

MULTI MEDIA

Professional Writing Minor Portfolio

Hannah Park

University of California, Santa Barbara

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I. Personal Information & Academic Preparation

Personal Information

Name: Hannah Park

Local Address: 6619 Del Playa, Apt. 6 | Goleta, CA 93117

Phone Number: [REDACTED]

Umail: hanahpark@ucsb.edu

Primary Email: hannahswpark@gmail.com

Academic Preparation

Overall GPA: 3.64

Major: Communication

Minor: N/A

Completed Upper-Division Writing Courses

Course	Instructor	Grade
Writing 107B	Robert Krut	A
Writing 105M	Patricia Fancher	A
Writing 107J	Cissy Ross	A

Other Writing Program courses planned for winter and spring:

Course	Quarter
Document Design & Production (WRIT 155A)	Winter 2019
Digital Portfolio (WRIT 155B)	Spring 2019
Internship	Spring 2019

Total units you plan to take during winter and spring quarter? 12

II. Writing History

“Briefly describe your history as a writer...”

My passion for writing sparked in early high school. In my Honors English class of freshman year, my class was assigned to compose a short story within any genre of our choice. I enjoyed the assignment so much that I started writing short stories outside of school as a creative outlet. As the years have passed, not only has my love for writing grown, but I've also learned to write in different contexts, ranging from journalism to science communication.

When I initially entered UCSB as a Biology major I began to focus more on my academics and found that my time to write freely dwindled. I discovered that although scientific reporting is useful in academic contexts, the fundamental writing skills that I learned in the prerequisite writing courses for the Professional Writing Minor were more applicable in my other academic classes, as well as my extracurriculars and forthcoming internships. Not only have the prerequisite writing courses prepared me for writing beyond college, but they have also given me ample room for creativity. I've been lucky enough to take these courses with instructors that have showed me how to use my own life experiences to enhance my writing style.

After my first year at UCSB, I eventually made the decision to explore other disciplines that would allow me to make the most of the skills that I had been nurturing since high school. Since then, I've worked as a marketing intern at many different institutions. In these positions, I utilized the writing skills I have garnered from my writing courses and applied them in professional settings. These experiences exposed me to writing outside of the academic sphere and solidified my passion for writing and interest in design.

III. Statement of Goals

“Briefly describe your desire to join the Minor...”

Three years ago, I entered UCSB ready to take the path that would lead me into the medical field. However, when I learned that I had no desire to continue down that path, I hit a wall, unsure of what to study. During this time, I rediscovered my love for writing. However, I was still uncertain of how this would help me for life after college—that is why I was ecstatic when I first heard about the opportunity to apply for the minor.

I see writing as a skill that individuals continue to develop throughout their lifetime. With this philosophy in mind, I want to make the most of my last few quarters at UCSB fine-tuning my skills before I head off into the workforce. I strongly believe that I have learned some of the most useful skills from the prerequisite writing courses, and would love the opportunity to learn more.

Just as I have learned a lot from the prerequisite courses, I am excited to see what the capstone courses have to offer. Specifically, creating my own PDF book and coding my own online portfolio would be highly beneficial for the field of work that I am considering going into after I graduate. If I am lucky enough to be granted this opportunity, I would make the most of the resources provided to master design. I have sufficient knowledge of how to navigate the Adobe cloud software, but I am eager to expand beyond that with XHTML and CSS software.

IV. Track Choices & Explanation

1. Multimedia Communication

This track stands out to me because I see it as one that seamlessly merges two subjects I am passionate about: writing and design. My main goal upon being admitted with this track is learning how to take both of these to create powerful messages. I believe the hard skills that I can acquire from this track would sufficiently prepare me for the career path I plan to embark on after I graduate.

2. Business Communication

While my first track choice is multimedia communication, I would be open to the business communication track as well. After taking the Business Writing course and gaining valuable work experience from my past internships, I learned exactly how important it is to communicate to professionals in an effective manner and work collaboratively with others. These skills will be applicable to any field that I go into after I graduate.

3. Professional Editing

Professional Editing is my third choice because I am interested in the mechanical and stylistic areas of writing. Part of being a great writer is the ability to analyze and edit writing in different contexts and learning how to do this would be beneficial to any aspiring professional writer.

Hannah Park

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EDUCATION

University of CA, Santa Barbara

Expected Graduation: June 2019

Candidate for B.A. in Communication

GPA 3.63

WORK EXPERIENCE

Hopelab Foundation

Vivibot Marketing Intern // June - Aug 2018

- Devised and managed YouTube video advertising campaign that increased view rate by 133%.
- Piloted a traction channel marketing campaign to assist in building user acquisition.
- Designed original content to refine Vivibot's various social media platforms.

UCSB Public Affairs & Communications

Social Media Coordinator // Feb 2018 - Present

- Manage the content calendar for UCSB's Facebook, Twitter, LinkedIn, and Google Plus with an audience of over 183k.
- Create engaging content and campaigns to celebrate campus achievements and UCSB's pillars.
- Schedule and manage future social media posts on Hootsuite.

UCSB Summer Sessions

Digital Marketing Intern // Feb - June 2018

- Assisted in the creation and implementation of department marketing campaigns for various university audiences.
- Created and curated weekly content for Facebook and Instagram.
- Produced advertisement to be published in UCSB's *Daily Nexus*.

