



CONNOR TERRY FOR VPSA

*“Striving to ensure that all brothers belong,
matter, and are prepared to lead.”*



Connor Terry

*Candidate for
Kappa Kappa Psi
Vice President for
Student Affairs*

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LETTER OF INTENT

Brothers,

As someone who has been deeply involved in Kappa Kappa Psi since my initiation in 2013, I am beyond excited to offer myself as a candidate for the National Vice President for Student Affairs (VPSA) position. The decision to run for office has been a long and arduous process, however I know I am prepared and ready for this next step in my fraternal involvement.

Since my sophomore year of undergrad, I knew that I wanted to work in higher education for the rest of my life, and after five years, a second degree, and a large sum of student debt - I've made that dream a reality. In my current role as an academic advisor I advise a caseload of up to 300 business students within the Spears School of Business, and working with such a diverse group of students is why I love my job. During a typical day I meet with 8 to 12 students to advocate for their needs, communicate important information from the university or college, connect them to campus resources, and support them during their personal and professional development. Despite the number of students I advise, I work diligently to provide the same level of care and support for each student. I also see the value and potential in every student I advise, because every student has the potential for greatness. While all these elements are critical to how I approach my role as an academic advisor, they also inform my intentions as VPSA for the next biennium.

We are a large organization of more than 200 active chapters across 47 states, which means some Brothers or chapters could accidentally get left behind, especially given the current pandemic. It is for this reason that my platform centers around three core concepts: **Belong | Matter | Prepare**. In a time of extreme social isolation and mental strain it has never been more important to assist our students in their quest to build community and fellowship within Kappa Kappa Psi, ensure they feel valued and heard as Brothers and students, and support them as leaders on their campuses. Now more than ever our students need an advocate on their side as they not only battle the after effects of this pandemic, but also return to a pre-COVID collegiate experience. I pledge to be that advocate and guide over the next two years while also advocating for new programs, injecting new life into our wonderful podcast, working closely with the national Communications Committee, and preparing our students to be superior leaders within their chapters and band programs.

As a candidate for VPSA I possess a strong background in communications and social media work from my time as SWDAA Communications Director and Social Media Coordinator for EscUnited. In addition, I have gained valuable knowledge about our fraternity from a chapter, district, and national level through my involvement as a District officer, National Headquarters volunteer, SWDAA member and officer, and 3 time national convention attendee. Finally, I co-host and produce a podcast which has gained over 2,000 plays worldwide during an 18 month period, and have experience moderating dialogues in a digestible format.

Throughout this packet you will find additional information about my qualifications and my overall vision for the upcoming two years. While I am open to running for other offices within the National Council, my primary desire is to serve as the National Vice President for Student Affairs.

Should any of you have questions or concerns about my qualifications or vision for the upcoming biennium, please feel free to reach out to me via email or on my website.

Respectfully submitted,

Connor Terry



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Education

Masters of Science in Educational Leadership Studies, College Student Development Oklahoma State University, Stillwater, Oklahoma	May 2019 GPA: 4.00
Bachelor of Arts in Psychology, Minor in Sociology Oklahoma State University, Stillwater, Oklahoma	May 2016 GPA: 3.97

Work Experience

Academic Advisor; Business Student Success Center; Oklahoma State University August 2019–Present

- Advise a caseload of 270 to 300 diverse students regarding degree completion requirements, course selection, campus engagement, campus resources, and university policies and procedures
- Communicate regularly and efficiently with students, faculty, and staff through phone, zoom, email, text messaging, and in person.
- Assist with college and university initiatives to retain at-risk students through strong relationship building, impactful programming, creative problem solving, and continual advocacy
- Coordinate and teach two sections of BADM 1111 each fall semester, teaching first year students about important concepts like accountability, resilience, goal setting, time management, and more
- Identify student needs by being proactive, using active listening, and building relationships with students to resolve potential academic, mental, financial, and personal difficulties
- Execute graduation checks for students to ensure satisfactory progress towards degree completion and prevent additional coursework
- Serve as coordinator for the School of Business Living Learning Program, creating programs and conversations that ensure high sense of belonging, engagement, and commitment to the collegiate experience
- Represent the Spears School of Business during networking and recruiting events for corporate sponsors, transfer students, first year students, and family members.

Graduate Teaching Assistant; Leadership and Campus Life; Oklahoma State University May 2017–May 2019

- Created and facilitate workshops on leadership development, campus resources, Campus Labs functionality, and other topics as requested by student leaders and advisors
- Supported the maintenance of CollegiateLink database for 580+ student organizations and department website
- Delivered presentations to 10 or more sections of First-Year Seminar courses to educate students about the impacts of campus engagement during and after their collegiate career
- Coordinated and supervised the department’s annual Student Organization Fair during OSU’s Welcome Week
- Assembled surveys to assess the department’s impact on campus engagement and persistence
- Designed instructional materials for the Campus Labs interface and an accessibility checklist for campus events
- Assisted faculty and staff in the retention of their students by promoting campus engagement and belonging within the academic and social systems of campus

Orientation Programs Intern; Student Success Commons; Governors State University May 2018–August 2018

