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May 13, 2019

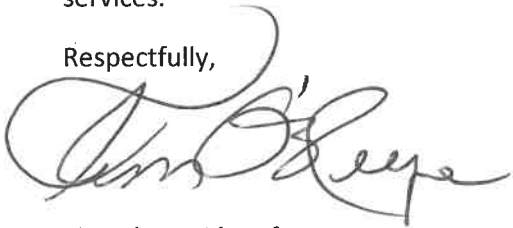
To whom it may concern,

This is an open letter to anyone who is considering retaining David Baldwin of Aquarian Technology Systems as a consultant in the higher education arena. Mr. Baldwin recently assisted the College of Business and Economics at Longwood University by facilitating a process through which we completely rewrote our mission, vision and values. Do to timing issues associated with the size of our task force and conflicting schedules on our side, the process took the better part of an academic year. Throughout the process, Dr. Baldwin was patient, encouraging, organized, visionary and focused.

In person, he facilitated one multi-day workshop, and another single-day workshop, with our task force. The result was a well-reasoned, well-formed and refreshing mission, vision and set of values that will guide our institution well into the future. All left the process feeling good about both the process and the outcome.

Mr. Baldwin has continued to send me information that is thought-provoking and relevant and I recommend him and the Aquarian team, without reservation, to anyone considering retaining his services.

Respectfully,



Timothy P. O'Keefe, Dean

