

Greetings and Salutations,

This letter is to serve as my self-nomination for PCACAC Executive Vice President. Since the beginning of my professional career, I have sought out opportunities to learn and grow.

PCACAC by far has been one of the biggest catalysts to that growth. My entry into the association began when Rachel Cleaver encouraged professionally timid but curious me to join the Communications Committee, where I could combine my passion for digital media with my budding interest in college admissions. Serving as the Communications Committee Chair has deepened my appreciation for the supportive, collaborative environment within PCACAC. As Executive Vice President, I aim to continue driving the association's growth while fostering young professionals' development and presence within PCACAC.

I have worked in college admissions since 2018, starting at George Mason University as an Admissions Counselor. Over time, I have developed a particular interest in areas beyond traditional recruitment, such as the visit experience, vendor relationship management, access initiatives, and cross-campus collaboration. Most recently, I took on the role of Senior Assistant Director of Admissions at Howard University. This new position is an exciting opportunity for career advancement as I will be able to learn a new approach to recruitment from a new institution whose mission, like George Mason's, closely aligns with PCACAC's values, particularly in light of the current challenges faced as a result of the attack on DEI.

In my role as Chair of the Communications Committee, I have gained a clearer understanding of PCACAC's operations. By way of finding content to post, I've become informed about PCACAC initiatives, events, member opportunities, and the invaluable work done by all the committees and SIGs. When presented with opportunities such as interviewing Angel Perez, NACAC's CEO, for our podcast at the PCACAC conference, I realized the value of being active in the association. The Communications Committee has gotten me in doors I could not have imagined and in the middle of conversations with people I'd never thought would recognize my name. Additionally, this role has honed my communications skills, such as media editing, podcast planning, and social media content creation, which I could continue to bring to the role as EVP, but while developing my own leadership and collaboration skills across the region.

My time at PCACAC has been marked by ongoing professional development, including earning the Leadership Education Certificate and receiving the PCACAC Counselor of the Year Award. These experiences have reinforced my commitment to the association and fueled my desire to contribute even more to its mission. I am excited about the opportunity to bring this enthusiasm, experience, and commitment to the Executive Vice President role.

Additionally, my event planning experience from working on the George Mason visit experience has equipped me to contribute to discussions on college fair planning, promotion, and revenue generation. I understand the importance of creating seamless, engaging experiences for prospective students and their families, and I'm eager to apply this to the association's college fair initiatives.

Finally, I'm passionate about broadening member involvement in PCACAC. By fostering synergy across committees and streamlining information, I believe we can amplify our collective efforts and ensure every voice is heard and valued. I'm eager about the thought of being able to be the "nudger" for other voices and faces in PCACAC in the way Rachel Cleaver and frankly, many of you reading this letter have.

Thank you for considering my nomination. I look forward to the opportunity to serve as Executive Vice President and contribute to the continued growth of PCACAC and our profession.

Best,

Carla Goodwin