LEADERSHIP & INVOLVEMENT

Vice President of Marketing

Alpha Kappa Psi // May 2018 - Present

- Manage a budget of \$2,200 to spearhead a promotional marketing campaign consisting of apparel and digital assets.
- Lead a committee of 5 individuals to oversee all marketing and branding aspects.
- Work with other executive board members to ensure positive development and growth of the fraternity.

Fundraising Co-Chair

Alpha Kappa Psi // June 2017 - Aug 2017

- Planned various fundraising events that earned a total of \$3,500 in 8 weeks.
- Consolidated two sponsorships with local restaurants, adding \$200 to our fundraising goal.

Marketing Committee

Alpha Kappa Psi // June 2017 - Aug 2017

- Helped plan Fall Recruitment of 2017 which brought over 90 students to recruitment week events.
- Created social media plan to promote rush week on Facebook and Instagram.

ADDITIONAL SKILLS

- Adobe Creative Cloud Software: After Effects, Photoshop, InDesign, and Illustrator.
- Hard Skills: Social Media Marketing, Fundraising, Event Planning, Graphic Design (primarily on Canva).
- Soft Skills: Organization, Time Management, Communication, Adaptability.
- Languages: English, Korean (conversational).

Sample No. 1

Create Summer

During Spring quarter of my third year, I worked as the Digital Marketing Intern at the Summer Sessions Department. The following sample is a content marketing article I wrote to promote the Summer Sessions program, which was later published in the Daily Nexus. The article is based off my own fun and eye-opening experiences with the program.

UCSB SUMMER SESSIONS

CREATE SUMMER

After completing my first year at UCSB, I was left wanting more. While returning home sounded relaxing and was enticing, I would be disappointed to leave all my friends and the beautiful campus behind. So, when I heard that a few of my friends were planning on taking courses over Summer Session A, it didn't take me long to decide to do the same. The whole plan was ideal: not only would I get to spend part of my summer by the beach with my friends, I would also have the opportunity to get ahead in school.

Once Summer Session started, I could really feel the change in pace of the school environment. I noticed that there were a lot less people on campus, and as a result, the classes were much smaller. This worked to my benefit because it created a sense of intimacy I had never felt before. Now, I could spend more time interacting and collaborating with my professors and TAs on my assignments, which is something I hadn't done much of before. They urged me to experiment and look at different perspectives on the topics we discussed in class, which gave me room for creativity in my work. Even though the summer quarter was a few weeks shorter, I didn't feel pressed on time. If anything, I felt that it gave me time to excel because I got to invest more of my time on the few classes I was taking. Another aspect I enjoyed about my time during the Summer Session was that it didn't consist of all work. There was still plenty of time for me to hang out with my friends, go to the beach, and explore different parts of beautiful Santa Barbara.

Looking back, enrolling in two courses during that six week period of summer made a larger impact on my college career than I had expected. After taking a writing course, I found that writing was one of my passions. Now, I am on the track to pursuing the Professional Writing Minor, and I try to take at least one writing class each quarter. It also lightened my course load during the Fall and Winter, which allowed me to pursue things other than my academics. In a sense, attending Summer Session was about more than just taking extra classes. It was about pushing myself to be inspired and to make meaningful connections, and most importantly, to create summer.

I hope my experience with the Summer Sessions program has inspired you to take the opportunity to create your own summer. If you are interested, be sure to mark your calendars because enrollment begins soon on April 9th. For more information, be sure to check our our website at <http://www.summer.ucsb.edu/>. We hope to see you this summer!



Sample No. 2

The Lasting Effects of Tiger Moms

This sample is a piece I wrote for my final project in Writing 105J with Professor Ross. I chose to report on “Tiger parenting,” which denotes the harsh parenting methods that practiced in many Asian American households and these parenting methods affect first-generation college students. Over the course of a few weeks, I interviewed UCSB undergraduate students for their experiences and compiled information on “Tiger Parenting” from academic journals and articles. View the online version of this article at: <https://medium.com/@hannahswpark/the-lasting-effects-of-tiger-moms-e77a3638a9c7>

The Lasting Effect of Tiger Moms

How does the pressure to succeed affect Asian American students?



Although tiger parenting methods are quite severe, Asian American students rarely complain about their experiences. Scholars proposed the “Immigrant Bargain” theory, which explains how children of Asian immigrants are aware of their parents’ sacrifices and feel a responsibility to succeed to justify the adversities their parents faced.

Photo by Hannah Park.

By Hannah Park

Imagine your mother forcing you to take Adderall as a high schooler just so you could study for a few hours longer. Imagine feeling terrified of the consequences of bringing home a test with a grade below a 90 percent. This was the reality of Matthew’s life when he was in high school.

Matthew (who has requested to keep his identity confidential) was unable to enjoy the Friday night football games and weekend get-togethers that many relish throughout their high school days. The pressure to do well in school to attend a prestigious college or university caused him to suffer from high levels of stress and depression as a student and almost led to his own destruction.

“In high school, I remember waking up and already dreading the day. I knew that right after school I would have to come home and study, and my mom wouldn’t let me see any of my friends that weekend if I had a test,” said Matthew, 20, now a college dropout. “She controlled pretty much every aspect of my life.”

