

# *Barbara J. Watson*

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October 20, 2003

Dr. James Webster  
Director, Charter Schools  
Bay Valley Office of Education  
1305 High Street  
Oakland, CA 94601-4409

Dear Dr. Webster:

As promised when we met at your teacher fair yesterday, this letter is my formal application for the position of Instructor of Small Business Marketing and Management at Bay Valley Business High School. Your enthusiasm and excitement about your charter high school is contagious! I believe my unique blend of classroom instruction, educational management, and marketing background is perfect for this new position and curriculum you are offering to your students.

As my résumé and application indicate, I have considerable experience in instruction and in building strong working relationships with business and industry. My qualifications are unusually suited for this position in that I have been successful in creating and delivering business-based curriculum to a wide range of students. It would be my great pleasure to bring that experience to your inventive concept of incorporating business skills with academics.

You mentioned (in our brief conversation) that the marketing component is a very important aspect of making Bay Valley Business High School a success. I have taught marketing and entrepreneurship classes when presenting employability skills for the Community College's Job Skills Institute, a program for high school students. My students have learned to create web pages, use PowerPoint for their "corporate" presentations and Microsoft Office to develop their personal portfolios. My students create their own small corporation or business in which they develop job descriptions, elect officers, generate budgets, and experience the many facets of starting up a small business. The students love this! And so do I.

Teaching is my passion. I feel the most effective when I am in the classroom. It brings me great joy to participate as my students connect learning with their future workplace skills. I have heard wonderful things about the quality of the staff and students at Bay Valley Business High School and that your future looks incredibly promising. Your vision of a high school that opens doors for students to achieve both academically and in the business world is innovative and challenging. I believe my passion for education, coupled with my unique background, is a perfect fit with your vision.

I look forward to hearing from your office and the opportunity to meet with the interview committee. Thank you for your consideration.

Sincerely,

Barbara J. Watson

Enclosures: BV Office of Education Application; Résumé; Two Letters of Reference