

Communication Day Reflection

University of Texas at Arlington

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COMM Day- a day full of networking career searching and building resumes- took place October 17th, 2023. This day is put on by our hardworking COMM Day committee straight from the communications department here at UTA. This year's event was much more one on one and beneficial to a wider range of personalities. There were table talk sessions where five students got to talk with a professional in the field of choice. There was a mini career fair where different companies got to market their upcoming internships and job opportunities for those of us who are graduating. During the halfway mark of the event, the keynote speaker spoke to the auditorium full of students.

Lauren Devoll, a relationship manager and strategic communicator spoke about her experience with failing. The introduction for her was quite astonishing as she has worked with US Presidents and world renown social media platform Twitter all straight out of UTA but with all that to say she decided to tell us her story a little differently. Her approach to the entire session was one of the most remarkable parts. She started off her speech with an infamous question as does everyone, "Where do you see yourself in five years?" She began talking about her interests in politics as a communication major at UTA and how she transitioned from Arlington, Texas to Washington D.C. As the director of digital content for the Republican Party she had to support Trump and his dominant presence on Twitter. After not receiving proper interactions from a certain

post, she was released from the team. She later started working at Twitter and with the recent turnover from Twitter to X, she was released yet again. She introduced the combination of the terms gumption and curiosity. Her main point with all of this was that curiosity and gumption will get you places you want to go because of passion and determination. She showed ways in which she explored her curiosity and gumption while attending UTA and how it got her to the White House.

With all of this to say there were many takeaways from her talk. She made it okay to not know what you're doing with your future. She recognized the fact that things are at such a fast moving rate that one year you might be getting coffee for your supervisor and the next year you're taking their position. Understanding things was very helpful and definitely put some weight off my shoulders. I feel like things are always just thrown at us and our not so far future of adulthood is rapidly upon all of us and this talk was just a good reminder to take a deep breath. The future doesn't matter if you don't care about what you're putting in at the moment. I will allow my curiosity to lead me and make me grow into the person I was made to be. I appreciate Devoll for coming to UTA and providing a great perspective for all that just don't know where to start.