

Candidate for President Elect

Erica Betz

Vanderbilt University

Why are you interested in this Board position?

From the moment I began my journey in Career Services, SoACE has been a pillar of support and inspiration. It has always been a welcoming space where professionals from all levels of experience and diverse facets of the field come together as a vibrant community. I vividly recall how, despite being new to the profession, I was embraced by this organization, which encouraged me to engage meaningfully. The leadership of SoACE has consistently embodied passion and direction, qualities that have inspired me deeply. Several past presidents whom I've had the privilege of knowing and admiring exemplified what it means to lead with vision. I have seen change, evolution through difficult times, and celebration. Their impact serves as a testament to the idea that we may never fully grasp the influence we have on others—a principle I hold close as I reflect on the lasting impressions these leaders have made on me. It would be an honor to serve the Association in a role that fosters connection, inclusion, and growth for our members, whether they are seasoned professionals or just starting their journeys. My hope is to create a space where every individual feels seen and supported, continuing the legacy of leadership that has left such a mark on my own career. If given the opportunity, I aspire to bring that same sense of belonging and purpose to others, encouraging them to find their voice and grow here, too.



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

My diverse experiences within SoACE and the career services field uniquely position me as a strong candidate for the President-elect role. Over the years, I have actively contributed or participated in several groundbreaking initiatives within SoACE, including the inaugural Employer Relations Summit, the redesign of the Sponsorship Program while in a previous Board position, and the evolution and growth of the LEAD program. These experiences have allowed me to gain a comprehensive understanding of the Association's offerings while fostering collaboration and innovation. In addition to my contributions to SoACE, I have served as a leader in various institutions across our region. These roles have given me the opportunity to understand the unique challenges and perspectives of our members, whether they are from large public universities, small private institutions, or different state policies and expectations. As a leader, I strive to balance empathy with a pragmatic approach. I value collaboration, ensuring that all voices are heard, while also taking decisive steps to achieve results. My ability to view situations from multiple perspectives enables me to develop thoughtful, inclusive, and fair solutions. I am also a strong advocate for my team and understand the need to keep them in mind when making decisions and representing them in spaces where their voice should be considered. I aspire to bring these qualities and qualifications to the President-elect role.

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

I have served on the Board of Directors for the last three years: 2022-2023 Sponsorships Chair, 2023-2025 Director of Professional Development. I am also a member of the inaugural LEAD Program (2021-2022), was a member of the LEAD Program Design Team for 2022-2023, am serving as a LEAD Mentor this year, and have presented at several conferences both as a breakout presenter and a roundtable topic host. I am also a recipient of the 2022 President's Award.