



ST. BONAVENTURE
UNIVERSITY

September 18, 2013

Pauline Hoffmann, Dean
School of Journalism and Mass Communication
St. Bonaventure University
St. Bonaventure, NY 14778

Dear Pauline,

I am writing this letter on behalf of Kimberly DeSimone to support her application for tenure. My association with Kimberly began while she was a faculty member in the School of Business, and continued since she joined our program this past year. I can say without any hesitancy that I believe she serves the university outstandingly well from her support as a colleague in our program, to her influence and involvement with her students, and her commitment to the university in general.

The students and faculty continually remark about the energy she brings to every facet of her involvement with the university, whether in the classroom or with the American Advertising Federation competition or in our faculty/staff meetings. See is definitely a team player and brings out the best in everyone surrounding her.

In conclusion, I'm most grateful that we have Kimberly as a member of our faculty, not only for her knowledge and expertise, but also for her wit. I believe she is most deserving of being granted tenure and I thank you for your considerations.

Sincerely,

Kathy Boser
Dean's Secretary/Office Manager



ST. BONAVENTURE
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September 24, 2013

To The Tenure and Promotion Committee:

I'm writing to you in support of Kimberly DeSimone and her tenure and promotion application.

I've known Kimberly for a number of years, first through the business school and now with the journalism and mass communication school. She is an admirable person with determination. She is creative, energetic, intelligent, hardworking, passionate and possesses the wonderful ability to think outside the box.

Kimberly brings her marketing and technological expertise into the classroom and to her St. Bonaventure colleagues. She engages everyone with her powerful personality. She is aware of the skills students currently need for their careers and for what colleagues ask for in their endeavors. Her insightfulness and creativity creates an atmosphere of energy that easily transfers to everyone.

Kimberly is a positive team player who brings new contributions to the rapidly changing JMC school. I feel her abilities will help our school move forward. I ask that you grant her tenure and promotion so she can continue to have positive effects on her students, her colleagues and the JMC school.

Sincerely,

Sue Ciesla
Administrative Assistant
School of Journalism and Mass Communication

Dear Tenure Committee

I am pleased to write a letter of recommendation letter for Ms. Kimberly Desimone, who has worked with me at the School of Journalism and Mass Communication. She has an excellent command over digital media (her teaching area) and exceptional communication skills, which she uses efficiently when interacting with her students. She is one of the most popular faculty members among students and staffs. Other than her excellence in teaching, she has also been an enthusiastic participant in various extra-curricular activities such as AAF council. She has all the qualities which a person requires to become a good teacher.

With the numerous abilities and traits that she has, she will surely turn out to be a great asset for our school.

Hyuksoo Kim, Ph.D
Assistant Professor
School of Journalism and Mass Communication
St. Bonaventure University



ST. BONAVENTURE
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September 30, 2013

Pauline Hoffmann
Dean - Russell J. Jandoli School of Journalism and Mass Communication
St. Bonaventure University
P.O. Box J
St. Bonaventure, N.Y. 14778

Dear Pauline,

I am writing to offer my full support for Kimberley DeSimone's application for tenure at our university.

Since joining the Jandoli School of Journalism and Mass Communication in 2012, Kimberly has been a valuable member of our faculty. Our students benefit immensely from the passion and enthusiasm she brings to the classroom. They also benefit from her expertise in digital media, which is at the cutting edge of the communication field in the 21st Century.

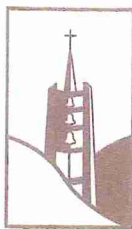
On a personal level, Kimberly and I speak often about our research. Her work is fascinating and has the potential to attract interest from the larger academic community. Clearly, such attention would be an asset for our university.

As you know, the field of communication is changing rapidly. It is critical that we have faculty members like Kimberly who embrace these changes and make it possible to continue our proud tradition of educating students who will not only succeed in the workforce, but who will use their St. Bonaventure educations to build a better quality of life for all of us.

Thank you for your consideration. Please contact me if I can be of any further assistance.

Sincerely,

Richard A. Lee
Assistant Professor



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Dear Dean Hoffmann:

Dynamo. There's no word that better fits Kimberly DeSimone than that: Dynamo.

