

ANDREA LEON

DIRECTOR OF DEVELOPMENT

Spring 2020



INTRODUCTION

Hello ALPFamilia! My name is Andrea Leon and I am running for the position of Director of Development for Spring 2020. When I transferred to CSULB last year in the Fall of 2018, I was in a new city and knew almost nothing about the recruiting process or the skills I would need. I also soon discovered that I would need to start recruiting with potential employers immediately. While multiple organizations on campus could give me advice on the recruiting process and help me develop my soft skills, ALPFA is where I felt at home. Its warmth and constant support is truly like that of a family and made me want to give back to the ALPFamilia, so I decided to run for a board position in my first semester here. ALPFA continues to empower me and lift me up in many ways, and therefore I would be delighted to continue giving back to ALPFA as Director of Development for Spring 2020.

QUALIFICATIONS

In my three semesters at CSULB, I have been actively involved in ALPFA. I have taken every opportunity throughout this time to grow as a person, professional, and leader. Many student and alumni members have seen this and my dedication to ALPFA. As a new student member, I attended nearly every meeting and participated in the PEG Mentorship Program and Moss Adams Case Study to develop professionally, build my network, and collaborate with others. As Director of Correspondence in Spring 2019, I sent out regular communications with positive and relevant content. I also managed and collaborated with the Newsletter Committee to write our monthly newsletter and add the “ALPFA Pets” section. As Director of Marketing this semester, I coordinated the recruiting of new students that we did at COB Day, at our table in the College of Business, through room repping, and at Week of Welcome. I also created and directed our social media posts throughout the summer and the semester, which include new additions such as promotional posts, informative preview Instagram stories, and our much-loved videos. I have greatly developed my communication, collaborative, time-management, and leadership skills. This has equipped me to effectively use the ideas and talents of others and myself to show people the value we offer and who we are.

VISION

ALPFA connects people and allows us to help each other grow. That is one of our greatest strengths, and with it we have significant accomplishments and improvements each semester. If elected as Director of Development, I would use my knowledge, skills, and experiences to continue this. More specifically, I would like to put on timely and relevant workshops on topics like resumes, appropriate professional attire, communication skills, and more. I would work to get Moss Adams Case Study participants another week to work on the case before presenting. I would have a PEG Mentorship Social at the beginning of the semester again. I would also revisit Daisy Delgado’s idea to offer a certificate to participants of the PEG Mentorship Program. If elected, I would give you the tools to grow professionally, academically, and personally.