- Drafted and implemented assessment and evaluation measures for all 15 summer orientation programs to determine program effectiveness, awareness of resources, and gain satisfaction feedback from attendees
- Coordinated room reservations for all staff trainings, departmental meetings and orientation events
- Served as a connection between the New Student Programs office and over 1450 incoming transfer, graduate, and freshmen students
- Supervised a student staff of 10 Orientation Leaders throughout orientation programs and related departmental events



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- Organized and independently managed 3 family programs and 12 transfer and graduate student programs
- Worked closely with various departments on campus such as Undergraduate Advising, Admissions, and Campus Life to ensure an inclusive and holistic orientation experience

Summer Intern; Camp Cowboy; Oklahoma State University May 2017–July 2017

- Assisted with the coordination, organization, and planning of OSU’s extended orientation program
- Directly supervised 40 to 50 student staff members and 5 program directors during each camp session
- Oversaw workshops, small group sessions, and logistical operations during orientation program
- Managed emergency response and risk management efforts for the duration of events
- Coordinated and ensured the appropriate check-in and check-out of students from residential halls

Professional Involvement

- Advisor; OSU DECA; Oklahoma State University October 2020–Present
- Secretary; Inclusion Leadership Council, Oklahoma State University October 2020–Present
- Social Media Coordinator; ACPA Commission for Student Involvement June 2018–May 2019
- Member; American College Personnel Association International May 2018–Present
- Member; Orientation Planning Committee, Governors State University May 2018–August 2018
- Co-Advisor; Committee for Student Organizations, Oklahoma State University August 2017–May 2019
- Ambassador; American College Personnel Association International August 2017–May 2019
- Chair; Oklahoma State University Alumni Band Association July 2017–August 2018

Leadership Experience

Chairperson; Employee Queers and Allies League May 2020 – Present

- Supervise a board of 5 members and preside over monthly meetings to ensure that all tasks and assignments are being completed in a timely manner
- Represent and advocate for the needs of LGBTQIA+ faculty and staff to OSU administrators and non-LGBTQIA members of the campus community
- Schedule and host webinars to educate Oklahoma State’s campus on LGBTQIA+ issues such as being an effective ally, coming out in the workplace, and gender equality in academic research

ACPA Ambassadors Coordinator; American College Personnel Association August 2019–Present

- Mentor a group of 4–8 new professionals, graduate, or doctoral students as they navigate their journey in Higher Education Student Affairs
- Host monthly calls to engage in professional development on topics like intersectionality, mental health and self-care, work life balance, and other important topics
- Create a safe space where mentees can discuss their struggles, failures, and concerns but also be affirmed, uplifted, and supported
- Assist group members to find community within ACPA and network with current members at institutions across the United States

Social Media and News Contributor; EscUnited News Team December 2017–Present

- Create and manage innovative content and campaigns for a website of 14 contributors
- Increased content engagement by 200% and follower count by 582 during the first 12 months of position
- Monitor social media interactions and respond to audience members in a timely manner
- Author online news and opinion articles for readers featuring breaking news, personal thoughts and community insight
- Discover new ways to expand audience on social media through statistical tools and content exploration



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Fraternal Involvement

Communications Director; Southwest District Alumni Association April 2019–Present

- Create written records of all board and general body meetings throughout the year and distribute these documents to all SWDAA and National Alumni Association Board of Director members
- Implemented a Branding Survey to assess SWDAA’s presence within the district, member satisfaction, understanding of SWDAA’s purpose, and additional content
- Maintain all SWDAA social media accounts and serve as the primary contact for potential members, NAA information and general questions
- Work with the Website coordinator to keep the organization’s website up-to-date and engaging for current and potential SWDAA members
- Facilitate conversations around SWDAA’s current usage of social media platforms and begin work around a SWDAA Branding Guide for future Communication Directors to utilize

Member–At-Large; Kappa Kappa Psi Southwest District May 2015–April 2016

- Traveled to various events through the district using personal funds to present workshops and convey important information to active members
- Supported and assisted with the operations of 54 active chapters in the Southwest District
- Represented the interests and needs of Southwest district chapters directly to the National Council
- Organized and ran the 2016 Southwest District convention for nearly 1,000 active members of Kappa Kappa Psi and Tau Beta Sigma without a host chapter
- Chaired the Southwest District History and Traditions Committee during the 2016 convention

Alumni Secretary; Alpha chapter of Kappa Kappa Psi April 2013–May 2016

- Improved the quantity and quality of communication regarding chapter affairs to Alumni members
- Coordinated annual Alumni Brunches for 15–20 alumni members and work closely with the committee to ensure all components were planned with precision
- Created a family tree project to illustrate family lines throughout the Alpha chapter's history
- Planned and executed the chapter’s 95th Anniversary banquet for 93 alumni members, actives, and brothers from chapters across the Southwest District

Presentation Experience

Bridging the gap: Engaging your chapter during COVID-19. Presented at the Kappa Kappa Psi and Tau Beta Sigma Southwest District Virtual Workshop Series. April 2020.

Finding your place at the leadership table. Presented at the Kappa Kappa Psi and Tau Beta Sigma District Convention at Howard Payne University, Brownwood, TX. April 2018.

Making leadership simple. Presented at the Kappa Kappa Psi and Tau Beta Sigma Oklahoma Area Workshop at Southwestern Oklahoma State University, Weatherford, OK. March 2018.