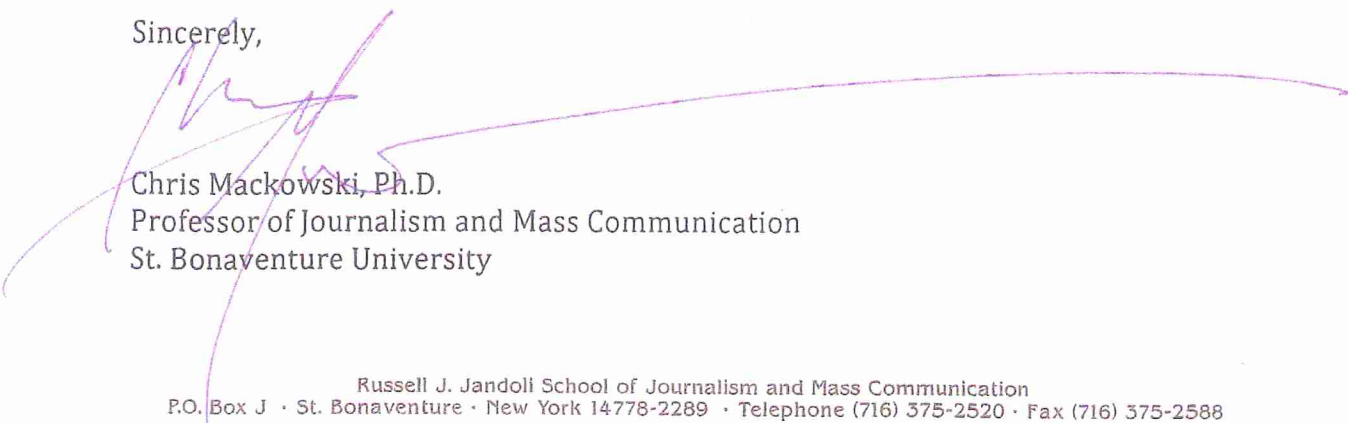
On an interpersonal level, Kimberly brought a much-needed jolt to the School of Journalism and Mass Communication when she joined the faculty. We are a famously (infamously?) robust group of professional rabblers, and Kimberly not only fit in, she cranked the dial up to eleven with her enthusiasm, her energy, and her many bright ideas. Like the rest of us, she came from the professional world and so brought the fundamental pragmatism—rather than stuffy academic snobbishness—with her, yet her specific background also armed her with a lively creative spirit. Her motto could be “Let’s find a way to make it happen,” which has fit perfectly within the J-School’s current forward-thinking environment. Kimberly has the spirit and has the energy to help drive us onward.

In the classroom, Kimberly sparks lively class discussion, thoughtful consideration, and inspired creativity. I’ve only seen her in action once, as a guest lecturer, but students rave about her *all the time*. I daresay I hear more positive comments about Kimberly than I do about any of my other JMC colleagues. Students love her style, they love her enthusiasm, and they love her content—they love her classes. As a teacher, she represents everything we could hope for in a “best foot forward” kind of way.

At a time when we have an exciting new curriculum to deliver, Kimberly came along as the exact right person at the exact right time. She is a powerful, powerful driver of that curriculum, which is exactly what dynamos do.

For that reason, please accept my heartiest recommendation on Kimberly’s behalf as she seeks tenure and promotion in the School of Journalism and Mass Communication. We could not be luckier to have her.

Sincerely,



Chris Mackowski, Ph.D.
Professor of Journalism and Mass Communication
St. Bonaventure University

September 12, 2013

To: Dr. Pauline Hoffmann, Jandoli School Dean
From: Dr. Michael Russell, Professor, Marketing Department
Re: Kimberly DeSimone, Application for Tenure and Promotion

Based upon a request from Kimberly DeSimone, I have prepared a letter of recommendation for her application for tenure. Based on many years of observation and supervision, I am delighted to provide the following recommendation. Kimberly was my student in two of her MBA classes and has reported to me (as chairperson of the Marketing Department) from September 2006 until May, 2012.

Kimberly has three key strengths which make her an excellent candidate for tenure at St. Bonaventure University. **First, she is an excellent teacher.** Based upon my own observations and formal student feedback, she has consistently ranked at the top of our department faculty in terms of teaching effectiveness. Students find her motivating and able to integrate real experiences from the marketplace to key marketing concepts. As highlighted in her resume, she has extensive marketing management experience at Fisher-Price plus she maintains an active consulting practice. These experiences are used to highlight material she presents to students. Her classes (including electives) have always been highly subscribed and students view her as a source of valuable information. In addition to her teaching skills, she is a superb advisor. Our students evaluate their advisors each spring semester. Despite having a large advisement load, her ratings have been excellent in every category measured.

