

March 26, 2021

APAC Awards Committee
PO Box 641038
344 French Administration Bldg.
Pullman, WA 99164-1038

Dear Members of the APAC Awards Committee,

It is my express pleasure to recommend to you Mr. Matthew Beer, Military and Veteran Affairs Manager, Office of Graduate and Online Programs in the Carson College of Business, for the APAC Contribution Awards. Mr. Beer (Matt) came to WSU in summer of 2018 to fill a new position dedicated the members of the military, veterans, and their families who enroll in the Carson MBA and EMBA programs. The position was created to ensure that from the time of inquiry to an established alumni relationship, this group of students be able to utilize graduate business education to further their often-unsung leadership ability towards careers commensurate with their experience.

Matt, a Washington State University graduate, served as a career member of the United States Airforce then as a leader of ROTC before returning to serve the Carson College. He has quickly led from within the Graduate and Online Programs team to support team members, bring fun to work and inspire team members in and beyond the college to work together for policy and process improvements in service to military veterans and affiliated populations. Within months of his hire, Matt was accepted into the George W. Bush Presidential Center Stand-To Veteran Leadership Program. Graduating from the 5 month program in 2019, Matt has since been requested to return as a member of the Bush Education Task Force. Only 33 applicants were accepted to the prestigious Stand-To class of leaders concentrated on supporting veterans across a variety of sectors. More information about the members of the class of 2019 can be found here. <https://www.bushcenter.org/about-the-center/newsroom/press-releases/2019/06/bush-institute-announces-2019-stand-to-class.html> You will see that the network Matt has quickly acquired in support of scaling outstanding programs for supporting our students is second to none.

Over the last year, Matt has designed online opportunities, events and activities at scale to support veteran students, volunteered to be on university committees and worked with team members across the institution to reduce transactional friction veteran and military affiliated students experience when applying to use their benefits for education.

Specifically, Matt hosted a virtual "Veteran's All Call" for nearly 100 student attendees featuring a keynote presentation on the future of work and including panels for smaller groups with industry leaders Michael McDermott - CEO, Arcadia Group, Kristin Saboe - Talent Strategist, Boeing, Alan Echtenkamp - Founder, Slingshot Leadership, Tom Downs - Diversity and Military Talent, Booze Allen Hamilton, Kandi Tillman - Founder, 50strong, Scott Walgren - Chief Programs Officer, Commit Foundation, Boris Kun - Director, DoD Skillbridge, and Daniel Rau - CEO, Veterati. This event was also attended by WSU Regent and former Boeing Commercial CEO, Scott Carson.

Committee membership includes a special think-tank committee for veterans sponsored by the Provost's Office and led by Vice Provost, Dr. Craig Parks and a working group led by Dr. Jaime Nolan, Associate Vice President for Community, Equity, and Inclusive Excellence. The group led by Dr. Nolan led the inaugural WSU Veteran's Symposium on the Tri-Cities campus (one of our last live events before Covid 19) and again, virtually in 2021.

Matt has also worked to help create efficiency of the military and student veteran benefit processes with Penny Martinez, WSU Veteran's Affairs Coordinator resulting in 79 new veteran and veteran affiliated MBA and EMBA students receiving \$672,940 in benefits with an average service time per student of 6 days. This is an important process improvement to ensure students utilizing benefits can focus on their

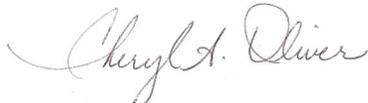
academic and career goals. Frequently, these students are on military assignment and have limited ability to communicate with the university and college. The collaboration between Matt and Penny supports students across the globe.

You can get to know Matt a little bit by reading this article featuring his work and his passion for creating a connected, meaningful experience for our students here:

<https://www.bushcenter.org/publications/articles/2020/04/building-community-to-serve-veterans.html>

I know that after the events of 2020, every APAC team member has experienced additional pressures, constraints and gone above and beyond to contribute in these difficult times. Thank you for making time to continue the awards tradition and recognize our colleagues. Special thanks for taking the time to review the information herein and the associated links in consideration of the outstanding contributions of Matt Beer.

Warm regards,

A handwritten signature in cursive script that reads "Cheryl A. Oliver". The signature is written in black ink and is positioned to the left of the typed name.

Cheryl

Cheryl Oliver (she.her.hers), Ed. M., MBA
Associate Dean, Professional Programs