



January 4, 2026

To Whom It May Concern,

I am pleased to write this letter of recommendation for Brandon Washington, who has been an invaluable colleague in advancing our enrollment and marketing efforts over the past several years.

In my role working with graduate enrollment, I had the opportunity to collaborate closely with Brandon on targeted marketing initiatives, most notably the creation and deployment of ThankView videos for prospective graduate students. Brandon played a key role in helping develop and execute this campaign, ensuring that our messaging was engaging, student-centered, and strategically aligned with our enrollment goals. As a direct result of this effort, we saw a **3 percent increase in domestic graduate applications** in the last several years due to his expertise in marketing strategies.

Beyond graduate recruitment, Brandon's broader marketing leadership has had a significant and sustained impact on undergraduate enrollment at East Texas A&M. Over the past four years, his marketing strategies and data-informed decision-making contributed to a **7 percent increase in undergraduate enrollment**. This growth reflects not only his technical marketing skills, but also his strong understanding of the enrollment funnel and how to guide students from initial interest through application and enrollment which was a huge benefit on the graduate side.

Brandon consistently helped in undergraduate and graduate student success. He was especially effective in helping translate marketing efforts into actionable steps that encouraged students to move forward in the application process. His ability to align creative marketing with institutional goals made him highly effective.

I confidently recommend Brandon Washington for this position as he would be a tremendous asset to any organization, and I am grateful for the opportunity to have worked alongside him.

Please feel free to contact me at 903-271-0846 or 903-468-3142 if additional information would be helpful.

Sincerely,
Jennifer Faunce
Director of Graduate Enrollment Management

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