollins College MBA and PhD from the University of Victoria (UVic) equipped her with respected and rigorous academic preparation in diverse environments. Sarah has studied across North America, from Florida to Texas to British Columbia. She was carefully selected by the University of Victoria and graduated as the first PhD awardee in business from the university. (As a heralded graduate, she introduced another ACU employee to UVic. That colleague matriculated and completed a masters degree in international business there in 2020.) Sarah's marketing experience with a Florida power boat manufacturer, her contributions to a social enterprise in Vietnam, and her hours of observing a community network in Victoria, have afforded her with diverse experiences in values-based business and non-profit organizations.
- **Teaching:** Sarah pours herself into her teaching. She holds high expectations of students, is knowledgeable about current theory and practice, is innovative in her pedagogy/andragogy, and cares about student professional and personal formation. She has designed and taught or co-taught special topics and honors courses, has led study abroad courses, and has taught a rotation of departmental courses in management and international business. Her expertise in management and marketing equip her to contribute cross-disciplinary perspectives in her teaching. Her expertise with sustainability is a significant value-add for ACU and COBA. We have few faculty members with her level of academic preparation and experience in environmental, organizational, and other expressions of sustainability.

- **Research:** I suspect that Sarah is COBA's most thoroughly prepared qualitative researcher. Her insight and expertise have been sought out by several faculty members double-checking their grounded theory, case study, and other research projects. Sarah seeks out impactful research that contributes to the common good. She selects topics that contribute to understanding organizing in socially meaningful endeavors. Her recent research includes inquiries into how organizational actors endure in bringing about positive change; how diverse partnerships identify shared goals and work together effectively; and how students engage in service learning while studying abroad. Sarah targets the highest quality journals which require top-flight theoretical framing, methods, data, analysis, and impact.
- **Service:** Sarah has been sought out to lead committees in the college, university, and at her local congregation. These assignments have included serving on the ACU Faculty Senate, mentoring a new faculty member, co-chairing the COBA BBA core-curriculum committee, and co-chairing the preaching minister search at Highland Church of Christ. Sarah was tapped for these leadership roles because of her recognized knowledge and skills. Sarah is thorough and deliberate in all she does and she is innovative in thinking through initiatives. Sarah accepted these roles because of her inclination to serve others.
- **Collegiality:** I've mentioned several examples of Sarah collaborating with others. More need not be added, except to say that she has indeed sought out and joined in research, teaching, and service on numerous occasions. Sarah is a team player.

Abilene Christian University is fortunate to have such a well-qualified, gifted, and engaging teacher-scholar as Sarah Easter. We are all blessed to be her colleague and I am pleased to offer my highest recommendation to accompany her application to tenure and promotion.

Sincerely,

A handwritten signature in cursive script that reads "Monty Lynn".

Dr. Monty L. Lynn
Professor of Management