



June 1, 2021

To Whom It May Concern:

It is with great enthusiasm that I recommend Megan Gonzalez. I have worked with Megan since 2017 on various enrollment marketing initiatives and I believe that her experience, leadership, and expertise is exceptional.

I have the pleasure of collaborating with Megan on a daily basis for recruitment marketing and advertising. Megan has extensive knowledge of higher education marketing and communications, including student recruitment, academic reputation, research, fundraising, alumni relations, and athletics among others. In the absence of a university strategic enrollment plan, Megan and I quickly worked together to devise a one-year strategic enrollment and marketing plan in order to move the university forward. We also collaborated on prospective student communication during the COVID-19 pandemic. And, as enrollment trends have shifted throughout the country, Megan has not missed a beat. She was quick to develop and pivot enrollment marketing strategies and communications, resulting in the university's highest enrollment in school history for fall 2020.

Megan is a creative, innovative, strategic thinker. She currently leads the UWF creative team and is constantly developing fresh, new ideas. She thinks about audience segmentation and how to frame messaging to meet audience needs in a unique way. Inclusivity and diversity are always considered when working with Megan. She works hard to ensure that all voices are heard and understood. She also understands the complexities involved in managing a university brand.

Megan is a natural leader, dependable, and enjoys a challenge. Each time a crisis or obstacle arises Megan rolls up her sleeves and tackles the issue. Campus stakeholders look to Megan to provide guidance and leadership in times of uncertainty. Her leadership is also something to be noted. Focusing on providing opportunities for professional development and growth is a top priority for Megan. She regularly includes her staff in key meetings, ensuring they have a seat at the table and an opportunity to learn and contribute.

Megan's passion for higher education is very apparent. She goes well above and beyond what is expected of her and always strives for excellence. I believe Megan would be an excellent addition to any team.

Sincerely,

Katie Condon

Executive Director of Admissions and Enrollment Marketing
University of West Florida