

ITEM 143-1002-R0509

Professor Emeritus of Management and Marketing: MaryEllen Campbell; The University of Montana — Missoula

THAT:

Upon the occasion of the retirement of Professor MaryEllen Campbell from the faculty of The University of Montana, the faculty wishes to express its appreciation for her 36 years of dedicated and valued service to the University, the School of Business Administration, the Department of Management and Marketing, and the State of Montana by recommending that the rank of Professor Emeritus be conferred upon her by the Board of Regents of the Montana University System.

EXPLANATION:

MaryEllen Campbell earned her B.A. in English from Miami University of Oxford, Ohio, and her M.A. in English from the University of Illinois – Champaign-Urbana. She first began teaching in the Department of Management at The University of Montana in fall quarter, 1973, on a part-time basis. MaryEllen was hired by the School of Business Administration to help improve students' writing. Over the years her courses in business writing skills, management communications, and marketing communications have consistently been filled to capacity.

MaryEllen was promoted to Professor in 1991. During her tenure at UM she received many awards including the UM Distinguished Teacher, John Ruffatto Award, Most Inspirational Teacher, Tom and Anne Boone Town and Gown Award, Beta Alpha Psi Outstanding Teacher, Greek Faculty Achievement Award twice, and the Beta Gamma Sigma Outstanding Faculty Award in Marketing three times.

In addition to her classroom contributions, Prof. Campbell was extensively involved in the Missoula and Montana communities. She was the first faculty member at UM to participate in an exchange program with Mountain Bell. She led communications workshops for many groups including Social Rehabilitative Services, the Montana Department of Administration, Historical Research Associates, and UM's Continuing Education. She helped develop the Minerva Society Lecture Series at Community Medical Center. On campus she helped form UM's first Ad Club with student team participation in the American Advertising Federation's annual competition. Her service has included national organizations, such as American Business Communications Association where she was a member of the board of directors, and local organizations serving as president of the Missoula Rotary Club. Her publications include articles in the *Journal of*

Business Communications, Journal of Educational Leadership, and the Academy of Marketing Studies Journal, as well as a book in progress.

Throughout her career at The University of Montana, Professor Campbell served UM and the Montana community with distinction. In this dedicated service she has earned the respect of her students, colleagues, and associates throughout the University and the State of Montana. The Montana Board of Regents and the University are grateful.