

## Candidate for Director - Member Services

**Tiffany Johnson**

Arkansas State University

### Why are you interested in this Board position?

My name is Tiffany D. Johnson and I am the Director of Career Services at Arkansas State University. My role is one that displays leadership, communication, and organization skills with the following stakeholders: students, faculty, staff, and employers. My team and I have successfully increased student and employer participation. I contribute that success to being an effective listener and innovatively developing programs with our stakeholders in mind. I also serve as President of the Arkansas Association of Colleges and Employers. As president, I have led efforts to identify methods to recruit new members to our annual conferences. Last year we increased conference attendance by 30%! Through AACE I have served in a variety of roles that have shaped my leadership abilities. SoACE has also trusted me with the Administration Knowledge Group Chair and Co-Chair position. In the past, this group had little to no activity outside the annual conference. This year I recruited two dynamic leaders to the committee. We hosted webinars, assisted with encouraging KG members to complete surveys, and reviewed conference proposals. If elected as Director of Member Services I am committed to developing a cohesive approach to the association's membership process, ideas, and processes to promote growth. I will also provide equal opportunity and development for all member categories. I am highly interested in the Director of Member Services position. My skills and knowledge will allow me to learn and excel as the Director of Member Services.



### What qualifications do you have that would make you a strong fit for this Board position?

I am a strong candidate for the Director of Member Services because I have excellent communication, organization, and leadership skills. I have had the opportunity to demonstrate my abilities at Arkansas State University (ASU) and local, regional, and national associations. My leadership style is one that encourages and motivates individual success among team members. I believe that together we can achieve far more than one individual. As the Career Services director at ASU, I provide strategic leadership, vision, and guidance to a multigenerational staff. We operate in a centralized career center serving over 14,000 residential and online students. I have successfully increased student participation in career development programs and employer engagement. I increased conference attendance by 30% as the president of the Arkansas Association of Colleges and Employers. I contribute the success to my board. I effectively motivated them to create an agenda that would connect with the audience. The responses from our post surveys showed that we met the needs of our audience. I am interested in the Director - Member Services because I have demonstrated in current and past roles that I can recruit members, develop programs to increase engagement, and lead a team.

### What leadership roles have you held within SoACE and other similar organizations?

I started developing leadership skills in professional associations in 2009. My leadership experiences span across local, regional, and national associations. Currently, I am serving in the following organizations: Arkansas Association of Colleges and Employers, Southern Association of Colleges and Employers, and the Cooperative Education and Internship Association. Below is a list of present and past roles I have held:

- Southern Association of Colleges and Employers: Administration Knowledge Group Chair and Co-Chair
- Arkansas Association of Colleges and Employers: President, President-Elect, Secretary, and Treasurer.
- Cooperative Education Internship Association: State Director for Arkansas and Diversity and Inclusion Committee Member

Each position has greeted me with challenges. Challenges are always opportunities to find new ways to succeed. I have always remained open-minded, positive, and willing to take the role to the next level. I am highly interested in the Director of Member Services position. My skills and knowledge will allow me to learn and excel as the Director of Member Services.

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