

Candidate for Director – Member Services

Rachel Brand

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Why are you interested in this Board position?

I have always had an interest in the membership experience. I have had a wonderful experience as a SoACE member. I have taken every opportunity to dive into the volunteer roles. This is where I have seen the most ROI in my day to day job and it's actually helped me to shift careers as well! I want to help our members get the most out of SoACE and streamline the membership experience. Another goal is to increase membership in general, but especially for employer partners. SoACE is such a special organization and I want to bring in more members and make sure the experience is exceptional. There has already been so much amazing work in this area and I hope I can help in this role!



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

My background includes university and corporate experiences. I have served as a career advisor, employer relations director, corporate campus specialist, and now a campus talent acquisition manager. Having both sides of the house can help me understand different aspects of the membership experience. I want to take a creative approach to this role that is really two fold-

1. Increasing Membership
 - a. Across universities, companies, states, job functions
2. Enhancing the Member Experience
 - a. Helping members to utilize SoACE to the fullest extent (volunteer opportunities, KGs, networking, etc.)

I also served as the New Member Committee Chair for 4 years and worked closely with this board position. I have done my research with current and past holders of this position and believe I could serve well.

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

I've held a few roles at SoACE.

- Employer KG Committee Chair
- New Member Committee Chair
- Annual Conference Keynotes Chair & Assistant Chair
- Employer Summit Keynotes Chair