



Webber Energy Group

THE UNIVERSITY OF TEXAS AT AUSTIN

February 27, 2014

Dear Selection Committee:

As a media manager for The University of Texas I've had the privilege of working with many student workers. I consider Coleman Tharpe to be the most dedicated, creative, and outstanding student worker I've ever known, and I strongly recommend him as a candidate for the Student Employee of the Year Award.

I hired Coleman in the spring of 2013 to help support the social media presence for the Webber Energy Group. Coleman immediately took ownership of his role, going above and beyond his basic social media duties, and quickly established himself as a key member of the team by crafting an entire communications strategy for the group. Almost immediately Coleman's plan paid off, and between 2013 and 2014 the reach of the Webber Energy Group's STEM initiatives went from an audience in the tens of thousands, to an audience in the millions.

During this same period, Coleman also helped launch *Energy 101*, one of the most successful Massive Open Online Courses (MOOC) to date. For the *Energy 101* MOOC Coleman planned and managed a social media presence that allowed over 44,000 students around the world to connect with the MOOC's instructor, Dr. Michael Webber. This online connectivity to Dr. Webber greatly influenced and allowed an unpredicted 4,700 students to earn their certificates.

Today, Coleman is helping continue the *Energy 101* victory by developing a brand new type of educational product offering with software giant Adobe. This new product – called a course app – leverages the content of *Energy 101* in an innovative new way, and additionally, allows UT Austin to monetize the content, thus creating a sustainable revenue stream for future online learning initiatives. For these reasons, and many more, Coleman's legacy and impact on campus – and beyond – will be felt for many decades to come.

Coleman's excellence also extends well beyond the workplace. In December he was awarded the 2015 President's Leadership Award by the Texas Exes, and was recently announced as a 2015 Dean's Distinguished Graduate Nominee by the College of Liberal Arts. Most of all, Coleman has achieved all of this success while still maintaining a 3.8 GPA.

At the University of Texas our motto is “What Starts Here Changes The World” – and I fully believe that one day Coleman will change the world. He is an extraordinary individual and would be an exceptional addition to your program.

Thank you, and please feel free to contact me with any additional questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Juan Garcia', with a stylized flourish extending to the right.

Juan Garcia
Executive Producer, *Energy at the Movies* and *Energy 101*
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