



October 10, 2018

Subject: Letter of Reference for Ms. Ashley Small

To Whom It May Concern:

During the last 2 years, I have had the privilege of getting to know Ashley through interacting with her in her role as a student worker with the Butler Early College Academies and her participation in my Intro to Marketing class here at Butler Community College, which has a "Service Learning" component.

Service Learning at Butler is an academic and co-curricular tool to engage students in learning through meaningful service on and off campus. By engaging in service that addresses genuine community needs, students meet course learning outcomes while contributing to the vitality of their communities.

In our Intro to Marketing course, the students work in groups to create and present a marketing plan to a local organization. The class Ashley was in created and presented a marketing plan for The Fundamental Learning Center, an educational not-for-profit organization serving children with significant reading, spelling and writing difficulties, including children with dyslexia.

The students had to communicate with the heads of the organization, conduct marketing research, come up with objectives and strategies, and present their plans. Ashley was able to help organize and motivate her group to create a plan that offered several creative options for the organization to grow and serve more children. In addition, their presentation was very professional.

Ashley was a good communicator with the group and myself. When fellow students failed to follow through on tasks, she would work to get that student back on track, and when necessary simply take that element of the project on herself.

Between this project and my interactions with Ashley in the Early College Academies office, she has proven to be an exceptional student leader who is driven to do her best, while maintaining a flair for the creative. I've had high expectations of Ashley, and she has always lived up to those, often teaching me something new along the way.

Overall, I find Ashley to be an outstanding student, an outstanding leader, as well as an outstanding young woman and can gladly recommend her without reservation. I am excited to see how she will use her talents in the future.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jared McGinley', with a horizontal line underneath.

Jared McGinley
Department Chair - Marketing and Entrepreneurship Department
Butler Community College
715 E. 13th
Andover, KS 67002
316-640-2445