

Candidate for Director – Targeted Knowledge Groups

Katie Wiley

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Why are you interested in this Board position?

I am interested in the Targeted Knowledge Groups board position because it feels like a natural step in my leadership and contribution toward SoACE. I have served on the Employer Relations Knowledge Group since January 2022, which falls underneath the Targeted Knowledge Group board position. I have seen how this position interacts with the Knowledge Groups and have a good idea of the level of responsibility involved. I also have ideas for how to market, streamline, and gain membership for Knowledge Groups. This includes a universal repository for documentation, common leadership positions, a strong marketing campaign toward employer partners, and consistent communication related to Knowledge Groups throughout the academic year. I have adored this professional association for the knowledge, mentors, and friendships gained. I would like to give back to an organization that has given me so much.



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

The Director of Targeted Knowledge Groups oversees four of the eight Knowledge Groups: assessment and data analytics, employer relations, employer, and technology. As the Assistant Director for Employer Development, I work in employer relations and with employers every day. In addition, I oversee our in-house Data Analyst and sit on our in-office Assessment Committee. Lastly, I have sat on our in-office Technology Committee and am the campus administrator for our career platform, Handshake. The Director of Targeted Knowledge Groups will also help oversee the planning and execution of the annual Employer Relations Summit. I sat on this committee in 2024. I also plan and execute our centralized career center job fair that commonly attract 1,000 employers and 8,600 students annually. As far as leadership of teams and groups, I supervise our STEM Career Coach team, lead our office-wide Job Fair Committee, and the Handshake Committee.

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

I chaired the Employer Relations Knowledge Group (ERKG) in calendar years 2022 and 2023. Currently, I serve as the Past Chair. This was a position that did not exist before me. I saw the need for consistency and mentorship within the ERKG and wanted to provide that for the future leaders of the Knowledge Group. The ERKG is overseen by the Targeted Knowledge Group board position. This role feels like a natural next step for me as I roll off ERKG leadership. In addition, I have sat on the Employer Relations Summit Conference Committee in 2024. I have seen what it takes to plan and execute this event. I would be honored to help lead it.