Like Matthew, many other Asian American students suffer from the high-stress stereotype of being studious and inherently smart. This stereotype was not formed without good reason—many Asian American students perform above average in academic settings. Unfortunately, the pressure to live up to this ideal combined with the pressure from their parents is the driving force behind the creation of the “model minority” student.

Tiger Parenting and Tiger Moms

It is not uncommon for immigrant parents to use harsh and academically focused parenting methods in Asian American households, according to an article published by Science Daily. These strict ways of parenting are known as “tiger parenting.”



Tiger parenting methods are not only strict, they are also fearful. Asian immigrant parents are “believed to be more likely to use physical punishment or verbal hostility than U.S. parents, including inducing fear in their children,” according to a study published by the Asian American Journal of Psychology.

The pressure to succeed academically is typically exerted onto students by their mothers, who received the infamous title as “tiger moms” because of their severe and authoritarian nature.

Jenny, who has also requested to keep her identity confidential, expressed that she at times felt afraid of her mother. “I have a distinct memory of my older sister and my mom fighting once when my sister brought home her report card. My mom didn’t like what she saw and things got physical. It was so bad that my sister couldn’t go to school the next day,” Jenny said. “I later found out that it was all because my sister got a ‘B’ in English.”

Not only do tiger moms inflict physical forms of punishment, they also have a tendency to compare their children to others in order to correct behavior they see as unsatisfactory, according to the Asian American Journal of Psychology study.

“Whenever my mom’s friend’s kids would win a competition or get high scores on the SAT or something, my mom would compare me to them. It made me feel pretty bad, like I wasn’t enough,” said Jenny.

The Effects of Tiger Parenting

Scholars argue that Asian Americans benefited less—or sometimes not at all—from the almost excessive academic support and pressure. In addition, scholars found that harsh parenting methods and stress was possibly correlated to mental health issues such as depression and anxiety, according to the Science Daily article.

The pressure to adhere to the traditional values that prevent Asian American students from expressing their social and psychological difficulties also plays a role in issues with mental health. In Asian cultures, it is common to hide emotional expression and internalize depression, according to a study published by The Vermont Connection.

Matthew stated that throughout high school he felt depressed but did not seek professional help. “There were a lot of times when I thought about suicide because I was so unhappy. But I knew that if I did that, it would ruin my parents and I couldn’t do that to them,” he said.

When Matthew got to college, the freedom of living without the constant supervision of his parents took a toll on him. He fell into drug use and his grades began to drop significantly. By the end of his second year, he decided to withdraw from school. He now lives at home and is unsure if he will return, but is overall much happier with his life.

Matthew’s experience presents one that is in sharp contrast to Jenny’s. While she also experienced depression throughout high school, the freedom of college set her free. “When I was in high school my mom forced me into doing a lot of things that I didn’t want to do. So when it came time for me to go to college, I put my

Matthew, who has not been diagnosed with ADD or ADHD, was forced to take Adderall in order to study for long periods of time in high school. Photo by Hannah Park.

foot down and told my mom it was time for me to do what I wanted,” she said. “In college, I was able to be my own person. I learned a lot about myself and that helped my anxiety and depression go away.”

Jenny is still enrolled in school and is making plans for after college. Even though her career path is not what her parents wanted for her, they fully support her goals.

Students’ Perceptions of Tiger Parenting

While these parenting methods are intense, Asian American children rarely speak out against them. One explanation scholars proposed is called the “Immigrant Bargain,” which explains how children of immigrants are aware of their parents’ sacrifices and feel obligated to be successful in order to justify the hardships experienced by their parents, according to the Science Daily article.

Ironically, international students from Asia did not seem to reciprocate this attitude toward his parents. Shengyi Zhou, a fourth-year Economics student at UCSB, stated that his parents had no influence on his academic career. This is because parents did not have to sacrifice much to send Zhou to school in America. “It was completely my choice to come study in America, and my parents supported me,” Zhou said.

Zehou Zhang, another international student who attends UCSB, revealed that his parents also refrained from pushing him academically. He claimed that international students may not feel a responsibility to justify their parents because the parents of international students have not undergone the same hardships of immigrants.

Both Jenny and Matthew, however, confirmed that they felt this sense of obligation to their parents. “Even though my parents were hard on me, they gave me everything they could to help me live a better life. My parents could have lived comfortably with their family and friends back in Korea, where they could actually speak their native language, but they gave up everything to come to America,” Matthew said.

Jenny expressed that while she was having a hard time, she knew that her parents had it even harder. While it was tough for her to stay up late at night

studying, Jenny recalled how her dad would come home from work past midnight after closing up his restaurant. Comparing herself to her dad, Jenny felt like she had no place to complain about her situation.

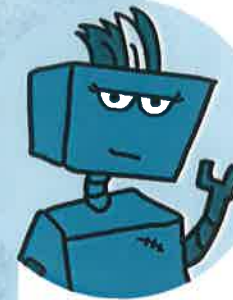
While their parents were stern, both interviewees said they did not feel negative sentiment towards them. Even though Matthew experienced psychological issues, he is content with his life now. “High school was tough, but that’s all over now. My parents recognize that I’m an adult and I can make decisions for myself,” he said.