Leadership 101: How to be an effective leader. Presented at the Kappa Kappa Psi and Tau Beta Sigma North Texas Area Workshop at Midwestern State University, Wichita Falls, TX. February 2017.

Motivation: How do I energize members? Presented at the Kappa Kappa Psi and Tau Beta Sigma Eastern Chapter Leadership Conference at Henderson State University, Arkadelphia, AR. July 2016.

Bridging the gap: Strengthening chapter bonds. Presented at the Kappa Kappa Psi and Tau Beta Sigma Louisiana Area Workshop at Northeastern State University, Natchitoches, LA. March 2016.

Bridging the gap: Strengthening chapter bonds. Presented at the Kappa Kappa Psi and Tau Beta Sigma West Texas/New Mexico at East Texas Baptist University, Marshall, TX. February 2016.

An officer’s guide to alumni relations and chapter history. Presented at the Kappa Kappa Psi and Tau Beta Sigma Chapter Leadership Conference at Texas A&M University–Commerce, Commerce, TX. July 2015.



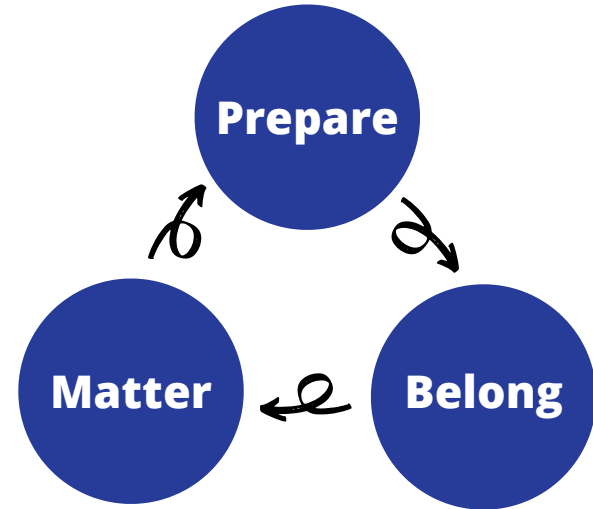
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PLATFORM FOR VPSA

As stated in my letter of intent, the three pillars of my platform are **Belong, Matter, and Prepare**. These pillars are informed by my work in higher education, current research on student development, and the real-life struggles students are facing today.

We as an organization have braved new and unfamiliar territories, and this work has been nothing short of inspiring. However in the coming months our students will be battling new challenges as universities transition back to in person classes and the fraternal experience returns to a new sense of "normalcy". As these new challenges present themselves, we as an organization must find new and creative ways to address them and prepare students for the next phase of their collegiate and fraternal experience. In addition, we must find ways for help students rebuild a sense of normalcy in chapter operations, leadership development, and community building.



Each of these pillars will be addressed in detail throughout the following pages, with specific ideas and action items being addressed.

Belong

Sense of belonging is a basic human need and sufficient enough to drive human behavior.

Created through:

- Relationship building
- Social media
- Diversity and Equity programs
- Community

Matter

Relates to one's ability to possess attention, feel importance, and realize dependence.

Created through:

- Open communication
- Recognition
- Assessment
- Social Media and Podcast
- Active listening

Prepare

Through a proper balance of challenge and support students can achieve greatness.

Created through:

- Holistic student development
- Communications committee
- Mentorship
- Social Media
- Workshops

Sanford, N. (1962). *The American college*. New York: Wiley.

Rosenberg, M., & McCullough, B. C. (1981). Mattering: Inferred significance and mental health among adolescents. *Research in Community & Mental Health*, 2, 163-182.

Strayhorn, T. L. (2012). *College students' sense of belonging: A key to educational success for all students*. New York: Routledge.



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PILLAR ONE – BELONG

Belonging is comprised of numerous definitions, but each one relates to a student's membership, acceptance, and value within an established community (Strayhorn, 2012). Belonging to a community or group has the power to motivate and create behavior and is integral to the human experience, and therefore can be seen as a cornerstone for action or lack thereof. If our brothers feel or believe that they do not belong to their local chapters, districts, or the national organization as a whole, then the fraternity may achieve nothing in the next biennium.

Given that the current pandemic has forced us to redefine our social practices and jeopardized community building, belonging for many students exists in a fragile state. As VPSA I will do all that I can to not only strengthen the presence of fellowship and brotherhood within our organization, but also ensure that Brothers feel welcomed and cherished at all times. By working closely with entities across the fraternity I vow to celebrate and showcase the accomplishments of Brothers across the nation, create opportunities for active and associate members to engage with one another in between conventions, encourage reflexive thinking about unconscious bias and how it effects community building, and prepare graduates for the transition to alumni life and engagement.

