

October 10, 2021

Dr. Rick Massengale, President
North Arkansas College
1515 Pioneer Drive
Harrison, AR 72601

Dear Dr. Massengale:

As members of the Data Analytics Business and Industry Team, we would like to express how excited we are that North Arkansas College is proposing the NSF ATE project: *Engaging Rural Students in Advancement Opportunities through the Field of Data Analytics*.

Finding employees with skills in data analytics is a significant and growing problem. Northark's proposed new Associate in Applied Science and Certificate in Data Analytics programs will help solve this problem by preparing graduates who have the entry skills needed to be workforce ready when hired by our companies. This program will also make your graduates more employable and will provide development opportunities for our current staff.

Offering a certificate at the high school level will help to recruit students in your program, and these high school students will be a step ahead toward completing the degree. Providing training for students in remote sites will help to meet the demand for a skilled workforce in data analytics.

In addition to providing Northark with details about the knowledge, skills, and abilities that are critical for new hires, our company will be glad to provide the following to enhance your Data Analytics program:

- Job shadowing
- Internships
- Guest Speakers
- Assistance with Summer Camps

Thank you for allowing our company to be a part of this project.

Sincerely,



Matthew Sheffield
Associate Director, Data Analytics Lead
Pratt and Whitney

Sincerely,



Casey Scribner
Agent
State Farm Insurance

Sincerely,

David Lee Davis,

David Lee Davis
Human Resources Manager
Wabash National