“I know some people think that Asian parents are like this all the time, but they’re not! My parents are still my parents, and even though they may not have executed or shown it the right way, I know everything they did was out of love and care,” said Jenny. “I wouldn’t be who I am today without them.”

Sample No. 3

“Vivibot FAQ”

This past summer, I interned for Hopelab, a non-profit technology company, as a Project Marketing intern. Throughout this internship, I helped with digital marketing duties and content creation for Vivibot, a chatbot for cancer survivors. This piece is a FAQ form that I created on Adobe Indesign to help familiarize users with the chatbot.



VIVI'S

FREQUENTLY ASKED QUESTIONS

Who is Vivibot for?

70,000 young people (aged 15-39) are diagnosed with cancer each year. As if that isn't bad enough—it gets worse: cancer is the leading cause of disease-related death within this age group.

We worked with young cancer survivors as well as researchers and AVA cancer experts to better understand how products, technology and other solutions are created and shared amongst AVA cancer treatment centers. Thus, Vivibot—the chatbot for cancer survivors—was created.

A chatbot—what a concept! Vivibot actually isn't the first tech product designed to help young people with cancer. And it won't be the last.

Who makes Vivibot?

Vivibot was created by Hopelab, a social innovation lab focused on designing science-based technologies to improve the well-being of teens and young adults. We utilize a flexible system of discovering, designing and deploying to address health challenges that arise within the AVA community.

Can I use Vivibot if I am not a cancer survivor?

Yes! In fact, Vivibot will ask you if you are a survivor or not at the beginning of your experience. Don't feel pressured to say you are. She'll be happy to chat with you regardless of your cancer experience.

How does it work?

Just shoot Vivibot a message through Facebook Messenger to start chatting, and Vivibot will prompt you to respond with the response bubbles that'll appear on your screen.

How can Vivibot help?

Vivibot can help cancer survivors boost resilience and shift their mindset by offering non-judgemental advice and a listening ear. Specifically, Vivibot draws on seven positive psychology skills to help increase positive emotions as well as decrease stress and anxiety.

Where can I chat with Vivibot?

You can chat with Vivibot through Facebook messenger both on desktop and mobile devices!

How do I stop messages?

Just send "stop" to stop receiving messages from Vivibot.

How can I stay up to date with Vivibot?

Like Vivibot's Facebook page <https://www.facebook.com/hiVivibot/>, and follow the instagram account @HiVivibot.

How can I share Vivibot with friends?

Share Vivibot with the link [HiVivibot.com](https://www.hivivibot.com), or m.me/HiVivibot for those who want to start chatting with her right away!

Is Vivibot supposed to replace human conversation?

No. Sometimes people think that because it is a chatbot we are trying to replace human conversation—that's not our goal at all. A better description might be an interactive journal—a way to empower young survivors to work through this life transition on their own terms and learn the skills that might help.

Sample No. 1

Plated Stories

Isla Vista's rich cultural background and diverse community is apparent not only in its residents, but also in its cuisine. For my final project in WRIT 105M, my group and I chose to report on this unique aspect of the place that we have called home for the past few years. In piece you'll find the story the Lee family, the owners of Isla Vista's very own Sushiya. The website version of this sample, includes interactive elements that enhance the story of the restaurant owners and can be accessed here: <https://hannahpark-1.atavist.com/plated-stories>

Sushiya

Hannah Park



Korean "ajumma" (server) prepares street food. Photo provided by TripZilla. Design and editing by Hannah Park.

Growing up as a Korean American, I have always been surrounded by traditional Korean food, which explains why it remains my favorite to this day. One of my earliest childhood memories is of my grandfather and I sitting outside of my mother's Korean restaurant eating Yukgaejang, my grandfather's favorite type of soup, as we waited for her shift to end. I can still visualize the rich red color of the spicy beef and vegetable soup, and taste the savory cabbage, glass noodle, and shredded beef on my tongue.

Many people underestimate the power of food and the message it can convey. For me, each Korean dish holds meaning and represents a memory that I can trace back to my earlier years. That being said, food has always been a big part of my life, as I am sure it is for those who reminisce about the times when their mother would cook them homemade meals. That is why for me personally, one of the hardest things about moving to college was the food--or rather, the lack of it.



My mother's restaurant, Korean B.B.Q. Express, in Honolulu. Photo provided by The Business Journal.

Isla Vista's restaurants represent the diverse population that inhabits the small college town. From Mexican to Indian to Mediterranean, the town has a lot of different flavors to offer. One thing that seems to be missing, however, is the Asian food. Until recently, Isla Vista did not have many restaurants that served Asian food. Now, with the increase in Asian population in the area, more and more restaurants are popping up.

Contrary to the newer establishments, Sushiya has been known in the Isla Vista community for quite some time. But it wasn't always a favorite amongst college students and residents in the area. It wasn't until James Lee and his wife Cindy took over a few years ago that the business started to take off after a complete rebranding of the restaurant. Now James and his wife, along with their daughters Kate and Leanne, manage Sushiya together.



Yukgaejang, or Korean spicy beef soup, served at Sushiya. Photo provided by Spruce.