Action Items

- Create new ways to highlight the achievements of Brothers throughout the nation on social media. Ideas include:
 - Student testimonials
 - District and National award recipients
 - Recognition of student achievements
- Draft a plan alongside the National DEI taskforce to host conversations and workshops for the next biennium to engage students in reflection to consider what factors in society and their chapter may produce inequality.
 - Topics might include: Recruitment as an inclusive practice, Microaggressions as agents of discord, Creating accessible recruitment and chapter events
- Foster opportunities for inter-chapter socialization using virtual programs such as Netflix Watch Party, Zoom, etc.
- Charge the National Communications committee to:
 - Produce content celebrating national months and holidays like Native American and Indigenous History month, Día de los Muertos, Hanukkah, Transgender Day of Remembrance etc.
 - Highlight and celebrate the diversity that HBCUs and chapters at Minority Serving Institutions contribute to our fraternity
 - Advertise fraternal resources and programs regarding diversity and equity along with national resources available to students
- Form strong partnerships with the National and Local Alumni Associations to connect graduating seniors to ongoing engagement and leadership opportunities within Kappa Kappa Psi



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PILLAR TWO – MATTER

Mattering is a sociological construct created by researchers to describe the external validation of an individual at an interpersonal and social level (Rosenberg & McCullough, 1981). The definition goes on to state that mattering depends upon three very specific constructs: attention or earning the notice of others, importance or believing that others care about how they think and feel, and dependence or realizing that others rely upon them. As the constitution states, one of the primary duties for the VPSA office is to "be an able representative of the active and associate student members of the Fraternity at all times" which can easily be summarized by the construct of mattering.

As VPSA I plan to work with all Brothers to ensure that their concerns are being heard and someone is advocating for their best interests. In my professional role as an Academic Advisor, student advocacy is something that I put at the forefront of my work – being VPSA will be no different. There are many ways this advocacy work can be done but most of this work will happen through intentional conversations that occur between myself and Brothers across the nation: from land-grant universities, HBCUs, small colleges, community colleges, and all those in between. In addition, I plan to create open channels for brothers to contact me through virtual office hours, a personal google voice number, and the traditional means of email. And finally, I hope to use our social media accounts and KKPsi Presents podcast to highlight assessment efforts, share information from the National council, and showcase meaningful and empowering stories from within the Brotherhood.

Action Items

- Maintain a google voice number for Brothers to text or call when they have questions or need to discuss concerns
- Regularly communicate and meet with chapters across the country to foster deep conversations and share important updates from the national leadership
- Draft and advertise a student feedback form hosted on the national website to assess usage of Fraternal resources and collect the concerns and needs of Brothers each quarter (3 month period)
- Host virtual “office hours” two nights a month to meet with students and listen to their experiences, stories, and needs
- Discover inspiring and empowering stories through student conversations and the Podium to showcase on our social media platforms, Kappa Kappa Psi Presents podcast, and for Fraternal award nominations
- Recruit talented and diverse brothers to contribute new ideas and perspectives to the communications committee, while also creating opportunities for returning members to grow as leaders within the committee
- Develop meaningful relationships with brothers across the country and help them find their place within Kappa Kappa Psi



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PILLAR THREE – PREPARE

The final pillar is inspired by Sanford's developmental theory, which states that in order for growth to occur on an individual level one must experience the optimal level of challenge and support (Sanford, 1962). If an individual sets off to tackle a challenge on their own, but is not ready to do so they will fail. Similarly, if they are given a challenge that is too easy or given too much support they will not learn. To put this in a relatable context – new officers will have a higher need for support than a third term president, and similarly a Brother who has been active for two years can take on larger challenges than a newly initiated member. Each Brother experiences Kappa Kappa Psi in a different way at different times, and so our programs and resources must reflect this need for tiered learning to prepare them for success.

As VPSA I will work to offer a variety of conversations and perspectives in programs to avoid a "one size fits all" approach to leadership and student development. This can be done by revisiting topics covered in monthly VPSA chats or workshops and offering each at both a macro and micro level. For example, each time we host a discussion on leadership, there would be a program or conversation offered for those beginning their leadership journey for the first time. It is also important to discuss topics such as identity development, mental health, financial literacy, and conflict management so that we develop students as holistic individuals and prepare them for their futures. Additionally, we need to do a better job connecting active members to the resources posted on the national website, our YouTube channel, social media platforms, and the podcast.

Action Items

- Offer a minimum of two VPSA chats and one Student Advisory Committee meeting per month to ensure students have the tools and information necessary to be outstanding leaders
- Work to develop students as holistic individuals and offer programming that meets them where they are currently
- Continue the hard work of the communications committee, setting clear expectations and equipping members with the information and resources needed to fulfil their roles
- Utilize statistical analysis tools on social media platforms to monitor our reach and engagement on posts, and use these to make critical decisions for future informational campaigns
- Ensure that our presence on Facebook, Instagram, Twitter, YouTube, and the Podium Online is maintained throughout the biennium to share crucial information
- Continue the great work of the Kappa Kappa Psi Presents podcast and find ways to vary content to increase listener engagement
- Model a student mentorship program after the Alumni Association's program, allowing upper classmen to mentor the next generation of leaders
- Create and offer leadership workshops that address topics like conflict management, 2-3 year leadership plans, networking, and other relevant areas to help new and emerging leaders navigate the leadership landscape



January 8, 2021

Dear Committee,

It is my great pleasure and honor to recommend Mr. Connor Terry for appointment to the Kappa Kappa Psi National Vice President for Student Affairs position. My name is Katie Norris and I am an Assistant Director for Student Academic Services in the Spears School of Business at Oklahoma State University. I have supervised Connor since he joined our office in the capacity of Academic Advisor in August 2019. Connor's resume appropriately speaks to his experiences and leadership, which should in itself be enough to show why he is more than qualified for this position. This long list of impressive leadership experiences and professional involvement exist both within Kappa Kappa Psi and in his pursuit of a career in Student Affairs. However, as I have come to know Connor more personally, he also exhibits a number of values and characteristics that will undoubtedly prove his worthiness as the most suitable candidate for this position.

