

### **Question #1: How does this professor promote learning?**

When I had Dr. K for Advertising Research class, her students were excited each day to come in and learn. Every class she has a new story, anecdote, pieces of research or fascinating tid-bit of information that makes students laugh, learn, question or think in a new way. Though I am on the creative advertising curriculum track and always knew I would be, Dr. K made me second-guess myself for a minute and consider account planning instead, just because of how engaging and exciting she made the basic research course. One great thing about Dr. K's class is that she genuinely wants to instill a passion for the subject in her students "æthe ability to ferret out the truth' with a little t' " as she puts it. She loves to use ferret as a verb, just part of her ever-present sense of humor. I feel I should point out that Dr. K holds both the highest teaching award in advertising " the American Advertising Federation's Distinguished Educator Award " and one of the highest research awards " the Great Minds in Research Innovation Award by the Advertising Research Foundation. She is also the co-editor of the Journal of Advertising Education, and it is evident that education and teaching are huge priorities for her. Dr. K fosters enthusiasm among her students by letting their own intellectual curiosity take the lead. She is always open to hearing new ideas and new methods of doing things that let her students challenge themselves and deliver work that they are passionate about. Her expectations are clear and concise, making sure everyone knows what to do as well as the bigger picture or objective for a project. The high standard she sets assures that everyone leaves her class having gained new skills that they can apply to not just research, but any job they may enter " æessentials for life as she says. These are things like turning in our best work, not our first work; not letting life's correlations be mistaken for causations; not lying about or being lied to about statistics; grounding our conclusions in information from vetted sources of information; never to overpromise and under deliver; and that it is incumbent on a professional communicator to make herself understood " æwe don't laugh at people when they misunderstand us, she says, æit's our fault! and æwe need to hold their little responsorial hand by writing better questionnaire items. Advertising is such a competitive field, and she wants to make sure that those of us who study with her are equipped to take on and succeed in any challenge we set our sights on, including making advertising campaigns both effective and ethical. Not satisfied with just teaching a research class and assigning projects and exams, Dr. K engages an outside class client every semester for collaboration, and this promotes our learning not only the particulars of research methods, analysis and presentation, but also how to deal with real-world clients. We learn how to polish presentations, how to æbreak the bad news to a client if consumers aren't pleased with their products or advertising, how to offer constructive criticism, and basically how to be professional in every sense. Since every project we do is customized for a different company or brand, she learns right along with us, always guiding our work so that we can optimize our results.

### **Question #2: How does this professor demonstrate a passion for teaching?**

Dr. K's love of teaching is apparent, and her intellectual curiosity can be seen every day through her information-packed-and-always-entertaining lectures, her conversations with students, the

directed studies she oversees, and the continual research and writing she conducts in the field in addition to her teaching and that she shares with her classes. When a student comes to her with an idea for a directed study, she pushes them to fully explore that idea while diving in with them. I've never seen her shoot down an idea, only challenge some in order to make them better. Dr. K is one of the few teachers I feel like I can talk to about anything and come out of the conversation with 1) new information I didn't previously know, 2) new questions that I want to go out right away and find answers to myself and 3) a burning desire to challenge myself to achieve beyond what I previously thought I could. And what's even better, she seems to be the same! She will simultaneously talk to you and Google in her office just to make sure she has the most recent information (œl can't stand it when I don't know something! she'll say). I have had numerous conversations where we have addressed a topic that has piqued her interest, and so she has gone out and found more information only to circle back with me the next day to introduce her new findings. I've met few other teachers whose passion for their subject rivals Dr. K's and it is truly infectious for her students. She loves the process of discovery and craves for students to find their own œah ha moments of insight.

**Question #3: How does this professor engage with students outside the classroom?**

Dr. K is always the first to volunteer her time, and strives to make sure it works with the busy schedules of students. She always understands that as students we all have crazy schedules and personal problems that factor into our school life. More than just answering emails, she is always willing to set up a time to meet with students to talk about upcoming assignments, or, super-importantly, to rehearse for upcoming in-class presentations. She says that these out-of-class rehearsals are one way she tries to get us to deliver our best work and not our first work. And it helps improve our work immensely. In addition to having coached the competitive NSAC advertising team to the national finals, Dr. K created a May-term advertising class that gives students advertising industry exposure in the best place possible, New York City. By utilizing the connections she has built and maintained with past alumni (who routinely spout Dr.K-isms themselves), she is able to collaborate with and learn from alumni who now work at places like Google, Nike, The New York Times, BBDO, Bloomberg Media and Oglivy. Students in the NYC industry immersion class sit in boardrooms for presentations of cutting-edge work in the advertising industry and personally discuss questions and issues with some of the alumni who have become great minds behind these agencies. The fact that former students are willing to set up this kind of opportunity for current students shows the appreciation they have for Dr. K and the help she provided them. It is incredible to see how she really picks right back up with these alumni even if she hasn't seen them in years. After all of her other involvement at SMU for many years, it really wasn't a surprise that Dr. K and her husband Kevin became Loyd Commons' Faculty (and spouse)-in-residence after their own kids finished college. One of her main goals as a new FIR is to bring her family's laid back, Louisiana hospitality to the residents of Loyd while serving as someone they can discuss their aspirations and frustrations with. She participates in and supports all kinds of events like the TEDxLoyd SMU talks, student intramurals, a weekly Sunday event called What's Cookin' with the Kendricks, and many others.

To know Dr. K is to have witnessed her evangelism for keeping food and clothing out of landfills, and this past spring, in addition to giving a Loyd TEDx talk about recycling, she and residents initiated a reclamation drive for clothing, appliances and school supplies to help minimize waste coming from her Commons at the end of the school year. More than 70 huge garbage bags of supplies taken to Salvation Army. Beyond this, Dr. K has carried with her to Loyd Commons a practice of ætriaging (as she calls it) leftover banquet and event food to a personal network of individuals who get it in the hands of those who can use it most. She received the NRHH Faculty/Staff of the Month award in August, and her food philanthropy was cited by the Loyd staff in support of her nomination. No doubt she is scheming to take the leftovers from the HOPE banquet, too. The activities Dr. K participates in and the kinds of support she offers students ranges widely across all kinds of settings and subjects, and it is this kind of commitment to supporting students outside of a strictly academic setting that allows for the kinds of lasting relationships she has built over the years.

**Question #4: How does this professor advocate for students?**

Dr. K is always the first to help students with extracurricular work or outside of class needs. On numerous occasions, she has helped me practice mock interviews, read and critiqued my scholarship applications, forwarded scholarship opportunities directly to me and others who might qualify, and discussed general life and goals for myself in the advertising industry. In times where I needed a letter of recommendation, she has been happy to advocate for me, and is able to fill that recommendation with meaningful, personalized content because of the relationship we have built over the years, both inside and outside of the classroom. She has a æfree-and-famous resume reading service where she reads, critiques, and intensively corrects grammar and related issues on advertising students' resumes, a service she has now expanded to the residents of Loyd Commons. She tries to show us how to become own biggest critic and to become our own professional advocate " æyour resume is your handshake' without you there! she says. Dr. K sincerely wants to see her students do well, whether in a class presentation or getting a job at one of the premiere New York agencies visited during her class, and she is willing to put in the time and effort to help or connect you to what you may need to succeed. This year she is working to launch a Temerlin Advertising Institute mentor program for advertising students. Again, it kind of comes as no surprise that Dr. K would organize this effort that involves recruiting alumni to act as mentors for current students as they expand their knowledge and set their sites on the professional world after graduation.