

Nominees for Communication Coordinator

Marcos Enriquez

Why do you want to be on the Region 10 Steering Committee?

I have been advising for 3 years at ASU and before that, worked 4 years at undergrad admissions at the UA. Now that I have become more comfortable in my advising role & responsibilities, I would like to go deeper in advising and contribute to the community as a whole.

What do you bring for the position(s) you are applying for?

I have held other positions within professional organizations and have developed a path goal leadership style. I take this style in collaborations with teams and focus on what can be done moving forward instead of what has hindered progress in the past. As a representative, I will make my opinions known and do my best to be a voice for the advising communities I represent.

Stephanie Miller

Why do you want to be on the Region 10 Steering Committee?

My interest in serving on the Region 10 steering committee comes from my dedication to this field and passion for bettering the student experience. After personally suffering from inadequate advising experiences, I became an academic advisor and member of NACADA in 2012. I immediately sought out professional development for myself and my colleagues through participation in NACADA sponsored events as often as my supervisor would allow. Through these NACADA opportunities I found a network of colleagues and a wealth of resources dedicated to empowering and educating our students, and I knew I had to be part of it. I was able to present on marketing design and copyright at 2013 NACADA Region 7 conference, and I enthusiastically served on the Region 7 conference committee in 2014. I also had the honor of presenting at the 2013 NACADA national conference with a sponsorship from the Technology in Advising Commission. While beneficial to the cause, these opportunities were fleeting. Serving on the Region 10 steering committee would allow me to consistently be a voice for my colleagues while positively affecting those in our discipline, the students we serve, and the institutions we represent.

What do you bring for the position(s) you are applying for?

I have a vision for a stronger social media presence and higher awareness among members & non-members regarding Region 10 activities that will hopefully lead to higher membership and conference registrations. I would love to bring my experience and successes to the communications effort for Region 10. Please allow me to elaborate.

I have multiple years of education and experience in communications with proven success outside of -and within - the NACADA framework. I have degrees in communication and mass communication, with a M.A. focused on communication using technology. In a previous higher-education position, I was solely responsible for creation and distribution of creative marketing and consistent advertising for departmental events and services. I produced the communication plans as well as the design and messages for print, newsletters, email, flyers, brochures, and social media. Additionally, I became proficient with software (e.g. Adobe CS, iMovie, Hootsuite, Tweetdeck, etc.) to simplify the processes and increase efficiency of message construction and dissemination. My efforts led to over 200% growth in attendance each year over a total of three years.

As a member of the marketing sub-committee for the 2014 Region 7 conference committee, I was recruited as the conference photographer, responsible for still photos, videography and post production of media. I also played a key role in the development of conference registration marketing strategies, as well as the creation and distribution of advertising materials through various media: social media, email, and direct mail. Our communications and media efforts that year led to the highest conference registration in Region 7 history.

