

February 23, 2024

Hello Brothers,

My name is Alaces Jewel Sarmiento and I intend to run for the National Communications Officer position at Mu Beta Psi. I've had the pleasure of joining Mu Beta Psi at Nu Chapter (SUNY Oswego) as a part of the Beta Zeta class in Fall 2021 after receiving the Sweetheart award the semester before. These past few years have really given me many wonderful memories, experiences, and friends that I would not have been able to have otherwise, which have all made my graduate school experience more than memorable. Before joining, I graduated from SUNY Oswego in May 2021 with my Bachelors in Communication Studies, along with music being a second major, and an international business minor. I'm currently in the middle of completing my Masters in Strategic Communication with an Advanced Certificate in Integrated & Social Media, and I also currently work as an Assistant Director for Focus Interest Residential Programming at SUNY Polytechnic Institute in Utica, NY.

The past few years at Nu Chapter have been rather interesting. With my class being the first in-person process since covid, there were many traditions and values reestablished that had faded away with the online world created by covid. While I was a member-in-training, I had the privilege of living with my Chapter President at the time, Robert Ackerman, along with the National President at the time, Em Mitchell, who both (for lack of better words) lit a fire under my ass that I had not experienced in a long time. While this is only a short mention of the two of them, I hope they both know how much I honor and value their friendship the most as they invested their time in me and made sure I was integrated into the wonderful world that is our beloved fraternity.

I would like to highlight some of my experiences as a Nu Chapter Brother these past two years. Since joining, I've previously served as Nu Chapter's Programming Chair, New Brother for Member Education, Vice President & Chapter Maintenance Officer, Public Relations Officer, and Member Educator. I currently serve as Nu Chapter's Rules Chair and Member Education Advisor as of the 2023-2024 school year. Through these positions, I've been able to:

- Effectively communicate messages coming from National and our alumni to the Active Brotherhood
- Aid Nu Chapter in maintaining an ongoing positive relationship with our music department where professors feel they can approach Brothers for help in all areas of the department
- Increase our campus visibility through updating promotional materials for tabling, designing a display case in our music and arts building, and increased our social media presence on Instagram
- Foster a positive relationship with SUNY Oswego's Student Engagement & Leadership office; specifically the Interim Director for SEL, the Greek Life Coordinator, and the other Greek organizations
- Maintain tradition and values (as they were explained and taught to me) within the Member Education program and reestablish the meaning of Brotherhood within Nu Chapter

I want to emphasize that while I'm highlighting these goals, I did not do them all alone. I'm super blessed to say that every version of the Brotherhood I've been a part of at Nu Chapter is supportive of each other in such a way that we are able to accomplish these things together. I am who I am because of all my wonderful Brother Besties!

For national, I've been National Programming Chair and a Co-Lead for the Marketing strain alongside current NCO Robin Miller for the Convention Committee within the past year. Fun fact: all Instagram promotions and graphic arrangements you've seen related to convention this year have been me!

If I were elected to this office, there are many goals that I would like to accomplish during the two-year term:

- Build a committee consisting of chapter officers with relevant communication-related positions to centralize messaging and encourage professional development in multimedia and public relations
- Create multimedia messaging across different platforms in order to increase accessibility to information across all generations of Mu Beta Psi Brothers
- Assist with increasing communication efforts between national, chapters, and their alumni (while integrating Alumni Association) to increase local and national involvement
- Maintain a consistent presence on our social media platforms and feature a variety of topics pertaining, but not limited to: cultural celebrations, Brother/chapter highlights, current events, historical tidbits, etc.
- Establish social media scheduling to maintain consistency with our posts throughout the year
- Update previously existing materials to meet the more modern needs of national and the chapters

I want to express that even though I had been a SUNY Oswego student since 2017, I did not originally see the value of joining this fraternity. Now part of this was the lack of diversity at the time, and as an Asian-American I felt uncomfortable joining an organization where no one looked like me. In the past few years since I've joined, there has been a huge increase in racial diversity at Nu Chapter. As I decided to delve "deeper" in the fraternity by getting involved at the national level, I noticed I was back where I started and saw no one who looked like me. Even more so, I felt I did not have a place to speak at the table. If I can be candid, this discourages me, but makes me want to do more. I know that if I feel like this, then there's definitely other BIPOC identifying Brothers who feel the same. While everyone I've met through this Brotherhood is wonderful, that does not erase the history that Greek Life has of being racist, exclusionary, and elitist. I'm not the first BIPOC person to be running for a national office, but I'm hoping that I can be someone that a BIPOC collegiate student can see, resulting in them feeling seen in their own identity. Through the NCO position, I also hope that I can aid the Fraternity with the "Diversity, Equity, Inclusion, and Belonging" focus area in our 2023-2028 Strategic Plan. Having been part of this organization for 2.5 years now, you come to learn that many of us have been misfits growing up and just wanted to find a place to belong. That being said, I hope my potential position can help convey that this fraternity is a safe space for EVERYONE. It already is, but there is ALWAYS room to grow. There will be bumps along the way, but the battle for this is ongoing and hopefully through Brotherhood we can learn to understand each of our identities more and grow together.

I hope I was able to accurately convey who I am, what my morals/values are, my goals, and my motivations for running for NCO. If elected, I am confident that I will be able to see that these goals are met and ensure that people can see how much love we all have for each other within the Brotherhood via social media and other means of communication. Thank you for taking time to read through and consider me for the position.

I'm SO excited to see you all at our National Convention in Indianapolis in the coming weeks! :)

ILBh,
Alaces Jewel "Née Salongaria" Sarmiento
Nu Chapter - SUNY Oswego, Fall 2021