The Lee family moved from Seoul in 2004 when Kate and Leanne were 15 and 14 years old. The city of Seoul, South Korea is packed to the brim with people and infrastructure;

with 25.6 million people and a density of 45,000 people per square mile, Seoul is the second largest metropolitan city in the world. Not only is the city filled with native Koreans and tourist, the vibrant city offers a seemingly endless option of food. Food is everywhere, from street food to outdoor markets to upscale Korean Barbeque restaurants. It's impossible to avoid.

The hardest part about moving to America for the Lee sisters was undoubtedly the language barrier and, of course, the food. "When we first moved to America, my family moved to a small town in San Luis Obispo. My sister and I were two out of five Koreans in the entire high school and some kids made fun of us because we couldn't speak English. When we went to school, Leanne and I would be together from the start of school to the end of last period. We were together so often that when we were separated, people would ask where my other half was."



Photo credit: James Lee

Although transitioning to a strange and foreign country was hard on Kate and Leanne, it was even harder on their parents. They also experienced the challenges of the language barrier and often asked Kate, the eldest sister, for assistance when reading important documents and communicating with others. This sense of helplessness that plagued her parents created a burden on Kate, and ultimately a feeling of inferiority that the Lee family experienced as a whole.

Nevertheless, both Kate and Leanne worked to overcome the obstacles of assimilation and were able to earn their bachelor degrees from UCSB. A few years after Kate and Leanne graduated, their father James took ownership of the local Isla Vista sushi restaurant, Sushiya. He had known the previous owner for over a decade before, and when the opportunity presented itself, he took it. While attending UCSB, Kate and Leanne had never eaten at Sushiya, so their father's decision to purchase the restaurant was surprising. However, it has shown to be a rewarding decision for the family.

"My sister and I were two out of five Koreans in the entire high school and some kids made fun of us because we couldn't speak English."

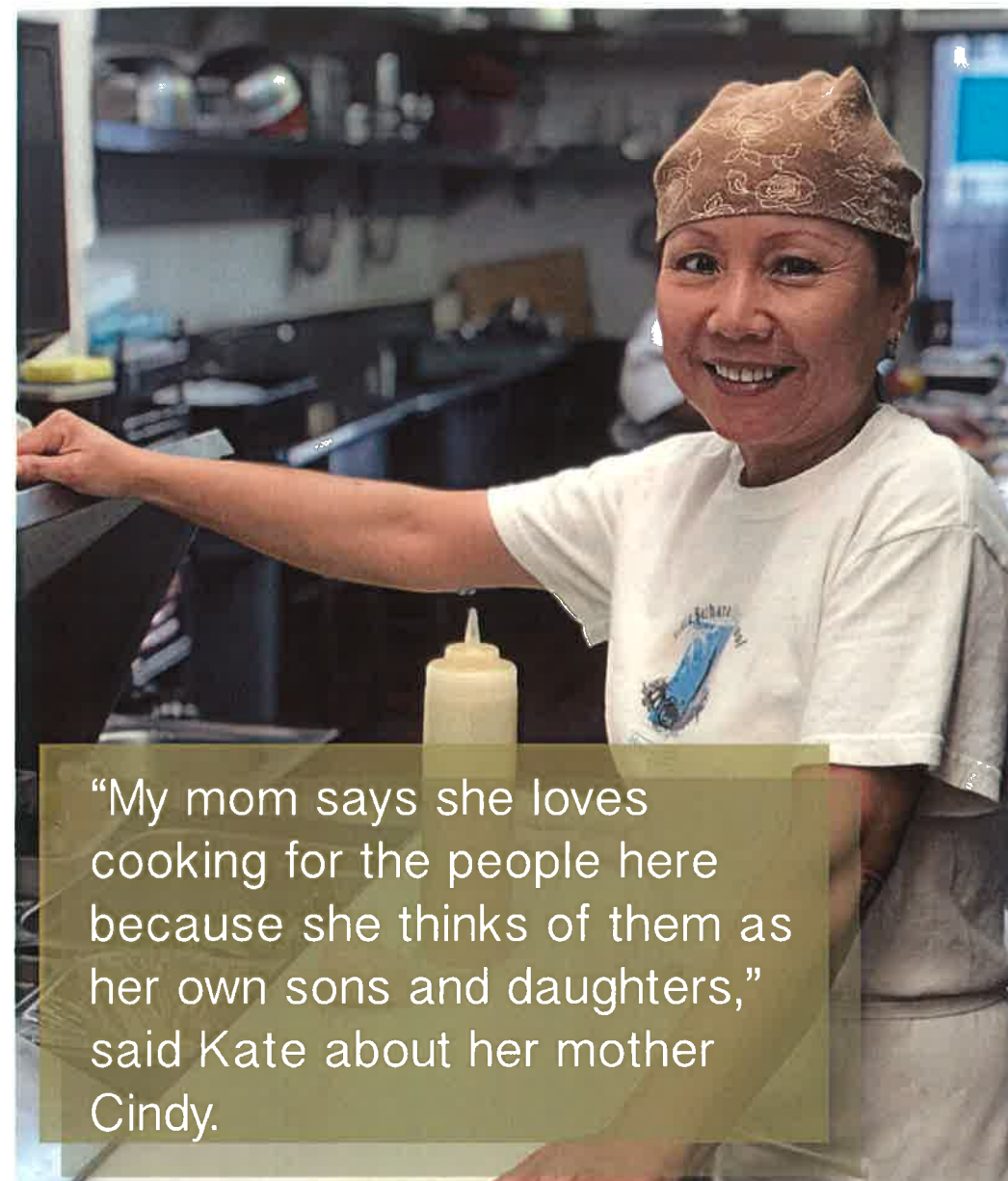


Photo credit: Leanne Lee

"My mom says she loves cooking for the people here because she thinks of them as her own sons and daughters," said Kate about her mother Cindy.

