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YLakeland

To whom it may concern:

My name is Amanda Calabrese, and I am the Assistant Director at YLakeland, a program of Catapult Lakeland, Inc. and a community partner of the Keiser University Lakeland Campus.

YLakeland works with the Lakeland Economic Development Council to recruit and retain talent in our community, specifically in the 18-30 year-old demographic. For the past eleven years, we have worked with local universities and businesses to strengthen roots in this community and encourage economic growth in Lakeland.

Through our initiatives, we have developed a valuable relationship with Keiser University Lakeland Campus and its amazing faculty and staff. In most recent years, we have recruited three campus brand ambassadors from the university that help us promote community events and educate the college students on ways they can interact with the city.

In addition to our Keiser University campus ambassadors, we have been invited to attend campus events, like "Student Appreciation Day" and job fairs, where we have developed connections with students. We've been able to share valuable information about our community and share a love for Lakeland that encourages students to establish roots here.

Aside from advancing education, Keiser has developed a successful leadership team that is passionate about helping their students excel in their career and in the community. Each year, we host the Summer Leadership Program, five weeks dedicated to exposing new hires and interns in the 18-30 year-old demographic to the diverse industries, various local businesses, and inspiring leaders in our community. Keiser's commitment to this program supports Lakeland and assists in fostering strong leadership on campus.

We look forward to continuing a strong partnership with Keiser University and its exceptional students and staff.

Respectfully,

Amanda Calabrese
Assistant Director