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111 Dollywood Lane
Pigeon Forge, TN 37863

February 13, 2017

Commonwealth of Virginia
Virginia Community College System
Strategic Sourcing
300 Arboretum Place, Suite 370
Richmond, VA 23236

To Whom It May Concern,

I'm writing to recommend Dr. Joseph Goins. As the Executive Director of the Dollywood Foundation, I contracted with Joseph and his NS4ed team to lead a rigorous evaluation of Dolly Parton's Imagination Library research, synthesize this research with the greater body of early childhood literature and then make marketing recommendations based on the findings. I was so impressed with the quality of work, we have now engaged NS4ed in the next phase, advancing a research agenda and leveraging our current evaluation findings in developing marketing materials to assist in growing the Imagination Library.

I have found Joseph to be exceptionally responsive, creative and knowledgeable. Not often do you come across someone who is talented at both big picture ideas and executing the small details, but Joseph is that person. He has been able to grasp the strategic direction we've set for our work and carry that through to the finer points of end products. Joseph also shines professionally in areas that are harder to uncover when considering a team for important work – he cares about and is excited by his work, he is prompt and follows through on commitments and he truly listens before providing great suggestions and informed responses.

After briefly reviewing the request for proposals issued by the Virginia Community College System for this project, I feel very confident that Joseph and NS4ed would be an incredible asset for this work. Please feel free to contact me with any further questions regarding my work and experience with Joseph and NS4ed.

Yours sincerely,

Jeff Conyers
Executive Director
Dollywood Foundation

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