

CIARA GIBBS

CANDIDATE FOR FINANCE DIRECTOR 2022-2023



Dear Sisters and Brothers of the Southwest District Alumni Association,

My name is Ciara Gibbs and I was initiated into the Eta Pi chapter of Tau Beta Sigma at Northwestern State University of Louisiana in the Fall of 2016. I am excited to announce my intent to run for the Finance Director position. After spending this past year in this role, I feel like I still have more to offer in this position.

During this past year, I have had the opportunity to build up our SWDAA store to an online platform, have two successful custom ink fundraisers, and create the Envelope Challenge for SWDAA to help actives register for district convention.

As I reflect from being in this position, there are definitely some areas of opportunity that I would love the chance to improve in. These areas tie into some of my major goals if I regain this office. My goals with this position include having more alumni based merchandise for the store, having multiple promotions of the store throughout the year, modifying the timelines for the custom ink fundraisers, and continuing to build funds for convention traveling. While being the finance director, I continued working on the foundation in these areas after the work of the previous director. And now moving forward, I believe that SWDAA is in a better position to advance to the next level of financial success and security

Thank you for your consideration for the Finance Director position. It has truly been an honor to serve this past year. Please reach out to me if you have any questions about my packet or would like to talk more about this role.

MLITB,

Ciara Gibbs

01

BUDGET

- Adding more donation slots into the budget for initial vote
 - For example: having a budget line for Giving Tuesday or Battle of the Bands
- Build a convention travel fund

02

COMMITTEE ENGAGEMENT

- Have a committee meeting every month
- Brainstorm fundraisers that are low cost and effective
- Create more designs for potential merchandise for the SWDAA store

03

FUNDRAISERS

- Continue experimenting with the Custom Ink Fundraiser to see if there is a way to make it worthwhile
- Continue to build the SWDAA store to have merchandise for both active and alumni members

04

SUPPORT THE DISTRICT

- Continue sponsoring delegates for district convention

ACTIVE EXPERIENCE

Chapter Level:

2018 - 2020: President

2018 - 2019: Focus on Five Liaison

2017 - 2018: Recording Secretary

Fall 2016: Initiated into the Eta Pi Chapter

District Level:

2019 - 2020: Southwest District President

Spring 2020: Attended & Presented at the East Texas/Louisiana Area Workshop

Fall 2019: Attended & Presented in Virtual Chapter Leadership Conference

Spring 2019: Attended District Convention at Southwestern Oklahoma State University

Spring 2019: Attended East Texas/Louisiana Area Workshop

Spring 2019: Attended Tau's Ritual Workshop

Spring 2019: Attended North Texas Area Workshop

Spring 2019: Attended Arkansas Area Workshop

Spring 2019: Attended & Presented at the South Texas Area Workshop

Fall 2018: Attended & Presented at the Chapter Leadership Conference

Spring 2018: Attended District Convention

Spring 2018: Hosted a District Professional Development Chat

Spring 2018: Attended Arkansas Area Workshop

Spring 2018: Attended East Texas Area Workshop

Spring 2018: Attended Louisiana Area Workshop

Spring 2018 - 2019: Southwest District Secretary/Treasurer

Spring 2017: Attended District Convention

National Level:

2020: Baton Award Recipient

2020: Participated in the Chapter Operations Panel in D.C. Al Coda

Summer 2019: Attended National Convention & Co-chaired History, Traditions, Ritual, & Regalia Committee

Fall 2018: Hosted a National Student Chat

ALUMNI EXPERIENCE

2020 - Present: SWDAA Member

2020 - 2021: Diamond Anniversary Member

2020 - 2021: Communications Committee Member

2020 - 2021: Programs Committee Member

2020 - 2021: Strategic Planning Committee Member

2020 - 2021: Finance Committee Member

2021-2022: SWDAA Finance Director

Summer 2021: TBSAA Graduate Scholarship Committee

Fall 2021: TBSAA Grant Committee

2021 - Present: TBSAA Membership Engagement Committee

CIARA GIBBS

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Education

Northwestern State University of Louisiana, Bachelor of Science in Business
Administration Concentration: Management Minors: Communications, Computer
Information System

Experience

Equitable Advisors - Fort Worth, TX

Financial Professional

May 2020 - Present

Northwestern State University – College of Business and Technology August 2017 – May 2020

Student Worker

- Maintained spreadsheet that contains information for over 800 attorneys throughout 10 Louisiana Cities/Towns
- Assisted in creating promotion materials for the College of Business and Technology
- Assisted professors with research projects

Northwestern State University College of Business & Technology Student Advisory & Outreach Board

President

January 2020 – May 2020

- Assisted in all official recruitment events for the College of Business & Technology
- Collaborated with all subcommittees of the organization to generate feedback for the Dean
- Coordinated guest speakers for meetings

Vice President

August 2019 – January 2020

- Sent out all official communication for the organization
- Created new committee report templates and action sheet templates for event planning

Secretary

January 2019 – August 2019

- Recorded all minutes for executive board meetings and member meetings
- Assisted with the launch of the “Start the Spark” Guest Speaker Series for the College of Business

Liaison for Auxiliary Services

January 2018 – May 2018

- Improved the Annual Empowerment Event for the College of Business
- Collaborated with the University’s Department Heads for attendance at events
- Generated updated report of feedback from students in the College of Business