

Stephen F. Austin State University
Division of Student Affairs
Austin Administration Building
Nacogdoches, TX 75969

May 21, 2021

To Whom It May Concern:

Ms. Megan Gonzalez has requested that I write a letter of recommendation. I have known Megan for approximately seven years and worked closely with her when I previously served as the AVP and Dean of Students at the University of West Florida. In my role as AVP/DOS, I interacted with her on a weekly—if not daily basis. I was able to get to know Megan professionally and personally over a seven-year period, as we worked closely to navigate numerous challenging situations, crisis events, and public relations issues. Though there are so many skills and positive qualities that I could note related to Megan, this letter will specifically address eight that stood out to me during our time working together at UWF:

Experience:

- She has extensive knowledge of higher education marketing and communications, including student recruitment, academic reputation, research, fundraising, alumni relations, athletics and student affairs

Leadership and Team Development:

- Megan is focused on providing opportunities for professional development and growth to her team
- She includes them in meetings, ensuring they have a seat at the table and a learning opportunity

Inclusivity and Diversity:

- Megan leads with inclusivity and collaboration
- In my experience, she works to consistently gain input from others, and appreciates various perspectives and opinions

Creativity and Innovation:

- Megan always offers unique, creative solutions to problems
- If there is a better way to do something, she will find it or create it

Critical Thinking and Problem Solving:

- She looks at every angle approaching challenges and makes strategic decisions based on data and accurate information

Collaboration:

- She is a great partner to work with and someone that I knew that I could count on
- As noted, we worked as a team on numerous student issues and crises

Goes Above and Beyond:

- Megan oversaw all COVID-19 communications for the institution, and consistently went above and beyond for the University.
- Specifically, for example--she led operations, development and writing of the extensive "Returning to UWF" plan for the Florida Board of Governors

Passionate

- She cares and is focused on doing what is best for students, which I greatly appreciated when I served as the AVP/DOS at UWF

In summary, I am confident that Megan would be an asset to any organization. If I can elaborate on any of the information in this letter of recommendation or answer additional questions, please do not hesitate to contact me at Brandon.Frye@sfasu.edu or via phone at (936) 468-2701.

Regards,

Brandon A. Frye

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