

March 2, 2023

TO: Francis Degnin, Chair of the Faculty Senate
FROM: James Mattingly, Management Department

Subject: Letter of support for Dale Cyphert's application for Emeritus status

Dale Cyphert is retiring this summer, having served the University of Northern Iowa for 26 years in numerous capacities. Upon completing her Ph.D. at the Pennsylvania State University, she joined UNI in 1997 as an instructor and program coordinator for the Business Communication curriculum in the College of Business. I met her in 2003, when she and I received tenure-track assignments in the Management Department. In our 20 years of working together, I have known Dr. Cyphert to be a generous colleague, an engaging teacher, and a busy, collaborative scholar. As importantly, she is able to integrate all of these roles productively.

Dr. Cyphert has taught 7 different graduate courses and 6 undergraduate courses in the College of Business. Her primary courses leverage her strength in rhetorical analysis, including titles such as Business Communication, Group Communication, Crisis Communication, and Cultural Decision Making, but she has also filled-in where needed, teaching service courses such as Organizational Management, Public Speaking, and Strategic Human Resources. Filling in where she is needed is a common theme throughout Dr. Cyphert's time at UNI. Dale is good at challenging her brightest students, but I know that her most enjoyable teaching experiences are the light-bulb moments of her students who struggle with learning. In addition, as Director of the graduate MBA program, she supervised numerous graduate theses and approximately 95 MBA capstone projects, semester-long engagements between a team of graduate business students and local organizations! Her impact on graduate education at UNI has been profound.

Dr. Cyphert has been a prolific scholar, applying her interest and expertise in rhetorical analysis to the field of business communication. She published at least 34 articles and 18 conference proceedings, 30 teaching-related manuals, and numerous other types of publications, including our own *UNIVersitas*. Her vita lists 133 presentations and panels at international, national, and regional conferences! Dale's publications often involved collaborations with colleagues in various disciplines across the college, the university, and with faculty at other institutions. Her scholarly work has examined teaching and service-related themes as well as her disciplinary specialty. These pursuits were possible due to her willingness to often fill-in where needed, and fostered by her ability to apply her scholarship to these engagements.

Indeed, many who know her might say that serving the college, the university, and her profession wherever she was needed has been a hallmark of Dr. Cyphert's academic career. When we met, she was not only the program coordinator for Business Communication but also served as the college's Public Relations specialist. Since then, she has served as Head of the Management Department, Head of the Marketing Department, Director of the Master's in Business Administration program, served on the Graduate College's Graduate Council, has held leadership roles in the Association for Business Communication, and served on the editorial board of one of its publications. These are just highlights of her voluminous accumulation of service and leadership roles. Simply, she is intensely engaged in her university and professional communities, having profoundly influenced the lives of her students and colleagues, the organization of the institutions she served, and the body of knowledge in her academic discipline. For at least these reasons, I support Dr. Cyphert's application for Emeritus status and wish for her an enjoyable, fulfilling retirement.

James Mattingly,
Management Department &
Chair of the Faculty