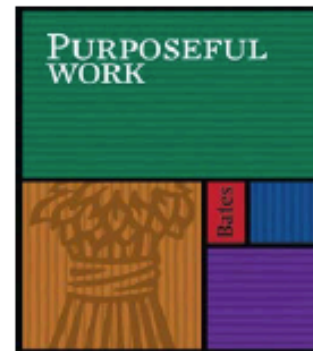


TO: Peter Bysshe
FROM: Marianne Cowan
CC: Allen DeLong
DATE: June 18, 2018
RE: Short Term 2018 Student Feedback



Hi Peter,

With responses from the 2018 course evaluations in, I'm writing to you with general feedback from students about the Practitioner-Taught Courses, and feedback from the student evaluations of your course in particular. Reviews of the program overall were excellent and you and your course frankly knocked it out of the park. We are so grateful to you for leading the course again, enriching the students' Bates experience, and adding to the overall Short Term curriculum – and culture.

[A section with the overall reactions to the Practitioner-Taught Courses has been removed from this document]

Evaluations from your students:

Thirteen of your fourteen students responded. They strongly agreed that they substantially increased their knowledge of the subjects taught. They gave an overwhelmingly positive (100%) evaluation of the course, and of you as an instructor. To a person, they agreed strongly that PTCs are a good addition to Short Term, that this particular topic should be offered again, and that the experiences like field trips, visits to workplaces, and guest speakers were a valuable part of their Practitioner-Taught Course.

Your students expressed deep appreciation, gratefulness and reflection on the applicable value of their learning on their life, studies, future, and work. On a scale from 1 to 5, your students' average rating of the achievement of their learning goals was 4.7. Those goals, as a reminder, were:

- Come to appreciate that brand-driven cultures are always the product of humans (4.8/5)
- Recognize that a culture's effect, large or small, negative AND positive, on healthy humans is nearly unavoidable but, often times, understandable (4.5/5)
- Evaluate one's own role in relation to personal / local brand-driven cultures (4.5/5)
- Trigger or excite an existing fascination with the role that humans have played in developing myriad brand-driven type cultures throughout history (4.8/5)
- Methodically observe, measure and analyze humans in a variety of brand-driven culture situations (4.7/5)
- Ideate and communicate a specific plan to build, maintain or shift a brand culture to better align and prepare an organization to meet the challenges of today's marketplace (4.8/5)

One of the survey questions asked the students to use smiley face image to express how happy they were to take the course. They each used the biggest grin they could. Overall, it is clear that students were very happy to have had the opportunity to take your course and learn from and with you and each other. They expressed appreciation and value in myriad aspects of the course, including the different perspective, the readings, the trips, being driven to do their best, their classmates, and more. Their thoughtful, reflective comments make my day. Enjoy their comments:

- It gave me a totally new and different perspective on how business operates and the potential that they have for bringing a positive change. Loved the books that were on the reading list for the class!
- Overall it was one of the best courses that I have ever taken at Bates. It was engaging, interesting and always kept me on my toes. I look forward to more courses like this in the future. Peter was an extremely wonderful teacher and I never felt like I learned so much in such a short amount of time all while having fun and taking risks. Truly a special and fantastic experience!
- Most amazing inspiring class I have ever taken.
- This course was incredible. I exposed to a novel topic that differed completely from any other classes at Bates. For the first time I was able to draw direct links between my class material and erring a better idea of what I want to do in the future. Every lesson, activity and field trip was incredibly interesting and held value. Peter was a fantastic professor- from the beginning he clearly held us at a high standard, but maintained a level of respect for us as well. It was an unspoken mutual respect that ensured we would work hard and he would make sure our time was well spent. He knew his stuff, and clearly was passionate about it as well. It was a whole new kind of learning that I only wish was possible in all of my classes. This class- the people in it, the class material, and the trips and activities- was not only my favorite short term, but my favorite experience at Bates thus far.
- I learned skills that apply to more than just brand consulting.
- Peter was awesome, he should do this again as it was a really cool course
- It was a great class where I connected with all the people in the room
- This class created an atmosphere that was very pleasant both academically and socially. I felt encouraged and inspired to do more work when we got down to it because of the relationships fostered in the class. I feel I had a wonderful first short term experience.
- It was a great course and I am very happy I took it during Short Term!
- Peter really drove everyone in our class to bring our best selves and we were all better for it... well picked books, planned trips, and help making our presentations.
- It opened my brain up to a new way of thinking that I had not been exposed to before. The field trips were extremely interesting, and some of the people we met on them were extraordinary. Peter did an incredible job of balancing the reality of short term, when it is often difficult to teach students, with the need to get work done and learn.
- It was exactly what I was looking for. A class where I could use my knowledge in different ways. No textbooks. Few lectures. Still lots of learning.
- Peter did such a great job this short term. I learned a lot from him and our class went on

really cool field trips and ended up getting really close. I would definitely recommend taking this class to all bates students.

- Bring back Caitie Whelan - she was the highlight of Short Term!
- I really felt like I learned something that directly applies to where I want to go in the future
- I was apart of the Brand Culture Building short term course and having the opportunity to meet the CEO of LL Bean and other smaller business entrepreneurs was incredibly valuable and memorable. The practitioner taught class also created an environment that made me comfortable expressing my ideas, unlike the environment established in a class during the 'normal semesters'.
- Peter was probably the best instructor I have had in my three years at Bates College.
- There should be more of them [practitioner-taught courses]
- I believe there should be more practitioner taught courses
- We defined short term, and I believe we upheld the definition we wanted.

Please stay in touch, especially with questions, comments or other suggestions, and thanks so much, again, for your wonderful work with the students and for your willingness to do this. We're SO glad to have been able to offer Bates students the opportunity to learn from you!
