

Larry D Lauer
Vice Chancellor Emeritus
TCU

Dr. Pamela Hammond, Provost
Hampton University
Hampton, VA 23668

Dear Dr. Hammond:

I am writing to offer my observations about the scholarly and creative work of Dr. Shannon Chance.

Shannon and I met at the College of William and Mary. I was there to speak to a conference of librarians about how integrated marketing and strategic thinking could enhance their work in library advancement. And I was invited because Shannon brought my work to their attention.

She had previously taken the initiative to contact me about my most recent book, to affirm an interest in learning more about the creative aspects of my thinking, and to send me a paper she wrote on using creative initiatives in teaching design. At the time, I was vice chancellor for marketing and communication at TCU and that paper significantly influenced my approach to revitalizing the creative potential of my staff.

Suffice it to say I was incredibly impressed with the depth and breadth of her thinking. And what's more, the quality of her scholarship and writing was of the first rank. Since then we have stayed in touch, and I am amazed about how much she is accomplishing.

I wrote a recommendation for her Fulbright with the full confidence that she would receive the award. And I have followed her academic adventure to Ireland, across Europe, and back again with great interest. What she accomplished there will enrich her teaching and writing for years to come. And as higher education continues to become a total global industry, she will be better prepared than most for major leadership roles.

There is so much more I could say. So if you have any questions or concerns, you can call me at 817-312-1077. I am completely confident that Shannon will continue to demonstrate outstanding scholarship, teaching, and leadership throughout her academic career.

Most sincerely,