Connor values college students and their development, diversity and inclusion, communication and leadership. Each of these strengths provide the guiding principles for his compelling platform for this position. Connor has an innate sense of how to effectively build caring relationships with college students, understanding their needs, and thereby working diligently to help meet those needs for the success of the individual. Connor often goes above and beyond for the students he advises, while also encouraging self-efficacy, accountability, and resiliency. He is intentional about creating a safe and welcoming space for all students and does an incredible job of educating and integrating his value of diversity in his interactions with students. Connor's extracurricular involvement and focus on leadership development and communication-focused activities naturally benefit him as an Advisor and are skills he models for his students daily.

One of the things that has most impressed me about Connor is from the beginning he has been honest about his temptation to take on too many things at one time, often because he is so excited to be involved, but then becomes spread too thin. His self-awareness of this and intentionality to grow himself has allowed for significant strides in ensuring that whatever he invests himself in that he can do so appropriately and fully, without compromise. Connor has carefully assessed his ability to serve in this role along with his other responsibilities and is confident in his ability to balance them well. With Connor in this position, you will have someone who is honest, passionate, creative, skilled, and open to constructive feedback. I hope you will consider Connor as the most appropriate and deserving candidate to serve in the capacity of National Vice President for Student Affairs.

Sincerely,

Katie Norris

Assistant Director, Student Academic Services



January 10, 2021

TO WHOM IT MAY CONCERN

It is with great pleasure that I submit this letter of recommendation for Connor Terry to be considered for the National Vice President for Student Affairs position within Kappa Kappa Psi.

I have known Connor for the last two and a half years and he has played a vital role in my college career as my advisor and mentor. He has helped me get over many different obstacles and aided me in a smooth transition while I was changing majors. He is a dedicated servant, good friend and a great advisor.

Connor has hundreds of students that he has to look out for. This requires him to be very organized and to be very thorough with all of his work, otherwise the consequences could be very stressful and expensive for the students. Connor shows talent in knowing how to best work for the student. He reaches out often and is always making sure students understand what they need to complete, and then he will reach out on a personal level and make them feel valued. Connor sends out emails reminding us about our important enrollment dates and other important dates. This allows the students to not be as stressed knowing that we have a second pair of eyes looking out for us. Looking at the qualifications for this position, it is without a doubt that I think Connor Terry would excel beyond expectations at this position.

Connor will take time out of his day to meet with any student. He has on multiple occasions called me during the summer to make sure everything is going okay. This also includes making sure my mental health was well and my schoolwork was not too much of an overload. During my quarantine with Covid in October, Connor reached out several times and made sure I was doing well in health and school. He offered to help out in any way possible if I needed it. He genuinely cares about his students, which has not been my experience with many advisors on campus. He makes sure everyone understands what is required of them, and he is always there to help answer any questions that may come up.

I know Connor will give nothing but his best. Without reservation I recommend Connor Terry, and he would make an excellent National Vice President for Student Affairs for Kappa Kappa Psi. He will exceed at every expectation and make sure everything runs efficiently.

Sincerely,

Tucker Wilson
Business Management - May 2021

Brennan McQuillen

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(703) 585-1948

brennan.mcquillen@gmail.com

Brothers,

It is my honor to recommend Connor Terry for the position of National Vice President of Student Affairs. My name is Brennan McQuillen, I am a Life Member of our fraternity and a good personal friend of Connor. Since our meeting at the 2015 National Convention in Lexington Kentucky, I have had the pleasure watching Connor grow as an individual, brother, and professional. His passion for creating a truly inclusive and caring environment for students to flourish is visible in his devotion to his students at Oklahoma State University, and it is equally visible in his platform of **Belong | Matter | Prepare**.

National Committee on
Nominations
Kappa Kappa Psi
1/10/21

As an K-6 educator, I know firsthand the importance of cultivating an environment in which my students feel that they belong, feel that their needs matter, and are being prepared for life by being provided the tools that they need to thrive. Connor's understanding of the importance of the educational environment in all levels and aspects of of education is something that I believe makes him highly qualified for this position. This mutual understanding is something that I noticed early on in our friendship, and is something that I believe is at the foundation of Connor's passion for Student Affairs.

401 E. 9th Street
Stillwater, OK 74074

Over the past five years I have seen Connor take up a number of different roles within the realm of Student Affairs. While the specifics of these positions may differ, all of them have involved him devoting his passion, time, and talents to the betterment of his students. Most recently his position with Oklahoma State University has him not only advising up to 300 students, but also teaching a course focusing on helping new students with their transition into college. As you can see in his resume Connor has had a wealth of experiences, all of which I know he approached with his passion for bettering the student experience. This passion, coupled with his love of our fraternity, is what Connor can bring to the position of National Vice President of Student Affairs.

Our organization has been an integral part of so many lives, mine included, for over 100 years now. Connor has long spoken of wanting to contribute more to Kappa Kappa Psi, and has been highly involved both as an active member and as an alumnus. He seeks to help our organization continue to grow, develop, and improve on its mission to support its student membership and university band programs. With his experience as a Student Affairs professional, I strongly believe that Connor is uniquely qualified for this position. As a brother, I am excited to see what Connor can bring to our fraternity. Much as my life is better for my friendship and brotherhood with Connor, so too do I know that the fraternity will be better with Connor "striving to ensure that all brothers belong, matter, and are prepared to lead."

