



COMMUNICATIONS DEPARTMENT

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Richardson Independent School District

June 2004

To Whom It May Concern:

Shannon Michael worked full-time with the Richardson Independent School District for just over a year to redesign the district's Web site. Her duties included evaluation of the current site, restructure, redesign and launch, while at the same time keeping the existing site current. The new site was launched in October 2002 amid a successful marketing campaign of her creation.

The following February, the site was awarded the Best in State Texas Star Award from the Texas School Public Relations Association. The simplicity of design and user-friendly pull-down menus continue to bring accolades from staff and community.

Shannon then asked to work part-time from home, and was granted that request. She has maintained the site through emails and worked on the district's weekly electronic newsletter, Monday Notes. She has been available for several special announcements and updates to the site.

I believe Shannon has a thorough knowledge of Web design and structure, and keeps herself knowledgeable of innovations and trends. She brought fresh perspectives to our office, and successfully completed every phase of design for our Web site, [www.risd.org](http://www.risd.org).

Sincerely,

Jeanne Guerra  
Director of Communications