

To Whom It May Concern:

I would like to offer my recommendation for Sherry White for the position of web designer. I was Sherry's direct supervisor in the office of News & Media Services at Frostburg State University from 2018 to 2021 when I retired. I later returned in 2021-2022 as Interim Assistant Vice President for Marketing and Communications, supervising News & Media and Creative Services. Sherry performed very well and was a trusted and valuable employee throughout my tenure with her.

More importantly, Sherry distinguished herself in her handling of web design at FSU, an area of increasing responsibility for her. She independently learned our CMS, then began to untangle a series of overly complicated pages that were under our purview. It quickly became apparent that more web design effort would be required from our shop, and Sherry stepped up. This has required a change in structure and responsibility that is not necessarily reflected in Sherry's current job title.

Some projects of particular note include:

- With the onset of the COVID-19 Pandemic, Sherry became the sole designer and primary updater of all of our COVID web communications, a massive project that she continued to refine and update as the situation evolved, most of it while our department was working remotely.
- When it was determined that we could not afford to print an issue of our semi-annual alumni magazine, she built an online structure for it that, for the first time, allowed full social media and email sharing of the magazine's content, which had previously been limited to PDF or similar formats. We now use this structure even with our printed issues.
- She performed major redesigns to two very different areas of our website, the Human Resources site and the academic department of Physics and Engineering, that received rave reviews from these constituents. Each was designed with the end users firmly in mind.

These just provide a snapshot of what Sherry has done at FSU over the past several years, all while handling a variety of other, unrelated duties.

I encourage your consideration of Sherry for this position.

Sincerely,

Elizabeth D. Medcalf

Former Director, News & Media Services

Former Interim Assistant Vice President for Marketing and Communications

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