

To whom it may concern:

I have had the opportunity to work with Sophia in a professional capacity starting in the Spring of 2012. I worked directly with her on a project to develop a social media presence at Phillip O. Berry Academy of Technology when I was a principal intern there. At the time the school was starting to examine digital tools and how the school could communicate within a number of layers from students, teachers, parents, and partners from the professional world.

I have also had the opportunity to work with Sophia in my role as magnet program specialist and director. We worked very closely in developing our new vision for CMS School choice. Her background and expertise allowed us to ask the right questions in development of our social media, website, email marketing, and additional communication tools used for the rebrand.

If I had the opportunity to help develop the vision for a Communications team, I would like a leader that is forward thinking, progressive, and proactive. There is so much good news and things that are happening around the district that we have to take a proactive approach to tell those stories. The leader must have a diverse vision and use the talents of the staff to the best of their ability. This leader must also hold staff accountable for deliverables and accurate information. Times have changed and we need a leader that recognizes the power of digital media.

Sophia understands brand presence, digital tools, and what it takes to connect to multiple channels, and multiple groups. Sophia also understands that leaders must deliberately build a culture that encourages initiative, participation, reflection, and self-evaluation. Sophia strives to do this through the experiences she is afforded. She leads by taking a personal responsibility to take advantage of opportunities to help others and facilitate growth. There is a heightened sense of urgency for leaders to recognize and value the opportunities of experience.

Sophia is extremely professional and personable. I have worked with Sophia for a number of years, and there are situations where feedback and decisions are not favored, but I can say I have never experienced or witnessed an unprofessional moment with Sophia. It is her personal goal and responsibility to take advantage of every opportunity presented to serve in situations that facilitate and can create opportunities to better our community. Sophia is a complete professional.

A handwritten signature in blue ink, appearing to read 'Walter Hall', with a long horizontal stroke extending to the right.

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