In a way, owning the business in Isla Vista has served as a healing and bonding force for the Lee family. Kate says that her parents have been cooking for as long as she can remember. Since moving to the United States, Kate's relationship with her parents have improved as they have worked to manage the restaurant together. At first, she was reluctant to learn how to cook but was able to overcome her aversion and now cooks alongside her mother, who taught her the Korean recipes. "It's nice being with my family and cooking food that is familiar to me. It reminds me of the times back in Korea," said Kate. They offer many traditional Korean dishes as well as street food at their restaurant.

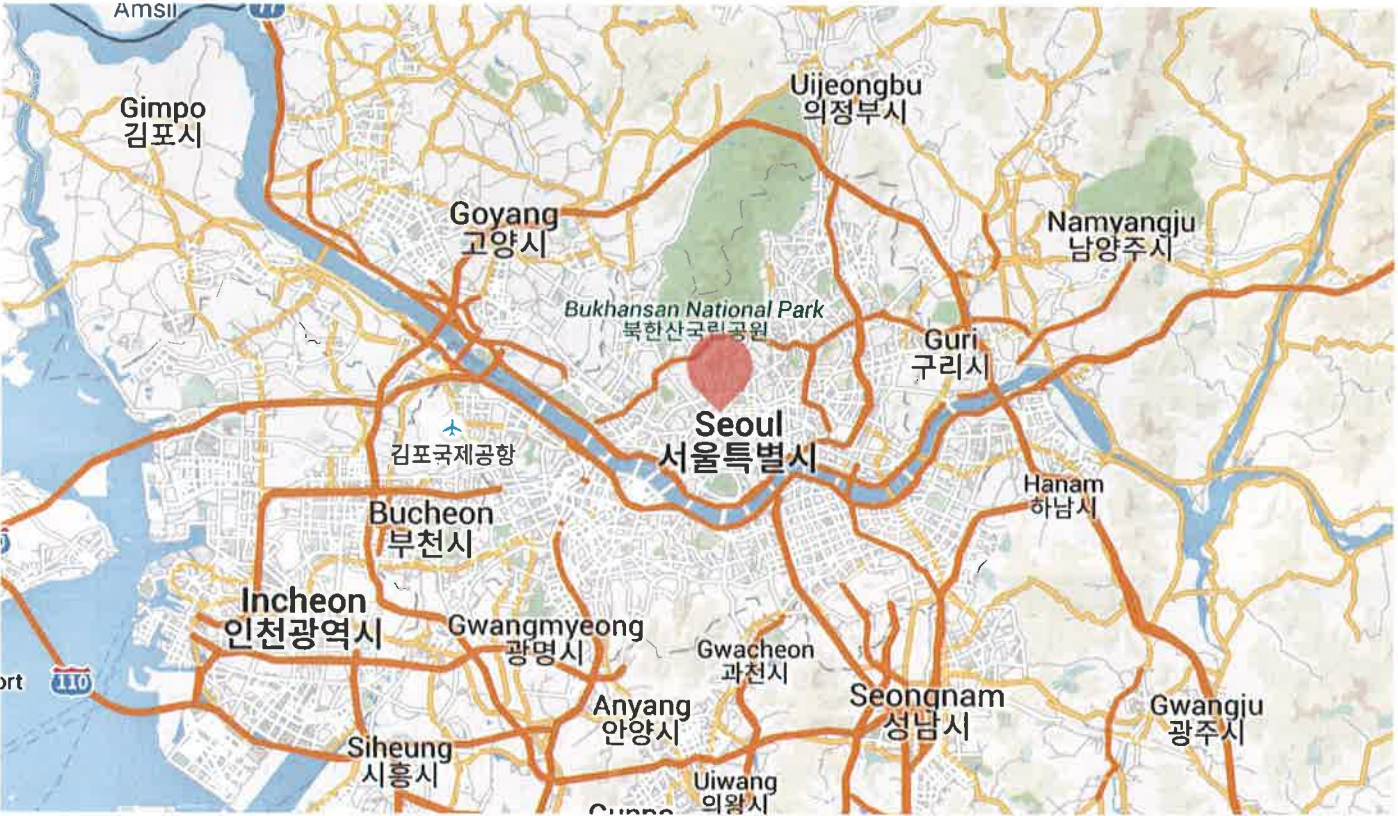
Sushiya has also become a home to them through the community of Isla Vista. When Kate

and Leanne attended UCSB, they didn't visit the surrounding area often. Now that they are graduates of the university and work at Sushiya, they have grown to appreciate the students and local residents. "My mom says she loves cooking for the people here because she thinks of them as her own sons and daughters," Kate said as she laughed.

