



**Director – Targeted Knowledge Groups**

**Alicia Smyth**

Embry-Riddle Aeronautical University

**Why are you interested in this Board position?**

In my current role as Director of Communications & Marketing, I work very closely with the KGs. I belong to all of the KGs in an effort to know what is going on and contribute when appropriate. I strongly believe that the KGs are what makes SoACE the best professional association in the career services/university relations professions and I have developed a passion for promoting them every chance I get. It would be a sincere honor to oversee the targeted KGs and partner with all of the KG leaders to build on the momentum that currently exists. There is an immense amount of talent within the SoACE footprint and they are often exposed through the KGs (e.g., blog posts, webinars, presentations, event planning, etc.). I am especially excited to work with the Targeted KGs, as they host events that are of great value to our members, such as the ER Summit and Technology Boot Camp.

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

I have worked in the career services profession for nearly 20 years and have considerable experience leading teams, cultivating employer relationships/partnerships, overseeing assessment and data analytics, managing and implementing career services management systems, orchestrating large-scale events, and handling social media for career services and professional organizations. These skills are all relevant to overseeing the Targeted KGs, which include Technology, Employer Relations, Employers, and Assessment and Data Analytics. Additionally, I have a passion for these aspects of our profession and in particular, a passion to see the KGs continue to succeed, grow, and thrive.

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

I am currently serving as Director of Communications & Marketing on the SoACE Board.

In June 2018, I rolled off the FloridaACE Board, where I served for 8 years in various positions including Information Management Director, Vice President/Conference Chair, President, and Past President.