[Date]

Laura Prada

Senior Manager, Academic Programs, Teaching and Learning

The University of British Columbia | Okanagan Campus

ADM119 - 1138 Alumni Ave

Kelowna, BC V1V 1V7

Via email: laura.prada@ubc.ca

Dear Laura Prada

It is my pleasure to express support for UBC Okanagan’s new proposed B.A. Major in World Literatures and Intercultural Communication program. I believe this exciting new program offers many possibilities for prospective graduates and the BC labour market.

The following are sample questions you could answer to express the reasons for your support.

* What excites you the most about this program?
* Could graduates with these skills make an impact in your workplace?
  + Are there any unmet needs graduates from this program could bring to your organization?
  + Describe the need for intercultural communication and international awareness in your industry.
* What types of roles could these graduates perform in your organization (Some examples are Authors, Writers, Advertising, Marketing, Public Relations, Content Creators, Cultural Advisors, Equity, Diversity and Inclusion roles).
* Would you hire these graduates if you had the funding?
* Would your organization be interested in partnering for community-based projects, work placements, or other learning opportunities for fourth-year students?

I strongly support UBC Okanagan’s proposal for the Bachelor of Arts Major in World Literatures and Intercultural Communication, and look forward to the impacts these graduates will have in BC and around the world.

Sincerely,

[Signature]

[Your Name]

[Company Name]

[Position]