Regards,



Brennan K. McQuillen



January 9th, 2021

To Whom It May Concern,

Connor and I have known each other for a little over a year now and he is my academic advisor at Oklahoma State. Connor has been nothing but the best as my advisor as well as a great friend. We both get busy at times during the school year, but he always finds a way to respond extremely fast to my needs whether it is with school, mentally, or even just being there to talk.

Back when we could meet in person, I noticed right off he was very organized and was always prepared. Another notable thing I am very thankful for are his communication skills. He would always follow up to check on me, talk to me before the meetings, and be prepared for when I came in. He exceeds the requirements my readers are desiring for this position and deserves it. His communication skills and his organization make him a very viable candidate for this position. He is always timely with everything and remembers dates and times like they are written on the back of his hand.

He advocates for student's success in many ways. A great example of this happened just this past semester. With COVID and some stuff going on in my life I was mentally struggling a great deal last semester. I reached out to him and he responded within minutes of my text offering not only help from the University but help from himself as well to be someone I can talk to if needed. After my response to that, a few weeks went by and he asked again just to make sure I was doing alright, along with the needed meeting for next semester's classes.

I am incredibly thankful for him helping me out in not just the classroom, but outside too with life when needed. Lastly, I want to leave my readers on a sum up of what Connor has shown himself to be to me. Connor is an outgoing, organized, and honest individual who loves to help people in any way he can. He is, without a doubt in my mind, an incredible candidate for this position and would do nothing but great things for Student Affairs. Thank you, Connor, for being an outstanding advisor and great friend.

Sincerely,

A handwritten signature in black ink that reads 'Trevor Rzeszutko'.

Trevor Rzeszutko
Junior Marketing Major
Certificate in Sales and Service Excellence

Members of the Nominations Committee & Brothers of Kappa Kappa Psi,

It is with absolute pleasure that I write this recommendation for Connor Terry to support his candidacy for the Kappa Kappa Psi National Vice President for Student Affairs position. I first met Connor while on our journey to become members of the Alpha Chapter of Kappa Kappa Psi at Oklahoma State University, becoming members in Spring of 2013. Within our fraternity, he has served in numerous roles: Alumni Secretary for our chapter, Member-At-Large for the Southwest District, and Communications Director for the SWDAA. It was from working with Connor in the fraternity and collegiate and community band setting that I am confident in his ability to thrive and succeed as an officer on the National Council.

Connor is an active leader in many areas: professionally, within the collegiate and community band setting, and within the fraternity. That being said, Connor is consistent in his preparation, is passionate about the goals he works towards, is a strong communicator, and approaches challenges with an optimistic attitude. He is always reflecting on how he can best fulfill his duty as a leader. While serving in his role as Alumni Secretary as an active member, he increased communication between our alumni and our chapter, therefore creating stronger connections, prompting alumni to continue being involved with the chapter. As his roles grew from there, he continued to bring his work ethic, values, and his ability to empower others to every role.

Connor's vision for the upcoming biennium is focused on addressing challenges that members face on their campuses and in their chapters. His daily work with college students gives him a unique insight to these challenges. Like his main pillars of his platform state, the action items are geared toward ensuring that all brothers feel like they belong, they matter, and that they are prepared to lead—all while knowing they will have a leader that will be an advocate for them.

I have no doubt that Connor would be an effective member of the National Council as Vice President for Student Affairs. I can attest from my own personal experience with him that he is a highly qualified individual who is dedicated to our fraternity and offers an impressive blend of skills and experiences. If you have any questions, please reach out. AEA.

Fraternally,



Danielle Stratton

drstratton@aurorak12.org

Kappa Kappa Psi | Life Member



Connor Terry is a life member from the Alpha chapter of Kappa Kappa Psi at Oklahoma State University. As an active brother he was extremely involved within the fraternity serving as Alumni Secretary for his home chapter for 3 consecutive years, sitting as chapter delegate at 2 district conventions and at the 2015 National Convention in Lexington, Kentucky, and was elected as the Member-at-Large for the Southwest District from 2015-2016. Outside of Kappa Kappa Psi he was deeply involved in the Oklahoma State Band program, playing trumpet in the Cowboy Marching Band, OSU Concert Band, and OSU Spirit Band at basketball games. Connor would also be found in the university choir room often as he sang Baritone, Tenor 2 and Tenor 1 in the OSU Statesmen Chorus, University Singers, and the first ever OSU Jazz Choir. He is also an alumnus of the Delta Tau Chapter of Phi Mu Alpha Sinfonia.

Following graduation in 2016, he worked numerous jobs before starting his Master's degree in College Student Development at Oklahoma State. Despite being an alumni, Connor still found ways to stay involved in Kappa Kappa Psi as a member of the Midwest District Alumni Association and the Southwest District Alumni Association (SWDAA). In 2019 and 2020 Connor was elected as the Communications Director for SWDAA, where he has not only recorded minutes for each meeting but also manages the organization's social media accounts, supervises the SWDAA web master and Communications Committee, and serves as the main contact person for the organization. He has attended every National convention and Southwest District convention since 2017 and also attended the Midwest District Convention in 2017 and 2018.