Second, Kimberly possesses an outstanding potential for scholarship. She is currently completing her doctoral degree and expects to graduate in January 2014. The topic she has chosen (The Role of Organization-based Self-Esteem and Self-Efficacy in Female Corporate Managers' Intent to Quit) should provide many opportunities for further publications. In addition to finishing her degree requirement, Kimberly published three journal articles and makes presentations at marketing conferences to her peers. This is especially impressive given that the research expectations for instructors did not require her to do this. The feedback has been very positive. Since we are an AACSB accredited school, faculty need to maintain their academic qualifications. Kimberly has done this and helped us retain our accreditation.

Finally, Kimberly has been **actively involved in service to our university and community.** Kimberly has served as the academic advisor for a major student organization-American Advertising Federation (AAF). In this role, she has challenged students to prepare advertising campaigns that can compete against some of the largest advertising programs in the Northeast including Syracuse University, George Washington University and many leading schools in the New York City area. The results have been outstanding as our students have garnered recognition at the annual competitions held each year. Kimberly has also been very involved in key committee work at the university including the critical Assurance of Learning and Professional Development committee. She is also actively involved in her own community by serving as a member of the NY State Women Inc. and serves as a Board Member for Shakespeare in Delaware Park.

In summary, I believe that Kimberly has displayed the necessary skills needed for tenure at St. Bonaventure University. If you have any questions regarding her application, I would be pleased to address them.

Dr. Michael Russell, Professor
Marketing Department, St. Bonaventure University
mrussell@sbu.edu 716-763-3346 (H) 716-474-6079 (cell) 716-375-2097 (W)



ST. BONAVENTURE
UNIVERSITY

September 25, 2013

Dr. Pauline Hoffmann
Dean, School of Journalism and Mass Communication
St. Bonaventure University
St. Bonaventure, NY 14778

Dear Dr. Hoffmann,

It is with great pleasure that I write to highly recommend my colleague, Kimberly DeSimone for tenure at St. Bonaventure University.

An expert in digital media and all facets of integrated marketing communications, Kimberly remains one of our treasured assets in the Russell J. Jandoli School of Journalism and Mass Communication.

As an experienced professor of higher education, Kimberly always focuses her teaching initiatives on creating student engagement while ensuring active learning strategies in both the face-to-face and virtual classroom environments. In fact, students respond to her with praise and excitement because she's gifted at inviting the student learner into the creative environment of critical analysis and substantive discussion.

Most recently, one of the graduate students in Kimberly's integrated marketing communications class Ms. Gretchen Rosenberger, wrote to me with praise for the IMC graduate program and included some wonderful praise for Professor DeSimone, too:

I also wanted to add how much I completely adore Kimberly DeSimone. I know we have student evaluations, but I think sometimes those aren't sufficient. She is amazing. And I have full faith and confidence in you to know that she is, which is why you chose her to teach our course. She is an absolute diamond in a rhinestone world! All feedback she offered was helpful and informative. The kind of stuff that sticks with you, rather than just padding and providing fluff. She was so accessible to the students, which I think goes a long way, especially for the creative types (sometimes we need more attention!). I just really enjoyed the course. I loved hearing DeSimone lecture and talk about her experience in the field and what she has learned as an educator. I think she is a great mix of what is relevant and what is appropriate.

There is certainly no better praise for an instructor than the unsolicited accolades that come from one's students. So, kudos to Kimberly for making that happen!

It's clear to me that Kimberly DeSimone is essential to the team of faculty in the Jandoli School and I highly recommend Kimberly DeSimone, without any reservation whatsoever, for tenure at St. Bonaventure University. As a colleague and a friend, I adore her too.

Sincerely,

Basil J. Valente, O.F.M.
Director, MA: Integrated Marketing Communications
St. Bonaventure University



ST. BONAVENTURE
UNIVERSITY

Sept. 30, 2013

Pauline Hoffmann, Ph.D
Dean, Jandoli School of Journalism and Mass Communication

re: tenure application of Prof. Kimberly DeSimone

Dear Dean Hoffmann,

It is not often that a faculty member falls into our collective lap with precisely the professional background, demonstrated teaching expertise, a history of effective student advising, and an array of skills so ideally suited to the Jandoli School.