Kate and Leanne both hope to travel in the future. Leanne wishes to one day visit China, Japan, and South America, and the sisters agreed that their goal is to return to their hometown one day. They see a vision for Sushiya and hope to open in more locations, but for now, Isla Vista is their home away from home.



Leanne and her father James. Photo credit: Jose Camacho



The Lee Family's hometown of Seoul, Korea. Readers can zoom out to see the Lee family's journey on the interactive website.

Sample No. 5

The Brothers' Bulletin: A Quarterly Member Newsletter

This sample is a newsletter that I composed for my final project in WRIT 107P. I wrote the newsletter to fit an organization of my choice, Alpha Kappa Psi—the professional co-ed business fraternity at UCSB. In this piece you will find a variety of article types such as feature articles, profile articles, news briefs, and more.



THE BROTHERS' BULLETIN

AKPsi's Quarterly Member Newsletter



Alpha Kappa Psi Raises Funds to Assist Syrian Refugees

Over 100 students gathered at Embarcadero Hall in May for Alpha Kappa Psi's Second Annual Benefit Show to support the business fraternity's philanthropic efforts to aid Syrian refugees.

The event featured acapella talent from the on-campus organizations Naked Voices and BFOM, dance skills from UCSB's hip-hop group Urban Dance Company, and spoken word poetry from two students.

Guest Lecturer Professor Hassan Almohammed also gave a short speech about why students should care about the livelihood of Syrian refugees, and shared an anecdote of his time working with refugees while he lived in Paris.

"The benefit show debuted last year," said current philanthropy chair, Joice Lu.

IN THIS ISSUE

ALPHA KAPPA PSI PARTNERS WITH SIGMA ETA PI FOR FIRST SUCCESSFUL DATE PARTY

PROFILE: SALIQ HUSSAINI

TIPS TO HELP LAND THAT SUMMER INTERNSHIP

HOW JEANS CAN RUIN YOUR CHANCE AT GETTING A JOB

UPCOMING EVENTS

Fraternity Raises Funds to Assist Refugees

"I decided to carry on the legacy because it was extremely rewarding to see so many people came out to support the same cause." (con't. from p. 1)

The show brought in over \$900, which will be donated to the UNHCR (United Nations Refugee Agency), whose primary goal is to find durable solutions that will allow refugees to rebuild their lives in dignity and peace.



2nd Annual Refugee Benefit Show Flyer created by Lilian Pham.

"The purpose of this whole event is to make a difference, demonstrate the fraternity's values, and promote the talents of other organizations all at the same time," said Lu. "While we are a business fraternity, we realize the importance of enacting change."

Alpha Kappa Psi Matches with Sigma Eta Pi For First Successful Date Party

In April, over 100 people made their way downtown to Velvet Jones for Alpha Kappa Psi's first ever date party with members of the on-campus co-ed entrepreneurship fraternity, Sigma Eta Pi.

The date party was the first large-scale event of its kind for the small business fraternity and was also the first time mingling with Sigma Eta Pi.

At the nightclub, people on the dance floor were accompanied with high-spirited music from a live performance by DJ Ilectic, who played a variety of genres, from hip hop, alternative, to electronic music.

Members from both groups were able to munch egg rolls, taquitos, and soft beverages—which were all provided by the venue—while dancing the night away.

In the lounging area upstairs, attendees also got the opportunity to take a break from dancing and catch up with the friends. The lounge also included a photo booth so party-goers could capture the moment.

At the end of the night, party-goers got a safe ride back to Isla Vista with Bill's Bus, Santa Barbara's very own reliable transportation company.

After seeing such success after its first date party, the fraternity hopes to host similar events in the future in collaboration with other professional fraternities on campus.

Profile: Saliq Hussaini



Saliq Hussaini. Photo provided by Saliq Hussaini.

On paper, Saliq Hussaini is a fourth year Economics major from UCSB. If you take a closer look, however, you'll find that he is an accomplished young man eager to take his first strides into the professional business world.

Saliq is of the Alpha Kappa class and has been a member of Alpha Kappa Psi since the fall quarter of his freshman year at UCSB. After joining the fraternity, he's put his time and energy into taking multiple leadership positions which in turn helped him land a number of internships that have prepared him for life after college.

Since entering the fraternity, Saliq knew that he wanted to accomplish great feats, and the fraternity provided him with opportunities to do so. In his pledge class, he was elected into the position of Pledge Class President and served as a leader of the executive board.

"Leading a group of fifteen older students was definitely intimidating and challenging. At first, I didn't know why they elected me as their president," Saliq said. "Over time, delegating tasks and organizing committees got easier, and the leadership experience made me want to do more."

Once he became an active member, he was enthusiastic about making positive changes to the fraternity.

So, as a sophomore, Saliq took initiative and created a new position for the executive board—External Vice President. This role was intended to help the fraternity form stronger ties with local businesses within the Santa Barbara area and in turn help fraternity members gain valuable opportunities.

"I owe a lot of my professionalism and motivation to my time in Alpha Kappa Psi."

By the end of his term as External Vice President, Saliq gained valuable leadership skills and confidence in his professionalism. Most importantly, both his positions in the fraternity helped him build his resume and acquire summer internships at major technology firms, Hewlett Packard and Instart Logic.

