

Candidate for Director - Professional Development

Summer Salazar

Texas Career Engagement/The University of Texas at Austin

Why are you interested in this Board position?

The field is evolving and expectations are shifting. Thinking about the future of our work and how to help support our members to excel in their roles is exciting to me! Whether we are just a few weeks in to the field or 20+ years into the profession, we all have something to contribute, and 2020 has taught us that learning new skills is more important than ever. Each one of us has had to pivot this year and truly consider the future of university recruiting. Over the past 10 months, I've led discussions on current and future trends, and created opportunities to educate students, employers, and colleagues across the nation. This summer, as we built out our employer engagement strategies and were responding to the rapid changes taking place, my team created and implemented Hook Talent EDU, a campus recruiting development program to help employer representatives navigate the virtual recruiting landscape and tap into the hidden talent across campus. We continue to expand upon this program as it is designed to develop program curricula, resources, and tools that build engagement, community, shared ideas, and innovation in our profession. This is just one example of my approach to professional development and if elected for the board role, I would spend my time understanding what has already been established, take time to understand the needs and wants of our membership, and develop a collaborative vision to help lead our profession into the future.



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

My experience in nonprofit management and higher education, including my involvement in SoACE have prepared me for this role. I have served as past president of San Antonio Colleges and Universities Career Centers Association (SACUCCA), where I led efforts to organize conference drive-ins, professional development for membership, and represented the organization at regional and national events. Additionally, I've served 2 years on the SoACE Annual Conference Committee, and this experience will support me in the role to oversee the planning of the ER Summit, create professional development programs for our members, and organize efforts to support the management of a team of volunteers. I've also volunteered my time over the past few years to serve as a reviewer for the scholarship committee. This has given me direct experience in how the program is managed and the expectations of our volunteers. One of my goals is to help ensure that all of our members are aware of these opportunities and take full advantage of what SoACE has to offer. My direct experience in understanding the goals of SoACE, having a vision for the future, and a strong ability to collaborate and lead my peers will bring tremendous value if elected to serve in this role.

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

I have been an active member of SoACE since I joined the profession in 2012 and currently serve as Chair of Sponsorships and Exhibitors for the 2020 Annual SoACE Conference. This is my second year on the conference committee and I had the opportunity of serving as the liaison to the board committee focused on updating and implementing the new sponsorship model that was introduced this fall. Prior to this role, I led efforts to organize the emerging leaders session at our annual conference; served on emerging leaders panels/discussions; served on Diversity & Inclusion committee; served as a reviewer for conference programs and scholarship/fellowship applications; and have promoted and encouraged others to get involved throughout the years. My experience as past president of SACUCCA allowed me to build my skills in leading my peers and supporting career services representatives and employer partners for 13 colleges and universities in the San Antonio area. Additionally, as an active alumna of my sorority, I was selected to serve as Delta Zeta National Sorority Membership Specialist Coordinator in 2014. In that role I developed and implemented a national program and was responsible for budget and oversight. Over the course of 3 years, I recruited, trained, and managed (virtually) over 35 volunteers to promote recruitment training to chapters at more than 150 institutions across the United States. My experience is diverse and I'm excited for the opportunity to continue using my skills to support and help move SoACE's mission into the future.

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