

Recommendation for Jade Snyder

This is a letter of support for Jade Snyder in her pursuit of a career in higher learning. I hired her in 2006 as a fulltime faculty in our newly created department of advertising, and I am pleased to say that Jade was an integral part of our success.

Prior to joining us full time Jade served as a guest lecturer. The instructor of that course strongly encouraged us to bring Jade aboard because, as she reported “Jade’s lectures were extremely interesting and inspiring. In the next class, many students told me that they thought she was terrific and that they really enjoyed her presentation.” The instructor added, “In fact, even three classes later, some students were still talking enthusiastically about what they had learned from her.”

Once hired, beyond carrying a 4-4 teaching load, Jade served as Head of the Art Direction Track. In this extra-teaching role, Jade oversaw four courses and worked toward unifying while expanding the art direction curriculum. Specifically, Jade developed and further refined *Interactive Media*. This required senior level Internet course is a springboard for employment in the fast-growing digital world.

During her two years with us Jade also developed and tightened the two junior-level art direction courses by raising the standard to which students must achieve in order to enroll in the track. Keeping pace with the rapid change in the industry, Jade re-examined course content, and made useful suggestions in restructuring the line.

Jade was particularly effective in student mentoring, often meeting individually with students and spending quality time assessing their work. Her guiding hand helped several graduating students in securing advertising jobs in New York City. A team player, Jade volunteered to represent the department at weekend Open Houses, and participated fully in department concerns.

In terms of reaching out beyond the classroom, Jade assigned students to create a logo for “the Night Owls,” a self-directed study group composed of non-traditional Temple students (slightly older). And up through her last semester at Temple, under the Dean’s direction, Jade actively spearheaded the initiative to develop a brand personality for our school as a whole.

Without question, Jade’s record shows she is an excellence teacher. By way of support, and in looking closely at the numbers for just one of her four courses, Jade ranked at the very top 100% in seven of the eight items on the University evaluations for her Spring 2007 course ADV 3053 (*Advertising Design and Video Production*).

Some of the verbatim comments from her classes were: “Thanks for being the greatest teacher ever. You’re the greatest asset TAD (Temple Advertising Department) has.” And many comments along the lines of this very satisfied student, “Thank you for your help with my job search early in the semester. Your confidence in my abilities before you saw any of my work was very flattering,” And, “I want you to know how

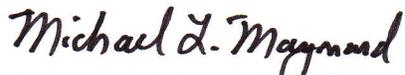
lucky and thankful we all are to have you as a teacher and a mentor. Seriously, you make my life better.”

In launching our new the department we sought out exceptional individuals who would inspire students to reach higher. We also looked for professionals who could cover the range of new media and changing technologies. In achieving these important objectives, Jade was a valuable asset to our faculty.

In terms of collegiality, Jade is the best. She has a can-do attitude, and a very good-natured disposition. Our students loved her. So did the faculty.

I believe Jade Snyder has the personality, intellectual ability and will to take on new challenges. I am confident that in whatever Jade pursues, she will succeed.

Sincerely yours,

A handwritten signature in black ink that reads "Michael L. Maynard". The signature is written in a cursive style with a large, prominent initial "M".

Michael L Maynard, Ph.D.
Associate Professor, and former Chair