



Hello, fellow Hilltoppers!

My name is Josclynn Brandon, and I'm honored to have been elected as the new president of The Society of African American Alumni (The Society).

As a senior in high school, I visited several different college campuses, not knowing what my expectations would be for an institution that I would call home for four years (although, I did know that I wanted grass). However, as soon as I stepped foot on campus for my first visit, I felt that WKU **SPIRIT** and knew it was the place I wanted to be. While on the Hill, I worked for three years as a Resident Assistant for Housing and Residence Life, served on the leadership team for the Campus Activities Board (CAB), was a Spirit Master, a proud member of the Exquisite Epsilon Zeta Chapter of Alpha Kappa Alpha Sorority Incorporated and was crowned the 2010 Homecoming Queen.

After graduating in 2011 with a degree in Broadcast News, I lived and worked in Chicago in the journalism field. Nonetheless the **SPIRIT** of WKU called me back, and I returned to the Hill in 2015 and worked in the Department of Student Activities for three and a half years. It was during my time as a professional staff member that my involvement began with the WKU Alumni Association, beginning with a term on the [Young Alumni Council \(YAC\)](#). I hope to bring all these experiences and contexts to The Society.

First formed in 1995, The Society was created with the purpose of uniting Black/African American alumni through various events and to serve as a catalyst for alumni to reconnect with the campus and with the people with whom they shared the WKU **SPIRIT**. My intention is to build on the success of the past and assist in continuing to propel the group forward, all while keeping these founding purposes in mind and honoring traditions.

And there are many traditions to honor. Maybe your favorite tradition was hanging out in the DSU lobby (for me it will forever be DUC) during the lunch hour rush. For some it's waving their Red Towel at various athletic and campus events. I personally enjoy listening to older alumni reminisce about being involved in protests, advocating on behalf of Black students. And the tradition that's loved by many is coming back to the Hill each fall for Homecoming. No matter if these are some of your favorites or you and your crew created others, these are the types of moments we cherish most. The moments that exude the essence of the WKU **SPIRIT**.

SPIRIT are the inspiration for the acronym for The Society's new strategic goals. These goals are:

Strategically plan in order to further the organization's reach and Black/African American alumni involvement and connection.

Partner with campus, community and alumni stakeholders to cultivate engagement and build affinity.

Involve generational influencers to elevate The Society's brand awareness.

Recognize, celebrate and showcase Black/African American alumni achievements and accomplishments.

Increase opportunities for stakeholders to invest into The Society and drive awareness of giving opportunities across WKU.

Tap alumni and current students to utilize their time, talents and tens for The Society.

As the new President, and the first woman in the role, I'm committed to centering the **SPIRIT** we all know and love to this responsibility and The Society as a whole. I ask that you embark on this journey with me. On a journey of igniting this **SPIRIT**, of celebrating our traditions, embracing the present and influencing the future experiences of WKU's Black/African American alumni and current students.

Won't you join me?!

Sincerely,

Josclynn Brandon, Ed.D.
WKU '11
President, 2022-2024
The Society of African American Alumni