Professionally Connor currently works at OSU as an Academic Advisor for the Spears School of Business. He currently advises a caseload of nearly 300 undergraduate students pursuing degrees in Marketing, Management, General Business, International Business, Entrepreneurship, and Hospitality Tourism and Management. Despite only advising for 1.5 years, coworkers have commended how passionate he is about advocating for student needs and success, while offering a level of care that goes beyond his job description. In addition to his role as advisor, he serves as the coordinator for the Spear's Living Learning Community on campus, advises the OSU DECA competition team, and serves as the Chairperson for the Employee Queers and Allies League.

In his free time Connor works as the Social Media Coordinator and editorial writer for the Eurovision Song Contest news blog ESCUnited, co-hosts and produces the Amerivision podcast with his friend Adam Smith. For the past two years he has served as a Cluster Coordinator for a small group of graduate students and new professionals interested in the Higher Education Student Affairs field. He also volunteers his time with the Oklahoma State Alumni Band Association and plays 2nd trumpet in the Stillwater Community Band. When he isn't do all of these things, you will find him playing video games, listening to music from around the world, traveling, or reading a new book.

Brothers,

As someone who has been deeply involved in Kappa Kappa Psi since my initiation in 2013, I am beyond excited to offer myself as a candidate for the National Vice President for Student Affairs (VPSA) position. The decision to run for office has been a long and arduous process, however I know I am prepared and ready for this next step in my fraternal involvement.

Since my sophomore year of undergrad, I knew that I wanted to work in higher education for the rest of my life, and after five years, a second degree, and a large sum of student debt - I've made

that dream a reality. In my current role as an academic advisor I advise a caseload of up to 300 business students within the Spears School of Business, and working with such a diverse group of students is why I love my job. During a typical day I meet with 8 to 12 students to advocate for their needs, communicate important information from the university or college, connect them to campus resources, and support them during their personal and professional development. Despite the number of students I advise, I work diligently to provide the same level of care and support for each student. I also see the value and potential in every student I advise, because every student has the potential for greatness. While all these elements are critical to how I approach my role as an academic advisor, they also inform my intentions as VPSA for the next biennium.

We are a large organization of more than 200 active chapters across 47 states, which means some Brothers or chapters could accidentally get left behind, especially given the current pandemic. It is for this reason that my platform centers around three core concepts: **Belong | Matter | Prepare**. In a time of extreme social isolation and mental strain it has never been more important to assist our students in their quest to build community and fellowship within Kappa Kappa Psi, ensure they feel valued and heard as Brothers and students, and support them as leaders on their campuses. Now more than ever our students need an advocate on their side as they not only battle the after effects of this pandemic, but also return to a pre-COVID collegiate experience. I pledge to be that advocate and guide over the next two years while also advocating for new programs, injecting new life into our wonderful podcast, working closely with the national Communications Committee, and preparing our students to be superior leaders within their chapters and band programs.

As a candidate for VPSA I possess a strong background in communications and social media work from my time as SWDAA Communications Director and Social Media Coordinator for EscUnited. In addition, I have gained valuable knowledge about our fraternity from a chapter, district, and national level through my involvement as a District officer, National Headquarters volunteer, SWDAA member and officer, and 3 time national convention attendee. Finally, I co-host and produce a podcast which has gained over 2,000 plays worldwide during an 18 month period, and have experience moderating dialogues in a digestible format.

Pillar One – Belong

Belonging is comprised of numerous definitions, but each one relates to a student's membership, acceptance, and value within an established community (Strayhorn, 2012). Belonging to a community or group has the power to motivate and create behavior and is integral to the human experience, and therefore can be seen as a cornerstone for action or lack thereof. If our brothers feel or believe that they do not belong to their local chapters, districts, or the national organization as a whole, then the fraternity may achieve nothing in the next biennium.

Given that the current pandemic has forced us to redefine our social practices and jeopardized community building, belonging for many students exists in a fragile state. As VPSA I will do all that I can to not only strengthen the presence of fellowship and brotherhood within our organization, but also ensure that Brothers feel welcomed and cherished at all times. By working closely with entities across the fraternity I vow to celebrate and showcase the accomplishments of Brothers across the nation, create opportunities for active and associate members to engage with one another in between conventions, encourage reflexive thinking about unconscious bias

and how it effects community building, and prepare graduates for the transition to alumni life and engagement.

Action Items

- Create new ways to highlight the achievements of Brothers throughout the nation on social media through student testimonials, National and District award recipients, and recognition of student achievements.
- Draft a plan alongside the National DEI taskforce to host conversations and workshops for the next biennium to engage students in reflection to consider what factors in society and their chapter may produce inequality.
- Foster opportunities for inter-chapter socialization using virtual programs such as Netflix Watch Party, Zoom, etc.
- Charge the National Communications Committee to produce content celebrating national months and holidays like Native American and Indigenous History month, Día de los Muertos, Hanukkah, Transgender Day of Remembrance etc.
- Highlight and celebrate the diversity that HBCUs and chapters at Minority Serving Institutions contribute to our fraternity
- Advertise fraternal resources and programs regarding diversity and equity along with national resources available to students
- Form strong partnerships with the National and Local Alumni Associations to connect graduating seniors to ongoing engagement and leadership opportunities within Kappa Kappa Psi

Pillar Two – Matter

Mattering is a sociological construct created by researchers to describe the external validation of an individual at an interpersonal and social level (Rosenberg & McCullough, 1981). The definition goes on to state that mattering depends upon three very specific constructs: attention or earning the notice of others, importance or believing that others care about how they think or feel, and dependence or realizing that others rely upon them. As the constitution states, one of the primary duties for the VPSA office is to "be an able representative of the active and associate student members of the Fraternity at all times" which can easily be summarized by the construct of mattering.

