

June 22, 2021

Selection Committee

The Sarah Ramsey Strong Fund

The Stiller School of Business

Champlain College

Burlington, VT 05402

Re: **Nicholas Kennedy** – Candidate, Digital Marketer and Volunteer Position

Dear Committee Members:

Nicholas Kennedy has asked me to write in support of his application for the SRSF Digital Marketer/Volunteer internship position, and I am very happy to do so. Nick was a student in my Spring 2021 COR250-Secular/Sacred course. Years ago, Sarah Ramsey was also my student in this course, so I take special pleasure in recommending Nick for the job as I see similarities between these two remarkable students.

Sarah was a bright, motivated and assertive young woman whose memory this position honors. Nick impressed me as a young man whose fine mind, creative sensibility and attention to detail would be a good fit for the position as I understand it. His work in our class was timely, carefully written, and often quite insightful. His participation in class discussions was always thoughtful; he listened carefully before speaking, and presented his ideas clearly and with sensitivity. I am confident he would immediately develop rapport with alums, fellow students, volunteers, and members of the Burlington community as needed in this position.

Like Sarah, Nick is energetic and motivated to succeed. Learning online wasn’t easy for any of us last year; despite the challenges it presented to our class, Nick rose to meet them with grace, good humor, and understanding. He was often the first student to ask clarifying questions, a testament to his maturity and drive to excel in the class. While I cannot attest to Nick’s design ability, I do know as a graphic designer he thinks creatively. He is also well organized and an effective researcher, two elements the position requires.

I will always remember Sarah as the embodiment of our motto “Audeamus!” And I support Nicholas Kennedy as he dares to rise to the challenges of this position. If I can provide additional information, please don’t hesitate to contact me at [thomas@champlain.edu](mailto:thomas@champlain.edu) or by phone/text at 802-999-5954.

Sincerely,

Kelly Jane Thomas, MFA

Associate Professor, Core Division

To whom it may concern:

I am writing a letter to you in support of Nicholas Kennedy for an internship you have for the Sarah Ramsey Strong Fund. I had Nicholas in my Form in Motion class at Champlain College, and he did quite well.

Nicholas’ ability to use typography and illustration progressed over the course of the semester. Projects in Form in Motion included typography, photography, illustration, and some audio content. These assets were used within Adobe After Effects to create short (1 - 2 minutes) videos/animations.

Something I really appreciated during a semester of forced remote learning was Nicholas’ full participation in the class giving consistent written peer reviews and feedback during teleconference videos. This is actually a measured part of my classes and Nicholas participated 100%. He offered feedback to at least four classmates per week and more on those days we had teleconference sessions. I include this comment because I consider giving critiques part of training for a professional environment.

Please let me know if you need any further information from me.

Sincerely,

Kevin Murakami

Instructor - Communication and Creative Media

Champlain College

**SUMMARY: SARAH RAMSEY STRONG 5K AND SILENT AUCTION EVENT**

After a two-year hiatus due to Covid restrictions, the Sarah Ramsey Strong Fund (SRSF) hosted its sixth annual 5K race on the Bike Path along the shore of Lake Champlain in Burlington on October 16, 2021. The race and post-race event were well attended with 85 runners and walkers, despite having rainy weather throughout the day. The event proceeds, including race registration, online and in person donations, raffle ticket and silent auction sales, will benefit Champlain College through the support SRSF provides to student startup businesses under the supervision of the Center for Innovation and Entrepreneurship.

Several factors contributed to making this one of the most SRSF successful events to date:

- **Online registration** — the majority of participants registered in advance for the race. This minimized wait times, all but eliminated on-site waiver forms, and provided a much better registration experience for runners and walkers. It also meant fewer volunteers were needed to staff registration. In addition, SRSF captured more information from participants, such as email addresses, for follow up and promotion of future events.

- **Online donations** — the ease of donating online was instrumental in making this a more successful fundraising event than prior SRSF race events. By featuring a donate “button” on our website and in all promotional communications leading up to the event, supporters who could not attend the race were able to easily contribute.

- **Event promotion and publicity** — in addition to poster and lawn sign distribution to over 200 locations throughout great Burlington, SRSF updated its website, added weekly race registration reminders and promotions via Instagram and Facebook, and issued multiple newsletter email blasts to supporters in the six weeks leading up to the race. In addition, local high schools and colleges were contacted to encourage running team participation, and many local and statewide running organizations featured the SRS 5k on their calendar websites as a result of intern outreach. This continuous drumbeat of marketing communications achieved a consistent SRSF-branded message to publicize the event and encourage participation.

SRSF was very fortunate to have two outstanding Champlain College student interns join our team to support our events. They provided resources that otherwise would not have been available to us as a 100% volunteer, small non-profit organization. In addition to working at the event, both interns put in long hours in the weeks leading up to the event. Their help was mission critical to unloading and setting

up the race and auction, as well as removing everything after the event to ensure space at Hula was completely empty. In addition, each student intern provided specialized support in the following areas:

- Nicholas Kennedy, a junior year visual communications major, redesigned the SRS race logo,  promotion materials, and created an illustrated map of the race course. He did extensive work to update the SRSF website and create weekly social media posts and newsletters. He conducted outreach to running organizations to secure calendar listings for the SRS 5k. Nick’s professional design eye was a huge asset to streamlining communications, and developing high quality, compelling call-to-action messages to motivate target audience to register and/or donate to SRSF.

- Nathaniel Slade, a senior year business major, supported event operational logistics by working  closely with the team to distribute posters and lawn signs, and conducting outreach to local high schools and colleges to engage running teams. Nate was responsible for using his own car to help solicit and collect auction donations from over 75 local businesses throughout greater Burlington. His work involved personal contact with business owners and extensive follow up by visiting retailers and delivering auction items to other volunteers. Nate managed these tasks using project management spreadsheets which he kept updated regularly. He also coordinated the team of students exhibiting at the Innovation Fair during the race. The donations of gift cards and local merchandise were featured as silent auction items and raffle prizes that together brought in over $10,000 at the post-race event.