



Wesley Maas
N4A 2nd Vice President Candidate Statement

Dear N4A Family,

It is with great humility and respect that I submit my candidate statement for the 2nd Vice President position for our National Association of Academic and Student-Athlete Development Professionals. I believe I have been incredibly fortunate to have worked in the Athletic Academic Support field for twenty years now, actively participating in roles at the Regional and National level, as well as a member of our Board of Directors along the way. My experiences at seven different universities, both public and private, give me a unique insight into the challenges that face our membership as we continue to grow into what I believe to be the Global Leader for academic and student development professionals. I have been fortunate to work in leadership positions at the Power 5 level, but have also been able to build foundations for student-athlete success at the mid-major and LRI's that I have had the pleasure to work at as well.

I bring an innovative approach to our membership that focuses on galvanizing the relationships built over time by the phenomenal leaders that have come before us. I truly believe that communication is the key to our success and intend to continue my stance of putting our members' needs before my own. "We before Me" if you will. It is not lost on me that I did not get here on my own and I intend to continue to help build the next generation of leaders in our N4A. My dedication to the professional development of our membership is paramount in my campaign. I plan on being a resource for our membership and will continue to open the channels of communication from our membership to the Board of Directors as well.

As we close in on the National Convention this June at the fabulous Mandalay Bay in Las Vegas, I encourage you to reach out to me directly with any questions, concerns, or feedback that you might have. My cell phone number is (307) 223-6429 and I am available at your convenience by text, call, FaceTime, or WhatsApp. My goal is to connect with you in the manner and mode of communication that best suits your needs, not my own, because if I am elected as 2nd Vice President that is exactly what I intend to do; Represent **your** needs. For that reason, I have provided all of my modes of communication for you here so that we can connect when and in whatever manner is convenient for you! Email Wmaas@fiu.edu; Twitter @Wesdmaas; IG @Wesdmaas. I am also available on FaceBook messenger and Google hangouts (wesleymaas@gmail.com).

Over the past four years, I have played a first-hand role with our Board of Directors to bring additional opportunities and value to our membership. In 2017, President Kenneth Miles selected me to Chair the Regional Conference Working Group. The goal of this working group was to evaluate our Regional Conferences and provide the N4A Executive Team with recommendations for future Regional events. The opportunity to work hands on with our Board of Directors, Regional Directors, and with our membership stoked a fire within me to continue to serve and give back to an organization that has given me so much. The results of our working group can be reviewed in N4A's new Strategic Plan. In 2018, I accepted the Director at Large for Strategic Communications role with the Board of Directors. With the creation of this new role I have been able to help

**Office of Academic Affairs
Student-Athlete Academic Center**

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strengthen our brand on a National level by building affinity through our social media campaigns, podcasts, and YouTube engagements. I am an active member of the N4A mentoring program and have experience working as a consultant with N4A's Academic Integrity Assessment as well as serving on both the Finance Committee and the Strategic Future Task Force. I have also tried to bring the N4A brand to our peers by Chairing the Advising Student-Athletes Commission for NACADA, as well as serving on their Multicultural Concerns Commission.

If elected, I am committed to the following strategic goals –

1. Monetize our Social Media, YouTube, and Podcasts accounts.
 1. Our brand and our reach has never been greater than it is today. Our ability to monetize our Social Media, YouTube, and Podcast accounts is an area of specific need and an incredible opportunity. I would use the funds earned through intentional marketing efforts to provide additional financial support for the continued growth of the Steve McDonnell Professional Development Institute and N4A mentoring program.
 2. I believe that by investing in our membership, we will be able to successfully grow our membership and strengthen N4A. I would also provide additional scholarships for our membership to attend our National and Regional Conferences while also working to drive down Conference registration fees.
2. Enhance Opportunities to Concentrate on the Physical and Mental Health of our Membership.
 1. Provide free opportunities for our membership to receive support from experts in their field through Webinars as well as in person at our Regional and National Conferences.
 2. Continue to focus on Diversity, Equity, and Inclusion in all aspects of our programming.
3. Focus on Fiscal Responsibility.
 1. Continue to evaluate the sponsorship opportunities available to our organization. Seek out those companies who have gained prominence by creating applications that are used in Athletic Departments throughout the country with Athletic Academic Components.

The opportunity to serve and to be an advocate for our membership is something I do not take lightly. It is my goal to represent our membership as your next 2nd Vice President and to act in your best interests by being an advocate for your needs. I realize the candidates for this position are some of the finest practitioners in the country and I urge you to exercise your right to vote, no matter who you vote for, to ensure your voice is heard!

#LiveMaas!

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Assistant Vice President
Director, Student-Athlete Academic Center
Florida International University

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