



## Application for Vice President of Membership & Data

**Name:** Brian Bailey

**Professional Title:** International Recruitment Specialist

**Institution/Organization:** University of Waterloo

**Institution/Organization Location:** Canada

**Membership Type:** Post-Secondary (College & University)

[Candidate Video](#)

### **International ACAC Volunteer Experience:**

*Explain your motivation for pursuing a leadership role with International ACAC as well as why this position in particular. Highlight how your leadership experience and involvement with the organization make you a strong fit for the role.*

I have had the privilege of serving on the Membership Committee for the past five years and also served on the Conference Special Events Committee last year in Boston. This organization has given me so much in terms of growth, both professionally and personally, and now is the time for me to give back. The past year I have been co-chair of the Vetting Sub-Committee within the Membership and Data Committee. By allowing me to collaborate closely with the current VP, this has given me insight into the work necessary in the role and keys ways to help the Committee, and therefore International ACAC overall, to succeed. This will also allow me to continue to move forward ideas and initiatives that are in-progress with very little transitional hiccups.

### **Previous Experience in Leadership:**

*Please describe your leadership experience, including your leadership philosophy, strategies for managing and supporting a committee, and the approaches you use to foster communication, collaboration, accountability, and recognition. Highlight any accomplishments that demonstrate your leadership effectiveness.*

I have been fortunate enough to be able to lead a few different volunteer organizations over the years. I have served as President of the Waterloo chapter of the Wilfrid Laurier University Alumni Association, Canvassing Coordinator for local political campaigns, multiple roles running different teams during convocation ceremonies, and as co-chair of the Vetting Sub-Committee currently. I believe in making

things as easy as possible for volunteers. We want people to help, so we need to make it easy for them to commit at their level. Identifying opportunities for increased responsibility for those seeking it and that have the capacity for it, and lesser commitment levels for those who want to see if it works for them or have less capacity due to life commitments. I find that frequent touch points, check-ins, and larger meetings give many opportunities to connect without overloading schedules. Being available for assistance is always key in any leadership role.

**Previous Experience in Volunteering:**

*Please outline your previous volunteer involvement and the skills, insights, or perspectives you have gained through service. Explain how these experiences have prepared you to contribute meaningfully to the work of this organization.*

I have been volunteering for most of my adult life. It really started during my own university experience. The university I attended really had volunteering embedded in its core. I took that opportunity to really break out of my shell. That foundation has allowed me to be in the professional role I'm in, connecting with students, families, and counsellors around the world. I've continued to embrace this in a variety of roles both related to my career and outside of my "work life". All of this has led to me seek this position as VP Membership & Data. I want to continue to see this organization grow and embrace people in many parts of international education. To continue to be a voice for advocacy in an ever more polarized and challenging world.

**Understanding of the Role & Sharing Innovations & Vision:**

*Please outline your understanding of this role by identifying your top three priorities, why they matter, and how you would address them. Include any innovative ideas, how you would measure success, and current practices you feel are effective.*

My top three priorities would be 1) continuing to review membership categories to ensure we aren't putting up unnecessary roadblocks to membership; 2) reviewing the International ACAC Policies & Procedures to ensure that our membership criteria reflects the current landscape of college admissions; and 3) focusing on increasing membership opportunities. I believe as a membership committee we are very much like Admissions Officers. With that, I believe we should have a philosophy of looking for ways to admit people rather than reasons to deny them. Not to imply that this hasn't been the case to date, but wanting to really embed that in our approach and review.

**Advocacy Priorities in College Admissions or International Education:**

*Identify and articulate a critical issue in college admissions for international students that you would like to or have championed, emphasizing its importance and potential impact on the community.*

I believe one of the biggest issues in international education today is ensuring that students are welcomed around the world. So many countries, including my own, are putting up more and more roadblocks for international students. We need to continue to advocate for these students, ensuring that governments and populations understand the value that international students bring to communities.

There is really good work occurring in our field in this area, and I want to work to see that this continues.

**Supporting International ACAC's Strategic Plan:**

*Explain how you would leverage the position to contribute to International ACAC's strategic plan, aligning your goals with the organization's three pillars: enhancing member experience globally, clarifying the international brand, and optimizing internal operations.*

I believe that the VP Membership & Data plays a key role in supporting all three of International ACAC's pillars. Enhancing member experiences globally is the most obvious. By working with the committee as well as the Membership Engagement Committee to continue to expand membership to underrepresented areas, it will help to build connections for members around the world. Focusing on ensuring membership categories are inclusive and not exclusive will help to clarify the international brand by welcoming new members who focus on serving students internationally. Finally, by continuing the work started by the current VP Membership & Data on reviewing options for new or improved systems, this will go a long way to optimizing internal operations.