

Divisional Title Review Committee:

I am pleased to write this letter of recommendation on behalf of Marla Norton, a candidate for Academic Staff Professional Title promotion. I have worked with Marla at the University of Wisconsin-Extension, Continuing Education, Outreach and E-Learning (CEOEL) for the past seven years. For the last year, in my role as Marketing Director, we have worked very closely on a variety of marketing projects--ranging from print ads, digital ads, to website design. In my history of working with Marla, she has demonstrated excellence in her functional skill area, creative problem solving, and leadership and collaboration.

Marketing and design are constantly evolving and Marla has always been on the leading edge of innovation in her field. She keeps up-to-date on trends and changes and is a well-known resource in the Madison design community. For instance, as social media marketing was emerging and becoming an important part of the marketing mix, Marla served as a resource for the marketing team on not only design implications, but overall strategy. She is always willing to help out her colleagues. Her knowledge and expertise in visual identity, design, and social media marketing, are crucial for the work we do at UW-Extension

Marla is a creative problem solver and her solutions help us meet our business goals. Last January, we wanted to create a shorter program description guide because we had feedback from prospective students that the content was too long and had redundant information from the website. Marla worked with the marketing team to research alternative ways to present the information, she provided a detailed summary of the benefits of each approach, as well as potential limitations. Once the team agreed on a direction, Marla provided the leadership and expertise needed to create a final product that met the needs of our prospective students and our campus partners. This brochure is now a pivotal design piece in our marketing efforts.

Marla works to build strong relationships with cross-disciplinary teams, which strengthens our division and the work we do to serve students. As a key member of the marketing and media team projects, she encourages open communication, cooperation, and the sharing of knowledge. She remains open-minded to feedback and is willing to listen to alternative ideas. Marla serves as role model and leader for others and she helps foster an atmosphere of mutual teamwork and support.

Our division is fortunate to have the skills and expertise of Marla Norton and I fully support her title progression. Please let me know if you have questions.

Sincerely,

Colleen Howes

Director of Marketing

University of Wisconsin-Extension, Continuing Education, Outreach and E-Learning