January 1, 2023

John Doe

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Credit for Prior Learning

Tiffin University

155 Miami Street

Tiffin, OH 44883

To whom it may concern,

This letter represents my formal request to be awarded Experiential Learning Credit for **COM130 *Introduction to Speech Communication***. I have indicated below how I have demonstrated attainment of the learning objectives for this course throughout my professional experience(s).

5 years works experience - Director of Development - Shorter University,

Feb 2015- Feb 2020

During my time as the Director of Development at Shorter University, I was tasked to raise $300,000 for the turf field that was used by the university’s soccer and lacrosse teams and football team. I had to create a fundraising and communication plan on how I was going to meet this goal. The plan consisted of meeting with alumni and students, current and prospective donors, and small and large businesses. I was able to recognize that each group needed to be communicated in a different way and I was able to accomplish this with my fundraising team.

By cultivating relationships with donors, alumni, students and friends of the university I was able to listen to concerns, wishes, and needs of the different types of groups. Being able to connect and communicate with each individual or group is an absolute must in this industry. The goal is to build relationships and raise money for the university and if there is no connection or trust with these groups, then the university will fail in raising anything.

Meeting with alumni and students gave me a sense of what the university meant to them and why they chose to spend their academic and athletic career at Shorter. Being able to share their stories to current and prospective donors motivated people to give and donate.

While talking with different groups about donating to the field, I used different methods of communication. Email, phone, and face-to-face were most popular, but even sending out graphics on social media sparked attention to the cause. Our team also communicated via mass text. We had fans at sporting events text the word “Hawk” to a number for a chance to win prizes, this gave us a database to be able to text back the phone numbers with campaign messages. Materials such as guide books and pamphlets were also used to support the campaign.

I believe that through the different communication styles I used in my experience as the Director of Development, including making connections with different groups associated with the university and being able to execute a fundraising campaign, I have demonstrated the course learning outcomes for COM130 Introduction to Speech Communication.

Through my experience as the Director of Development, I believe I have met the requirements of COM130. Through

If needed, following person can corroborate my statements above.

* NAME
* TITLE/COMPANY
* PHONE NUMBER or EMAIL ADDRESS

Please let me know if you have any questions or require any additional information.

Thank you in advance for your consideration,

**John Doe**