Prof. DeSimone brings to our faculty an expertise our faculty sorely need as we launch a major focused on strategic communication and targeted, professional use of social and digital media.

Admittedly, we all knew her well because she taught in another school just down the hall. It is our collective good fortune that her personality and energy have already begun to infuse our faculty with a sharp dose of motivation.

Her curriculum vita demonstrates the necessary professional background and skill set ideally suited to the Jandoli School's emerging needs. She has a developing research agenda also well suited to the Jandoli School's master's programs as well as the school's new undergraduate major.

She has my highest recommendation in her application for tenure.

Cordially,

Dr. Denny Wilkins
professor



ST. BONAVENTURE
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16 September 2013

G.B.P. Bootheway
Dept. of Finance
210D Swan Business Center
St Bonaventure University
St Bonaventure NY 14788

Dear Dean Hoffmann:

Kimberly DeSimone has asked me to write a letter of recommendation on her behalf with respect to her application for tenure and promotion – I am delighted to do so.

I have known Kimberly since 1999 when I had the pleasure of teaching her Statistics in our MBA program. She subsequently joined the faculty of the School of Business in 2005 where as a lecturer in Marketing she was a valued and highly regarded colleague.

As part of my duties in the Finance department, I regularly teach a Statistics sequence that is required of all business students, to that effect I often consulted with Kimberly on the use of Statistics in Marketing. I found her to be extremely helpful, insightful and unfailingly generous with her time. Kimberly's professional experience coupled with her sharp intelligence not only makes her a great success in the classroom but also promises much in the way of future research.

Perhaps one of Kimberly's greatest assets is that she understands *in her bones* that a sense of humor, common sense and a sense of proportion, are not separate qualities, but merely the same one moving at different speeds. A sense of humor is, if I may extend the analogy, simply common sense dancing.

I therefore endorse Kimberly's application with enthusiasm and without reservation.

Please feel free to contact me for further information or elaboration.

Yours sincerely

Giles Bootheway



ST. BONAVENTURE
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Oct. 1, 2013

Dr. Pauline Hoffmann, dean
Russell J. Jandoli School of
Journalism and Mass Communication
St. Bonaventure University
St. Bonaventure, NY 14778

Dear Dean Hoffman:

Please accept this letter as an indication of my unwavering support for my colleague Kimberly DeSimone as she applies for tenure.

Ms. DeSimone is a perfect example of the kind of faculty member SBU JMC needs as it evolves to meet the needs of today's (and tomorrow's) student and professional communicators. Because teaching students and supporting academics is among our university's chief priorities, it's worth noting that students love working with her. She clearly enjoys her side of the instructor-student relationship, too. I regularly send students her way for academic counsel, and I also have referred several SBU graduates to Ms. DeSimone for career advice. To say those graduates have been enthusiastic about talking with her would be an understatement.

Because of her corporate experience—experience that is unique among our faculty—she provides students with original insights into the marketing world. She also contributes in significant ways to our successful Integrated Marketing Communications program. In other words, she brings a unique, important dimension to our JMC faculty and is a terrific role model for our students.

For these reasons, and for the many reasons others have no doubt cited, Ms. DeSimone deserves tenure.

Sincerely,

Patrick Vecchio
Lecturer



ST. BONAVENTURE
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Sept. 16, 2013

To Whom It May Concern:

I write in support of the application for tenure from Kimberly DeSimone.

She has been a valued colleague for the past few years. Her determination to provide an inspiring learning experience has benefited both undergraduate and graduate students at St. Bonaventure.

Kimberly brings many positive traits to the table, including a sense of humor. She shows admirable verve and dedication, and has been an outstanding addition to the JMC faculty.

Paul Wieland
Lecturer
Jandoli School of Journalism/Mass Communication



ST. BONAVENTURE
UNIVERSITY

September 30, 2013

Dr. Pauline Hoffmann
Dean, Russell J. Jandoli School of Journalism and Mass Communication
St. Bonaventure University
St. Bonaventure, NY 14778

Dear Pauline:

It is my pleasure to write a letter in support of Kimberly A. DeSimone's application for tenure at St. Bonaventure University. Before joining the faculty in the Russell J. Jandoli School of Journalism and Mass Communication, Kimberly served as a Lecturer in the School of Business. During her time in the Business School, I served with Kimberly on the Assurance of Learning Committee. In addition, while serving as the Interim Dean of Business, I reviewed Kimberly's teaching evaluations. Finally, since Kimberly was a student of mine in the MBA program, from the time she joined the faculty, she and I had many informal conversations about her teaching philosophy and courses. Thus, I feel that I know her quite well and am familiar with many of the attributes that she brings to her current position.

