

February 2020

GOOD DAY:

It is a privilege to write this letter of recommendation for Gretchen S. Cannon, who is a candidate for a position at your company. As the Assistant Vice President for Student Affairs, I had the pleasure to work with Gretchen and supervise her for many of her fifteen years at Georgia State University. I was fortunate to interview her for her initial position and ultimately hire her for her first position at Georgia State. She was the first person to hold the position for which she was hired in the Division of Student Affairs, and was responsible for the actual development of the tasks related to execute the job responsibilities, record keeping, equipment needs and everything else necessary to create the websites for the division.

Throughout her fifteen years, she earned well deserved promotions because of her abilities and her ideas for making the Division of Student Affairs well known at Georgia State and throughout professional realms. There are so many qualities and abilities I could list in regards to Gretchen, however, I want to focus on the ones that make her one of the most outstanding people I have ever worked with or supervised.

These qualities come to mind when I think of Gretchen: her enthusiasm; her work ethic; her ability to teach others and share her knowledge; and her genuine desire to educate the staff on the importance of portraying the university in the most positive, engaging manner possible. Adding to these qualities are her technical abilities and knowledge of software, web development, design theory and artistic instinct that all help further the mission of recruiting, educating and graduating Georgia State University students.

First, Gretchen's enthusiasm is unmatched. She approaches every project with great thought. She is tenacious in the fact that no problem presented to her is insurmountable. She tackles all projects with a goal in mind, always developing a well thought out plan that outlines clear steps for accomplishment. She has the ability to look at an idea and bring it to life always looking to how it will help Georgia State and particularly students.

Second, Gretchen has an unmatched work ethic. I have never known Gretchen to miss a single deadline, most often completing projects well in advance. She is tireless, working from beginning to end. She works at a pace that most people cannot meet. I have never heard her tell someone that she could not do what they are asking her to do. If presented with an unfamiliar idea, she studies and learns whatever necessary to accomplish the task.

Third, Gretchen has a genuine desire to teach others. She developed the idea of employing students majoring in creative design to create the marketing materials used to advertise programs. Her office has become a working/learning environment with a hands-on experience for these students. She conducts training sessions for them, individually and in a group setting. She reviews their work for accuracy, always using the opportunity to teach them techniques not taught in their classroom setting. She has been instrumental in assisting several of them in the development of their portfolios which helped them obtain positions far above what most new graduates could secure. She is consulted by others outside the division to share ideas and skills and to problem solve and is a well-known source of information and experience at Georgia State.

Fourth, Gretchen has the most sought-after skills and abilities in the most current software and equipment on the market. The use of the web has changed greatly over the past few years, and Gretchen has educated herself on the ways the web can benefit companies, utilizing different publishing software and using analytics to make decisions on best practices for use of websites and other materials. Her artistic eye and instinct for what attracts others to artistic pieces is keen, and over her years at GSU, she has been recognized for her ideas in design and themes for marketing.

Finally, I want to say that Gretchen is an upstanding and valued employee. She is loyal, trustworthy, understanding and the best in her field. Any company would be fortunate to have her as a member of their staff. It is without hesitation that I recommend her to you and welcome the opportunity to discuss anything related to her employment at Georgia State University and my supervision of her.

Sincerely,

[Carol M. Clark](#)

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