



## CANDIDATE PROFILE FORM

Name: Ashley J Black  
Class Year: 2014  
College and Major: CALS - Applied Economics and Management  
Membership status (ie. annual or lifetime): annual  
CBAA Executive Position Sought: Secretary

### 1. Please tell us why you would like to serve on the CBAA Executive Board?

I fell in love with CBAA at the 2012 reunion (you may have noticed me selling Uj sweatshirts/t-shirts). As an undergrad, that was my first time seeing that many college-educated Black people genuinely enjoying being (back) on campus. It was a glimpse into life after Cornell, and a reminder that 1. We never stop having fun (shout out to Sweatboxx!) and 2. We make it through, are successful and 3. We think fondly (for the most part) of our time at Cornell. I want to be on the CBAA E-Board to make sure that other undergraduates have the same experience, even if they aren't in Ithaca for the summer.

### 2. What experience, skills and/or qualifications do you possess that will help you serve effectively in this position?

I am tech-savvy, with experience using various social media sites (Twitter, FB, LinkedIn), MailChimp, SEO, Wordpress, Google Drive/Apps, OS and Windows, and various email clients. I have basic HTML/CSS skills, intermediate Adobe Photoshop skills and a firm grasp of both Microsoft Suite and Apple's alternative. As far as experience, I have done some promotion with CBAA's Reunion Committee, and as an undergrad I rebooted Africana's online presence via Twitter. As an RA in Ujamaa, I regularly promoted community events (I promise I left most of the colors behind!) and also planned Uj's 40th Anniversary Banquet in 2012.

### 3. Please tell us your vision and goals for CBAA and how your role in this position will help the organization achieve these goals?

I envision CBAA as a cross-generational organization that works with all of its members to support and act as a resource to fellow alum and Black current students while working towards the uplift of Black communities and having fun. To begin to see CBAA as this bridge organization, it is necessary to have greater engagement with current students, young alumni and the greater Cornell community, particularly in light of the war on Black happening both on the local and national levels.

As a recent alum that has a number of connections to those still on campus, being CBAA's secretary will allow me to strengthen the links between these segments through the promotion of communication and the sharing of information. Using the website, social media, newsletters and possibly other outlets, I believe that I can work with the rest of the team to close the gaps!

Text



## CANDIDATE PROFILE FORM

### **4. Please tell us about your other Cornell volunteer activities?**

CBAA Reunion Committee

### **5. What thoughts or other information would you like to share with the CBAA general body?**

Even if I'm not elected to be on the E-board, I hope that I'm able to get to know a lot more of you!