



Athletics Department



April 28, 2015

Dear Lindenwood University Human Resources and Athletics Department:

It is with great pleasure that I provide to you for your position of Assistant Director of Student Life Sports a letter of recommendation for Josh Baker. Josh has been a part of Rockhurst University athletics for six years as both a student-athlete and now as our Graduate Assistant for Sports Information. While it was entertaining to watch Josh enjoy his time on the field as a baseball student-athlete, it was this past year working with Josh that I got to know him as more than an athlete. He has shown a desire and passion for enhancing the student-athlete experience this year that has shown me that he would be a great addition to your institution.

Josh is an incredibly hard working individual who has great enthusiasm for enriching and promoting athletics. He has helped Rockhurst tremendously, and he has increased our student-athlete exposure and promotion immeasurably this school year. Josh has worked with our Sports Information Director closely all year, and after learning the editing aspects of our website, has shown great initiative to increase the promotion of all of our spring sports. From creating a Gameday notification to authoring student-athlete profiles, our website has become a place to know what is going on and learning about our Rockhurst student-athletes in addition to finding the results of our competitions. It has actually caused a minor insecurity among fall and winter teams as I've happened to hear a comment or two expressing disappointment that their sports weren't promoted the same way earlier in the year. His work has been noticed.

Josh loves to be around sports and to find ways to help others enjoy them as well. He has worked hard at enhancing our livestreaming video broadcasts for basketball this winter and also helped provide broadcasting talent as well. He also provided sole oversight for setup and broadcasting all of our lacrosse matches this spring when there were not scheduling conflicts. In addition, he has been the sole audio broadcaster for our baseball and softball games this spring, going to great lengths to provide as much coverage as possible. In one instance, he was in St. Louis to provide a broadcast for our baseball doubleheader during a later afternoon and evening on Saturday and drove himself back to Kansas City that night, arriving in the early morning hours, only to be on campus and ready to call a softball doubleheader at noon on Sunday. He feels strongly that all sports should be celebrated and promoted.

Josh has also been a great help in increasing our social media activity by providing additional Twitter traffic on our @RUhawks Twitter handle. He

understands that promotion and exposure is necessary in today's social media driven world.

Josh has also had an impact away from the website and social media as he assisted in the new design and layout of a multipage gameday roster with photos of players that we give away at all of our home games. This roster would change for each game and each sport by not only changing out the roster of the opponent but by changing the pictures and helped create a gameday keepsake that our parents enjoyed collecting. Again, he found new ways to help us make each student-athlete feel an important part of their program.

Josh has been great to work with and enjoys just chatting with others in the department, and they have enjoyed having him around helping us this year. He has shown an inward drive that is commendable and will serve future employers well as his efforts will make their organization even better than they would hope from a new hire.

Sincerely,

A handwritten signature in blue ink that reads "Michael P. Koehler". The signature is fluid and cursive, with a long horizontal flourish at the end.

Michael Koehler
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