



温州肯恩大学  
WENZHOU-KEAN UNIVERSITY

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To Whom It May Concern:

This is an endorsement letter for Dr. Jeonghwan “Jerry” Choi, Department of Management, Global Business and Marketing (MGM), WKU College of Business and Public Management.

Jerry established and has coordinated a WeChat thread, “Returning and New Faculty,” since 2020. This site serves as a resource for assisting new and returning faculty as they navigate the complexities of not only making the adjustment to a new job site, but also receiving help for Covid-related issues. Equally as important, recruits feel an immediate sense of belonging and affiliation provided by a wide net of professors available to assist in any way they can. The WeChat thread is a catch-all, addressing any query that new and returning professors may have. It was Jerry’s brainchild and is essential to making faculty feel welcome and supported.

Jerry has taken the lead in mentoring faculty, answering most questions himself, or referring faculty to resources that can resolve issues.

Jerry is naturally warm, friendly, and encouraging. This is vital, as it can be a daunting undertaking to attempt to enter China in this era of Covid. Jerry is an outstanding example of a leader with initiative who sees a need and takes the helm to fill the void. It has been truly rewarding to be part of the WeChat thread, as I share my knowledge of campus life with newcomers to WKU.

This is only part of Jerry’s contribution to the well-being of our new arrivals. In addition to the WeChat thread, Jerry has created a second online resource for them called **Returning to Campus Protocol Under the Pandemic: WKU Case**: <https://leadershipcenter.tistory.com/503>. This vast compendium of information guides new hires through the labyrinth of effecting a successful entry onto our campus, from initial stages of procuring travel documentation through the quarantine process. It is an impressive piece of work that has taken countless hours to compile.

I have great admiration for Dr. Jerry Choi. With his keen insight, he has assembled a wealth of resources that I consider indispensable for incoming professors. Jerry is the epitome of what it means to respond to the needs of a community in a vital and meaningful way. He deserves the highest commendation.

Sincerely,

*Elizabeth Sugar Martínez*

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