

DASB Senate Mid-Term Application

1. Why do you want to join the DASB Senate, and what do you hope to achieve?

When I first started at De Anza in Fall of 2020 I had no clue what the four initiates DASB stood for. It was not until I stumbled upon De Anza's Discord around mid-October when I met Casey Cosgrove, who sparked my interest towards the De Anza Associated Student Body (DASB). Upon learning about DASB, I had also discovered many of my peers were not in the slightest bit aware of the impact and work Senators have managed to accomplish. After attending several Senate and internal committee meetings for the past three months, and conducting external research to educate myself on the work of the student representatives, I learned that our Senators are putting in extensive work without compensation or recognition.

It was not only the lack of compensation or recognition that sunk my heart, but also the divide between our student representatives and the student body they represent. In my first week upon hearing of DASB, I had heard negative comments from De Anza students and alumni that they felt the Senators were difficult to communicate to and hard to reach. As an individual, I have always valued keeping an open mind and remaining unbiased. With the comments from my peers in mind, I decided to find out why students had this view. My first ever interaction with DASB was a Marketing and Communications Committee meeting. Honestly, I was pleasantly surprised with the friendliness of the Senators and could not figure out why my peers had a negative view even after attending the meeting. My next two meetings I attended was a Finance Committee meeting, followed by a Senate meeting. Although I could not understand my peers at the first meeting, by the third meeting I definitely saw their point of view. From my observation, the divide between the two largely stems from the inability to understand the language of the Senate, and the lack of communication between representatives and the student body. One could easily say to study all the constitution, bylaws, and codes before attending any meeting, but for many that is a lot to ask for someone just gauging if they are interested in the Senate. Without the knowledge of proper documents it can be hard to comprehend the meetings and oftentimes individuals may face push back. Furthermore, jumping into a meeting with unfamiliar discussion can come off quite intimidating which in turn pushes people away. In terms of communication, I did not even learn that Senators had office hours until the second week of hearing about DASB. Many students do not know these office hours exist and therefore have no way to communicate outside of meetings. In addition, many students don't know what to communicate to the DASB about, as they are unaware of what Senators are capable of accomplishing.

If elected as a Senator, I hope to bridge the divide between DASB and the student body. It saddens me that a group of around 20 senators elected to represent over 17,000 students are not receiving any sort of awareness, recognition, or compensation. I would love to bring

accessibility, understanding, and communication between the two parties. And I hope to join the Marketing and Communications Committee and SRS Committee as a Senator, by doing so I aim to utilize interpersonal communication and marketing skills to bring feedback and resources from/to a diversity of De Anza students through social and educational platforms. Other goals of mine include allowing information to be easily accessible to students, providing the sense of inclusivity pertaining to DASB for students, and to bring in new ideas for the future.

2. What are some of the skills and experiences that you will bring to the DASB Senate?

Prior to attending De Anza in Fall 2020, I spent 5-6 years of my previous career largely focused on professional interpersonal communication and marketing. While still in highschool I worked as the only beauty sales advisor under 18 for the whole department store I worked at. The company I worked with was Lancome, which later promoted me to a freelance makeup artist position in under a year. After being promoted I became their number one salesperson in the East Bay, which was where I was assigned to work. You may be wondering how that will bring anything to the Senate. My time spent working with Lancome had taught myself how to communicate effectively and with strategy to achieve my desires. In addition, as part of my job we were required to recruit and bring in clients, while representing and bringing awareness to the brand. Although the beauty industry does not directly relate to DASB, the tactics of using interpersonal communication strategy and marketing can be applied to both when bringing in prospective interns & senators, and when bridging the gap with the student body.

During my time with Lancome, I was dual-enrolled in highschool and vocational school studying cosmetology. Upon receiving my state license for cosmetology, I was hired at one of the nation's best salons as a colorist/stylist assistant. During my journey, I learned how to brand myself and how to extensively market and connect through social media. This included managing social media accounts, designing informative and appealing digital graphics, and photographing clients. In a short time, I had developed top numbers in client recruitment through social media, and the ability to connect with industry leaders and brands. I had the honor to help assist, market, set up events, and manage live social media Instagram marketing for some of the people who paved the hair industry. This included Sally Rogerson and Tim Hartley, who invented & revolutionized the bowl cut and influenced several other styles.

Although I spent a great time in the beauty industry, I developed a deathly allergic reaction to ammonia and fragrance. I was lost for a while because all I built was gone, but nevertheless I realized my love with working with people and building connections. As a part time job I applied as a salesperson for Amazon. I worked until Covid-19 appeared, and in that time I led the location I was working at in digital subscription rates by an additional 10%/2+:1 ratio in sign up rates when compared to my peers. Additionally, I was in the top percentile for all Amazon 4-Star stores for subscription sign up rates in the nation, and also for the most Amazon devices sold per month. Again, how does any of this have to do with the Senate? It doesn't relate

directly, but when looked at in between the lines my main tactic in excelling at all the places I've worked at is through my ability to market effectively through interpersonal communication.

Currently, I intern remotely for a non-profit as a Business Program Incubator Specialist where my duties are to help the organization successfully implement their new entrepreneur program. In addition, I manage and moderate the De Anza Discord (900+ members) and Reddit (1.3K+ members) with a team of fellow De Anza students. The ability to connect, network, and bring awareness is essential, especially in the time of the pandemic. There is no compensation to my work, but I love it regardless. It fills my heart to help others and give back to my community.

Lately, I have been working with the Marketing Committee, and Casey & I have implemented all Senator's office hours on Discord. We hope this would be the first step in spreading awareness to our student body about talking to their student representatives on any issues or concerns they may be facing. Our students at De Anza are talented individuals who deserve every chance they get to achieve a bright future. There is a huge part of me who believes DASB influences this impact. If the Senate is able to lessen the divide between the student body and work together more effectively, who knows what we could achieve.

3. What other commitments do you have and how will you manage your time?

Currently, my other commitments include an internship at PEER Foundation as a Business Program Incubator Specialist, my three De Anza classes, and managing different social platforms. Between the commitments, I am confident in my ability to devote my time to the DASB Senate. All of my classes are asynchronous and fairly light in workload. I manage my time by spreading out my workload accordingly throughout each week with the use of a planner and time allocations for each task.

4. Additional Comments (maximum 200 words)

Although not mentioned above, my dream is to start my own organization in specializing in peer to peer mental health recovery and political reforms. I stand heavily behind equality and inclusivity for all. This includes not only race and sexual orientation but also those with physical and mental disabilities. I would love to bring my communications and marketing experience to the Senate to help achieve diversity, awareness, and acceptance.

Additionally, I am running for DASB Elections for next term as well. I would love to have more Senators who are in this year's Senate be familiar and continue on the legacy. Thank you for your consideration, and continuous efforts all Senators and interns put in to make De Anza a brighter place for our students.