



June 22, 2022

Dear PRNEWS' Top Women Awards Committee Members:

I am writing to lend my strong support for Robin Oliver's nomination for the 2022 PRNEWS' Top Women Awards in the Changemaker category.

I served as Ohio University's 21st President when Ms. Oliver was hired to serve as our University's first-ever Vice President for Marketing and Communication. In my decision to hire Robin, her ability to impact positive change was the primary reason she was the standout candidate to fill this critical role on my cabinet. I have not once regretted this choice.

Prior to Robin's appointment at Ohio University, I commissioned an independent review of the University's communications and marketing function. The results confirmed that the decentralized model that had existed for many years at our institution was not serving the institution well, creating a fractured brand identity as well as resource inefficiencies.

Within only a few months at the helm of University Communications and Marketing, Robin developed and implemented an exemplary plan to centralize institutional communications and marketing efforts, resulting in an incredibly talented team that quickly unified to deliver the new OHIO Forever brand, which has become beloved by our students, faculty, staff, and alumni, alike.

Robin has demonstrated a keen ability to build a dedicated and industrious team, even amid a major departmental realignment, which is clearly a stressful time for staff who were uncertain about how this major change would impact their livelihood. It was Robin's collegial approach that made this transition so successful. She motivates others to take action, and Robin is well regarded by her colleagues not just at OHIO but at institutions of higher learning across the nation

Ohio University is now on the precipice of record enrollment, and I credit Robin and her team for the role they played in amplifying OHIO's reputation in the region, state and nation to make us a top choice for students and families.

I would welcome the opportunity to discuss Robin's strengths as a changemaker in more detail. Thank you for your consideration.

Best regards,

A handwritten signature in black ink, reading 'M. Duane Nellis'. The signature is written in a cursive, flowing style.

M. Duane Nellis
President Emeritus
Ohio University