

MICHAEL R. PEARCE

It is with great pleasure that the OCUFA Teaching and Academic Librarianship Awards Committee presents a 2008 OCUFA Teaching Award to Professor Michael Pearce, first recipient of the Ivey Eminent Teaching Professor designation at the Richard Ivey School of Business at the University of Western Ontario.

The Ivey philosophy of teaching culture is summarized by the phrase: “nobody cares how much you know until they know how much you care.” And a colleague wrote that “while Michael knows a lot, it is his caring approach to students and faculty alike that ensures that his knowledge and skills contribute significantly to making Ivey the exceptional teaching environment for which it is known around the world.” A student wrote: “He is one of the few people I have seen with a strong command of both the left and the right side of his brain...”

But Professor Pearce is much more than an exceptional and caring classroom teacher. One colleague wrote: “Without exaggeration, I can say that Michael has been the most creative, original, innovative, and tireless course and program designer I have known. He lives and breathes continuous improvement and inspires all who work with him to do the same.” As Program Director of the Honours Business Administration program, he established the first Ivey joint programs with both Law and Engineering. Upon assuming the role of Program Director of the Executive Masters of Business Administration program, he managed a major restructuring which involved extensive interaction with all faculty members teaching in the program.

In addition, Professor Pearce was noted as a prolific developer of learning materials. He initiated the design, development and publishing of the first-year textbook, *Introduction to Business Decision-Making: Text and Cases*, currently in its 7th edition, which throughout the years has been a best seller for educators using the case method. As well, he has personally written an extraordinary 192 cases, many of which are used across North America.

Professor Pearce’s nominators wrote: “In summary, our nomination argues that Professor Pearce is a strong classroom teacher, connects deeply with students, has been involved in leading-edge doctoral theses, is an outstanding developer of curriculum and leader of programs, a unique innovator, a prolific developer of case material and texts, and a leader in setting educational direction. In all of this he is human and passionate, works from a strong set of values, and acts with integrity.” One student wrote: “In these times where ‘core values’ is a new buzz term, he is a man that actually embodies them.” And from another: “Well, this is one of the most difficult letters I’ve ever written - what can you write about someone who has defined much of how you hope to live your life?”

The OCUFA Teaching and Academic Librarianship Awards Committee is delighted to present Dr. Pearce with an OCUFA Teaching Award.