

To the Brothers and Sisters of the Southwest District Alumni Association,

I am once again asking for your support as I announce my candidacy for Communications Director of the Southwest District Alumni Association! Thank you for taking the time to read my platform and hopefully next few documents can answer your questions.

My name is Dionicio "Dino" Cardenas and I currently serve as your SWDAA Communications Director. I graduated from West Texas A&M University with a Bachelor's in Music in the Spring of 2020. Throughout my college career, I have served the fraternity in several leadership roles, including Alpha Psi Historian, Alpha Psi Ritual Officer, Alpha Psi Vice President of Membership, and as Southwest District Member-at-Large. After graduation, I decided I wanted to continue to serve as an alumnus. In the past three bienniums, I have served in the National Communications Team as a general member, the Chair of the committee, and now Advisor. In these positions, I created graphics and helped the committee to inform members of Kappa Kappa Psi via our National social media platforms. Additionally, I also serve as a member of the Tau Beta Sigma National Communications Committee and the Kappa Kappa Psi National Programs Committee.

Since the last time I brought in a candidacy platform, we spoke about how we could communicate effectively, conversations about DEIA, and the importance of showing SWDAA beyond our district. I believe with the support of my current Board of Directors, we successfully accomplished that and much more. This year, I bring to you the following: I would like to start The Voice of SWDAA podcast on all platforms. This podcast will not only provide conversations with alumni but also provide active members with feedback on expectations after graduation. I also plan on establishing a new vision for the Communications Committee to work efficiently with the current Board of Directors and beyond. Finally, I would like to continue the visibility that our great Local Alumni Association is receiving. The best come from the Southwest!

For more information about my goals for office, please check page four of my packet. If you have any further questions, feel free to reach out to me at dino@kkpsi.org or find me on Facebook. Trust me, I don't sleep! I would love to have a conversation with you about my goals for the office.

Thank you again for your time and consideration,



Dionicio Cardenas

Dionicio "Dino" Cardenas



DIONICIO CARDENAS

CANDIDATE FOR COMMUNICATIONS DIRECTOR

“Learning to stand in somebody else’s shoes, to see through their eyes, that’s how peace begins. And it’s up to you to make that happen. Empathy is a quality of character that can change the world.”

– Barack Obama, president

✉ dino@kkpsi.org

☎ 956-740-8057

📍 Laredo, Texas

MEMBERSHIPS

- Alpha Psi Chapter; Kappa Kappa Psi (2013)
- Alpha Psi Chapter; Life Member (2018)
- Xi Chapter; Tau Beta Sigma Honorary (2020)
- Active Alumni Associations
 - SWDAA
 - Kappa Kappa Psi Alumni Association
 - Tau Beta Sigma Alumni Association
 - WTAMU Alumni Association

EVENTS ATTENDED

- Workshop Attendance
 - WT/NM Area Workshop 2014
 - Chapter Leadership Conference 2017
 - South Texas Area Workshop 2018
 - WT/NM Area Workshop 2018
- District Event Attendance
 - SWD Convention 2014-2021
- National Workshops & Conventions
 - D.C. Al Coda 2020
 - National Convention 2017-2021
 - KKPsi Centennial Celebration

EDUCATION

BACHELOR OF MUSIC

West Texas A&M University | May 2020

LEADERSHIP EXPERIENCE

NATIONAL COMMUNICATIONS COMMITTEE

Kappa Kappa Psi.

- 2021-2023 *Advisor* of the National Communications Committee alongside the National Vice President of Student Affairs on any questions the committee might have
- 2019-2021 *Chaired* the Committee: Conduct all meetings, plan weekly posts, and communicate with the National Leadership on upcoming media events
- 2017-2019: *General Member* of the committee, Initiated the Instagram Takeovers for the National Instagram page

COMMUNICATIONS DIRECTOR

Southwest District Alumni Association | March 2021 - Present

- Maintain all social media platforms and communications of SWDAA
- Record minutes and email them to the general body
- Assist SWDAA Board of Directors with graphics and design for their upcoming projects

NATIONAL COMMUNICATIONS COMMITTEE

Tau Beta Sigma | Oct 2021 - Jul 2023

- Serve along brothers and sisters to continue the communications amongst active and alumni members



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SKILLS

- Canva 101
- Meta Business Suite
- iMovie Knowledgeable
- Twitch friendly
- Communicating with National Leadership
- Charing Committees
- Content planning

2021-2022 SWDAA PROJECTS

- Graduating Senior Highlights
- Creation of an official SWDAA Twitter
- Month of Musicianship Highlights
- SWDAA Monthly Birthday Highlights
- SWDAA Celebrations
- SWDAA for Education Highlights
- SWDAA Recruitment posts
- Who's that Board of Directors?!
- Valentine's Day with SWDAA

CONT. LEADERSHIP EXPERIENCE

NATIONAL PROGRAMS COMMITTEE

Kappa Kappa Psi. | Sep 2021 - Jul 2023

- Served in Sub-Committees to promote National Awards, the Founder's Circle, and asses the current Programs of Kappa Kappa Psi

MEMBER-AT-LARGE (SWD)

Kappa Kappa Psi | Sep 2017 - Apr 2018

- Create an up-to-date Facebook group for all Southwest District Historians
- Maintained all social platforms of the Southwest District of Kappa Kappa Psi
- Presented a workshop on social media outreach

VICE PRESIDENT OF MEMBERSHIP

Alpha Psi Chapter | Sep 2017 - Apr 2018

- Planned all recruitment events alongside the Membership Committee
- Lead the education process of the Delta Upsilon Class of twenty-two Membership Candidates
- Continued the education of the active members of Alpha Psi

CANDIDACY PLATFORM

Social Media Outreach

Throughout this year, my biggest goal was to increase our social media outreach and to be visible beyond the Southwest District. This Association has so much to offer that the work came easily by picking the brains of our Board of Directors and members. Our social media is filled with amazing accomplishments by our Graduating Seniors, our SWDAA for Education Nominees, and much more! The goal for this upcoming year, is to listen even closer and make sure to give our members what they would like to see. That includes coming together with new ideas of how to utilize our private groups (Facebook group & GroupMe). Furthermore, I can't take credit for the website. I am very blessed to have an amazing webmaster who I just throw my ideas to and he works on it! This work will continue as long as our webmaster is available to work with us.

The Voice of SWDAA (Podcast)

The Voice of SWDAA is a new initiative to bring a podcast to our Alumni Association. Though we already have several social media platforms, I believe there can't be enough ways to reach out to our members and beyond. The SWDAA Communications Director will be the main voice of this podcast, but would utilize the Communications Committee to record some episodes too. This podcast will focus on the following topics:

- Cultural Celebrations
- Updates from the Board of Directors
- Conversations with Local Alumni Associations in the SWD
- Conversations with Alumni that might help Actives
 - Delta Eta Beta panel: Why run for District office?
 - Why is it important to support your Alumni Associations after graduation?
 - Conversations with National Leadership
 - SWDAA Talks Shop Episodes

SWDAA Communications Committee

- This past year, my biggest weakness was "How to utilize the SWDAA Communications Committee?" We had one meeting, two google doc meetings, and we called it quits. The job of a Communications Committee is to help the Communications Director as needed. My goals for the 2022-2023 Communications Committee are:
 - Meet monthly and get feedback from things we can do better throughout the next few months.
 - If time allows it, have a committee member record a "The Voice of SWDAA" podcast episode for that month.
 - Work with the Membership Director and Communications Committee to evaluate the SWDAA GroupMe & Private Facebook page.
 - Encourage them to submit to the SWD New ALTO and The Podium!