According to the Faculty Status and Welfare handbook, "(f)or teaching faculty, tenure will be awarded primarily on the basis of one's excellence as a teacher, performance as a faculty member, and the prospect for continued meritorious contribution to the University."

In my role as Interim Dean, I had the opportunity to review Kimberly's teaching evaluations. They were routinely excellent, indicating that Kimberly brought a wealth of relevant work experience, enthusiasm and creativity to the classroom. Her interest in exploring alternative delivery methods, such as hybrid and online classes, further enhanced her value as a teaching colleague. Similarly, Kimberly's advisement evaluations were also very good, providing evidence that she attended to students' needs in providing academic advisement.

In working together on the School of Business Assurance of Learning Committee, I found Kimberly to be a dependable colleague, who contributed ideas and shared in the development of new approaches to assessment. She did not allow her status as a Lecturer to inhibit her participation; rather, she often shared her unique perspective

from her own (more recent) experiences as a student. She is a team player, and willingly assumed any assigned committee tasks, and completed them thoroughly within the designated timeframe.

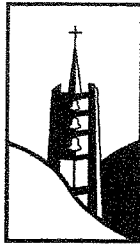
Finally, I think it is notable that Kimberly took the initiative to approach me with questions, ideas and proposals throughout her time in the School of Business. She has a passion for both teaching and research, and enjoyed engaging in far-reaching discussions about both of these pursuits. I also think that her current research interests in women in the workforce, work-life balance, and workforce transition, put her in an excellent position to serve as a mentor to our students as they navigate their college years and move toward entry in the workforce.

In summary, I am pleased to support Kimberly's application for tenure. She was an excellent colleague during her time in the School of Business, and I continue to view her as someone who has the capacity to make valuable contributions to the University.

Sincerely,



Carol M. Fischer
Professor of Accounting & Associate Dean of Business



ST. BONAVENTURE
UNIVERSITY

September 15, 2013

Pauline Hoffman, Ph.D.
Dean
The Russell J. Jandoli School of
Journalism and Mass Communication
HAND DELIVER

Dear Dean Hoffman:

This letter is written in enthusiastic recommendation of my esteemed and beloved colleague, Kimberly DeSimone.

Kimberly is a force of nature, a woman of such dynamism that she shapes the world around through the irresistible power of her intellect and personality. This is not hyperbole. Time and again I have seen her change the lives of students or the course of an endeavor in a very literal sense.

For St. Bonaventure University, Kimberly is an appreciating asset. While many of us struggle to keep up with a wildly evolving technological and communication environment, Kimberly embraces the changes with open arms, folding each innovation, each break-through into her life and into her classroom without a ripple. She *is* the future. She will be worth more to this university with each passing year.

Kimberly is not liked by her colleagues and her students. Rather, she is adored by them. She brings an ebullient, irrepressible *joie de vivre* to

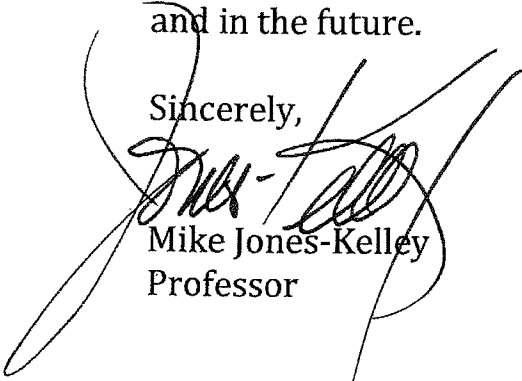
Letter of Recommendation
Jones-Kelley
Page 2

every class, to every committee, to every faculty meeting, to every impromptu chat in the hall. And people love her for it.

Beyond our campus, Kimberly lends her limitless energy and optimism to professional organizations, to consulting, to the broader world of academia, to women's issues and, most importantly, to her family.

She is, in short, the Digital Age's version of the Renaissance woman. We are all blessed to have her as an essential part of our university, today and in the future.

Sincerely,



Mike Jones-Kelley
Professor