



UNIVERSITY OF OREGON
Lundquist College of Business

PROFESSORS OF PRACTICE



DISTINCTLY POSITIONED

THE CONCEPT IS SIMPLE: BRING KNOWLEDGE FROM THE FIELD DIRECTLY TO THE STUDENT—NO INTERMEDIARY, NO LAG TIME. INSTEAD, EXTREMELY ACCOMPLISHED LEADERS FROM BUSINESS, GOVERNMENT, OR ACADEMIA IMPART HARD-EARNED KNOWLEDGE TO TOMORROW'S BUSINESS LEADERS.

At the Lundquist College of Business, we consistently move beyond business as usual, preparing our students to be leaders in their fields. We have established four centers of excellence that not only bring together researchers and practitioners from their respective

industries, but they also create experiential learning and networking opportunities for our students. With the introduction of a new category of nontenured faculty—the professor of practice—we take this commitment to experiential learning even further. This innovative

program bridges academic learning with practical application as we bring professionals with extensive industry experience to each of our centers of excellence: the Center for Sustainable Business Practices, the Finance and Securities Analysis Center, the Lundquist Center for Entrepreneurship, and the Warsaw Sports Marketing Center.

All key academic business disciplines—accounting, decision sciences, finance, management, and marketing—are represented among our first-rate research and teaching faculty. But academic learning and research are only part of the story. Our four centers of excellence serve as hubs connecting students with both academic expertise and industry experience. Through hands-on learning and consulting projects, company visits, travel to industry centers around the world, speaker series, and center-sponsored internships, students connect with prominent alumni and other business and industry leaders.



Intel Chairman of the Board Andy Bryant visits with Lundquist College students. Professors of practice would increase the breadth and depth of student interactions with industry leaders.

BUILDING ON SUCCESS



Each center is vibrant with experiential education and real-world opportunities for our students, and each center draws on faculty research expertise in its academic curriculum planning. We now formally bridge the academic with the practical through the establishment of a new University of Oregon position—the professor of practice.

This new initiative will involve a limited number of academic, business, or government leaders who have made major impacts on fields and disciplines important to University of Oregon programs. Each professor of practice will spend a significant amount of time with a particular center within the college, working with faculty, students, and center directors to apply academic

learning in a practical context. This extended engagement will ensure that our students are able to take full advantage of this outstanding opportunity.

Professors of practice may provide practical course instruction to students, leading them through real-world applications of business methods and theory. Additionally, they will assist centers in identifying internship and experiential education opportunities that illustrate curriculum topics and academic principles. With an extensive network of contacts and connections in their field, these industry experts will expand the reach of our centers, providing opportunities for both students and faculty to engage more intensively with industry.

Above: After a guest lecture from cofounder of Tygh Capital Management Jeff Curtis (left), students stay late to ask questions and make a connection.

THE PROFESSOR OF PRACTICE

- Helps students connect with internship opportunities
- Improves recruiting and placement efforts of students
- Guides and inspires

EMINENTLY QUALIFIED



What type of individual could fill this ambitious job description?

Someone who has made a major impact in his or her field—celebrated in his or her profession as a role model for having achieved something truly remarkable.

This highly motivated, dedicated professional, academic, or government leader has clearly blazed a trail that others follow.

“The ideal candidate is somebody who has part-time availability, much like an executive in residence, but has much to offer in his or her academic background—a leader who has really made his or her

mark,” said Lundquist College Dean Kees de Kluuyer.

“The idea of a professor of practice is that we bring people to the campus who really have played a meaningful role in implementing and actually using the ideas that we teach. For example, if we teach entrepreneurship, we would bring to campus a very successful entrepreneur—someone who has started a company that we all know. He or she could take students through the experience, the very valuable lessons about what can go right and wrong. No tenure-track or adjunct faculty, without similar experience, could impart that kind of knowledge,” elaborated de Kluuyer.



Left and on the cover: The college welcomed Michael Crooke, former CEO of Patagonia, as its first professor of practice during the 2012–13 academic year. Above: Stacey Allaster (on the far right), Women’s Tennis Association chairman and CEO, during a stint as an executive in residence with the Warsaw Sports Marketing Center. Opposite page: former CEO of procurement for Wal-Mart Stores, Inc., Lawrence Jackson spends a day on campus.

POTENTIAL PROFESSOR OF PRACTICE ACTIVITIES

- Represent the Lundquist College of Business regionally, nationally, and internationally at industry forums and conferences
- Design and implement practical coursework that has students work as a team to analyze and solve problems presented by our industry partners
- Work with students to create workshops that bring regional and national industry leaders to campus
- Collaborate with faculty and center directors to ensure students have internships and work experiences that support their academic learning
- Serve as a mentor and resource for students as they explore career choices and directions
- Assist in fundraising for center activities
- Act as a liaison to center advisory boards



EXPANDING THE EXPERIENCE

The University of Oregon Lundquist College of Business is proud to be the first institution of higher learning in the state of Oregon to bring students professors of practice.

More than just visiting instructors, professors of practice have a hand in developing curriculum and programs, as well as serve as frontline liaisons to government and industry. They are an integral part of the college:

valued for their substantial industry experience and respected as full academic professors.

We hope that you will partner with the college as we further expand and enrich the experiences of our students, strengthen our four dynamic centers of excellence, and expand our ability to provide outstanding business education that

enables our graduates to succeed in business as well as in life.

“The professor of practice initiative helps place our centers on a strong and sustainable footing, fully integrates the centers into our academic programs, and raises awareness,” said de Kluiver. “It’s all part of our grand plan of creating an entirely new academic experience.”

Below: Trish May, founder of Athena Partners and former Microsoft marketing executive, shared her expertise with Lundquist students, including Chris Wytoski, and enlisted their help on a viral marketing project for Athena Water. Opposite page left: students chat with Vizio CEO William Wang in the atrium of the Lillis Business Complex. Opposite page right: Oregon MBA students meet with Nike cofounder and Chairman Phil Knight.



THANK YOU

Thank you for considering a gift that will bring our students new learning opportunities through professors of practice at the Lundquist College of Business. We welcome the opportunity to answer questions and tell you more. Please contact:

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“IN BUSINESS, EXPERIENCE IS OFTEN THE GREATEST TEACHER. BRINGING THE UNFILTERED, HOLISTIC, REAL-WORLD SAVVY OF A PROFESSOR OF PRACTICE DIRECT TO THE STUDENT IS NOT ONLY AN EFFICIENT METHOD OF TRANSFERRING KNOWLEDGE, IT JUST MAKES GOOD BUSINESS SENSE.”

**John Hull, Managing Director,
Business Innovation Institute**





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