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To Whom It May Concern:

I have had the pleasure of supervising Chris Jordan during his career as a Web designer for the Council for Advancement and Support of Education. During Chris's tenure, he has been an extremely valued member of the Public Relations team. His projects at CASE have included designing sites for the 80 conferences CASE produces each year, and for CASE's other products and services. In addition, Chris has been responsible for maintaining our intranet—keeping it up-to-date and posting content that will attract as well as inform employees.

Chris's skills as a Web designer are tremendous and highly regarded by everyone at CASE and he has brought flair and a great sense of style to every project. Chris has also brought an awareness of best practices in use of the Web that have resulted in sites that are not only attractive, but also easy to navigate and user-friendly. Because of his curiosity and interest in continual learning and growth, Chris stays on top of developments in his field and has looked for ways to put the newest thinking to use here at CASE.

All of Chris's internal clients at CASE have been impressed by his ability to listen closely to what they need and want from a design, gather all the input necessary, and bring to bear their ideas in the finished product. In his tenure at CASE, Chris has enjoyed the back-and-forth of working with clients and has always looked for ways to meet their expectations while simultaneously keeping in mind the overarching needs of CASE.

Most recently, he was the key designer for CASE's Annual Assembly site. He brought to the site a fresh perspective and a contemporary feel that met the objective of showcasing all of the Assembly's offerings, and at the same time reflected the "feel" of the City of San Diego. He received widespread praise for his work, which influenced the design of conference bags and banners. Chris also designed a history site recently for showcasing a variety of CASE resources, including a timeline of major dates in the association's history. Even within the parameters of our content management system, the pages he designed stand out and invite users to explore them.

But Chris will not only be missed because of his talent as a Web designer. He has been an outstanding colleague whose collegiality and friendliness have had an impact throughout CASE. We will certainly miss his good humor, concern for colleagues, honesty, and commitment to excellence, and he will certainly be extremely difficult to replace.

I hope this helps to give you a sense of what Chris has meant to CASE. If I can be of further assistance, do not hesitate to call or e-mail me. I may be reached at 202/478-5680, or barksdale@case.org

Sincerely,

Joye Mercer Barksdale
Director of Public Relations