

# THE UNIVERSITY OF MICHIGAN

*Regents Communication*

Adopted by the Regents

## ACTION REQUEST

February 19, 2009

**Subject: Report of Faculty Retirement**

**Action Requested: Adoption of Retirement Memoir**

**Barbara Everitt Bryant, Ph.D.** research scientist in the Stephen M. Ross School of Business, retired from active faculty status on December 31, 2008.

Dr. Bryant received her A.B. degree from Cornell University in 1947, and her M.A. and Ph.D. degrees from Michigan State University in 1967 and 1970, respectively. She joined the University of Michigan faculty as an adjunct research scientist in 1993 and in September 2008 the title was changed to research scientist.

In 1989, Dr. Bryant was appointed by President George H.W. Bush as director of the Bureau of the Census, U.S. Department of Commerce, the first woman to head the bureau in its 200-year history. When her term ended in 1993, she was recruited to join the faculty of the School of Business Administration as an adjunct research scientist in the National Quality Research Center (NQRC), which had just received start-up funding to launch the American Customer Satisfaction Index (ACSI). NQRC faculty had designed the econometric model to be used for ACSI, but the model required a massive input of survey interview data. Dr. Bryant designed sampling and survey methodology for simultaneously interviewing representative national samples of recent customers of over 200 major corporations. That methodology is still in use. From 1994-2001 she served as managing director of the ACSI, after which time she continued her research work with the ACSI.

Dr. Bryant is the author of five books, four book chapters, and more than 50 articles in academic journals and popular publications. She received the Warren E. Miller Award for meritorious service to the social sciences from the Inter-University Consortium for Political and Social Research and an honorary doctorate of letters from the University of Illinois.

The Regents now salute this distinguished researcher by naming **Barbara Everitt Bryant research scientist emerita.**

**Requested by:**

  
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**Sally J. Churchill**  
Vice President and Secretary of the University

February 2009