

## **PERSONAL STATEMENT**

### **James B. Massey, Jr. for President-Elect**

My name is James B. Massey Jr. and it is with great pleasure that I express my interest in serving as your next President-Elect for the Potomac and Chesapeake Association for College Admission Counseling (PCACAC). I am the current Director of Undergraduate Admissions at the University of Maryland College Park and I have served at the university in various administrative posts in the Office of Undergraduate Admissions for close to 17 years. I have also served on the PCACAC Executive Board for the past 12 years and I have the pleasure of working closely with several of our affiliate past presidents.

While serving on the board, I served as the Chair of our College Fair, College Night Committee. As the committee chair, I was responsible for working with the several National College Fair Chairs within our affiliate as well as identifying any challenges pertaining to college fairs within the region. One of these experiences included seeing a growing county fair face increased financial and logistical challenges while being managed by local high schools. After seeing the need for additional support for our high schools and in an effort to always keep our students at the center, I, along with other colleagues from the college and secondary worlds sought assistance from NACAC to launch what is now the Prince George's County National College Fair. It has continued to be a success and has widened the doors of access for many of our talented students as they can easily access well over 250 top colleges and universities within one school day. In my opinion, that is what making tangible and sustainable differences is all about!

In my next role on the board, I served as the chair of our affiliate's Special Interest Groups (SIGs). As an affiliate, we did not offer SIGs which are mostly offered on the national level. This called for the creation of a strategy to speak to the interests of our membership while also creating and encouraging opportunities for engagement. We initially launched our efforts in 2018 at our Spring Conference offering 3 SIGs; we grew to 6 SIGs at our 2019 Spring Conference and we are poised to surpass that number at our 2020 Conference! Today, PCACAC is among a select few affiliates nationally that are successfully offering SIGs for our members and I am confident that we will only continue to grow in this area.

As President-Elect, I intend to focus on three key areas: enhancing engagement, maximizing membership and facilitating intentional collaboration. I believe focusing on these three key areas will help to guide our decision making, planning and programming for our organization. It truly takes all of us as members to ensure PCACAC's success. If every member commits to just one (1) effort fully each year, we will not only be successful, but I believe we will be able to set a new standard of excellence and engagement for many other affiliates to follow. I look forward to partnering with you on this journey!