As VPSA I plan to work with the all Brothers to ensure that their needs and opinions are being heard and that someone is advocating for their best interests. In my professional role as an Academic Advisor, student advocacy is something that I put at the forefront of my work - being VPSA will be no different. There are many ways this advocacy work can be done but most of this work will happen through intentional conversations that occur between myself and Brothers across the nation, from land-grant universities, HBCUs, small colleges, community colleges, and all those in between. In addition, I plan to create open channels for brothers to reach me whenever they need me through virtual office hours, a personal google voice number, and the traditional means of email. And finally, I hope to use our social media and KKPsi Presents

podcast to highlight assessment efforts, share information from the National council, and showcase meaningful and impactful stories from within the Brotherhood.

Action Items

- Maintain a google voice number for Brothers to text or call when they have questions or need to discuss concerns
- Regularly communicate and meet with chapters across the country to foster deep conversations, and share important updates from the national leadership
- Draft and advertise a student feedback form hosted on the national website to assess usage of Fraternal resources and collect the concerns and needs of Brothers each quarter (3 month period)
- Host virtual “office hours” two nights a month to meet with students and listen to their experiences, stories, and needs
- Discover inspiring and empowering stories through student conversations and the Podium to showcase on our social media platforms, Kappa Kappa Psi Presents podcast, and for Fraternal award nominations
- Recruit talented and diverse brothers to contribute new ideas and perspectives to the communications committee, while also creating opportunities for returning members from the last biennium to grow as leaders within the committee
- Develop meaningful relationships with brothers across the country and help them find their place within Kappa Kappa Psi

Pillar Three – Prepare

The final pillar is inspired by Sanford's developmental theory of challenge and support, which states that in order for growth to occur on an individual level they must experience the optimal level of challenge and support (Sanford, 1962). If an individual sets off to tackle a challenge on their own, but is not ready to do so they will fail. Similarly, if they are given a challenge that is too easy with too much support they will not learn. To put this in a relatable context - new officers will have a higher need for support than a third term president, and similarly a Brother who has been active for two years can take on larger challenges than a newly initiated member. Each Brother experiences Kappa Kappa Psi in a different way at different times, and so our programs and resources need to reflect this need for tiered learning and prepare them for success.

As VPSA I will work to offer a variety of conversations and perspectives in programs to avoid a "one size fits all" approach to leadership and student development. This can be done by revisiting topics covered in monthly VPSA chats and workshops and offering them at both a macro and micro level. For example, each time we host a discussion on leadership, there would be a program or conversation offered for those beginning their leadership journey for the first time. It is also important to discuss topics such as identity development, mental health, financial literacy, and conflict management so that we develop students as holistic individuals and prepare them for their futures. Additionally, we need to do a better job connecting active members to the resources posted on the national website, our YouTube channel, social media platforms, and the podcast.

Action Items

- Offer a minimum of one VPSA chat and Student Advisory Committee meeting per month to ensure students have the tools and information necessary to be outstanding leaders for their chapters and districts
- Work to develop students as holistic individuals and offer programming that meets them where they are currently
- Continue the hard work of the communications committee for the 2021-2023 biennium, set clear expectations for the committee, and equip members with the tools and resources needed to fulfil their roles
- Utilize statistical analysis tools on social media platforms to monitor our reach and engagement on posts, and use these to make critical decisions for future informational campaigns
- Ensure that our presence on Facebook, Instagram, Twitter, Youtube, The KKPsi Presents podcast, and the Podium Online is maintained throughout the biennium to share crucial information
- Continue the great work of the Kappa Kappa Psi Presents podcast and find ways to vary content to increase listener engagement
- Model a student mentorship program after the Alumni Association's program , allowing upper classmen to mentor the next generation of leaders
- Create and offer leadership workshops that address topics like informal leadership, 2-3 year leadership plans, networking, and other relevant areas to help new and emerging leaders navigate the leadership landscape

The work of the VPSA role is not easy, and demands a significant amount of time, energy, and organization to be effective. As a candidate for VPSA I possess a strong background in communications and social media work with my time as SWDAA Communications Director and Social Media Coordinator for EscUnited. In addition, I have gained valuable knowledge about our fraternity from a chapter, district, and national level through my involvement as a District officer, National Headquarters volunteer, SWDAA membership, and 3 time national convention attendee. Finally, I co-host and produce a podcast which has gained over 2,000 plays worldwide during an 18 month period, and have experience moderating dialogues in a digestible format.

Should anyone have questions or concerns about my qualifications or vision for the upcoming biennium, please feel free to reach out to me via email or my website.

Respectfully submitted,

Connor Terry

SWDAA Communications Director

Alpha Chapter Life Member