His experience at these companies later inspired him to compete in the New Venture Competition (NVC), an annual entrepreneurship competition in which teams pitch their business ideas for a chance to win cash prizes, with his fellow Alpha Kappa Psi members. (con't on p. 4)

Profile: Saliq Hussaini

(con't. from p. 3) Saliq and his team created the startup company Adomi, which seeks to be a pioneer in making accessory dwelling units a scalable solution to the housing shortage in California. With this idea, the team won second place out of forty contestants.

Little did he know, his success in the NVC would help determine his post college plans. After graduation, Saliq and his team plan on taking Adomi and attempting to make it into a reality in Los Angeles.

"This fraternity has provided me with endless opportunities. It gave me the opportunity to make my best friends, who I am starting a company with, and become the business leader I am today," said Saliq. "I owe a lot of my professionalism and motivation to my time in Alpha Kappa Psi."

Tips To Help Land that Summer Internship



For some, summer is a great time to relax and go on vacation. For those looking to get ahead, summer is a great time to land an internship.

If you've been considering applying to internships, don't fret! It's not too late. Here are some tips that will help you get the professional experience you need this summer.

1. Do your research

Knowing what industry you want to work in so you can get the most out of your summer.

Go to websites like Glassdoor or LinkedIn and search which industry or position you are interested in to see if there are any live internship postings. You could even look for companies around your area and check their website to see if they are hiring for the summer. Then, compile a list of jobs that spark your interest.

2. Update your resume and cover letter

Before you apply, make sure that your resume and cover letter are up to date. This could mean fine tuning your work experience descriptions or tailoring your cover letter to the person you are sending your application to. Be sure to triple check both of these documents before sending them in. A simple typo could lead recruiters to send your application on a one way road to the trash bin.

3. Interview like a pro: Even if you may not feel like a professional, act like one.

Always arrive on time, which is fifteen minutes early in the professional world.

Dress appropriately and professionally no matter how casual the company may sound or look. A suit, for both men and women, is always acceptable.

Be confident even if you're nervous. A large part of interviewing is to assess your communication skills. Don't worry about having the perfect answer, but more on communicating it effectively

Summer Internship

(con't. from p. 4)

4. After the interview

Follow up with your interviewer by sending them a "thank you email" to acknowledge the time they spent meeting with you. This isn't absolutely necessary, but it will make you stand out of the dozens of other applicants that failed to do so.

How Jeans Can Ruin Your Chance at Getting a Job

As we are entering the season of career fair and internship recruiting season, the stress of post-graduate career stability feels more intense than ever. While resumes and interview skills are undoubtedly important, an aspect that students continuously overlooked is interview attire.

We've seen it time and time again—students panicking and realizing they didn't bring appropriate interview clothes from home to Isla Vista. Students are sent into a flurry of text messages begging to borrow a friend's blazer. Some don't even recognize the difference of business professional versus business casual.

Wearing jeans to an interview simply because you don't have the right attire or because you don't know what business professional attire entails can be detrimental to the interviewing process. Here's some tips for dressing to impress for an interview so you can avoid making a fool of yourself the next time you meet up with a recruiter.

Most interviews require business professional attire, but what exactly does that mean?

- **Male Professional Attire:** conservative suit, long sleeve button-down shirt, tie, dark high socks, and professional dress shoes
- **Female Professional Attire:** blazer, blouse or a button-down shirt, slacks or skirt (no shorter than two inches above the knee!), close-toed shoes no taller than two inches, and limited jewelry



Business professional attire. Photo provided by AKPSi UCSB Instagram.

Some industries, such as the tech and startup industry, are more relaxed when it comes to interview attire. If you are interviewing for a company in this industry, you may want to turn to smart casual clothing.

- **Smart casual for men:** trousers/khakis and a shirt with a collar
- **Smart Casual for women:** trousers/knee-length skirt and a blouse or shirt with a collar, or a dress (not more than an inch or two above the knee)

Now that you know the difference between two types of business attire, make sure you don't make the same mistake of wearing jeans to your interview. Good luck!

UPCOMING EVENTS

Upcoming Fraternity Elections for Next Year's Executive Board

Saturday, May 19, HSSB, 2:00 p.m.

This year's Executive Board brought success and professionalism to our chapter. However, it is time to hand off these roles to a new group of leaders. Open positions include President, Vice President of Operations, and Vice President of Finance. A transitional ceremony will occur after the election to thank current executive board members for their hard work this year.



The 2017-2018 Executive Board Members. Photo provided by AKPSi UCSB Instagram.

Alpha Rho Pledge Class Initiation Dinner

Saturday, June 2, The Harbor Restaurant, 7:00 p.m.

Alpha Kappa psi will celebrate the newest members of the fraternity this upcoming weekend.

Final Rounds of the New Venture Competition

Thursday, May 24, Corwin Pavilion, 3:00-7:00p.m.

After eight months of preparing their entrepreneurial plan, Adomi, longtime fraternity members Saliq Hussaini, Vahan Ghazaryan, and Ryan Kim will compete with six other groups in final round of the NVC to determine who will take home the cash prize. Audience members will be allowed to partake in determining a people's choice award for the teams.



AKPSi members won third place in the 2017 NVC with their business idea, Wanderlease. Photo provided by AKPSi UCSB Instagram.

The semi-formal event will give active members a chance to sit down and get to know new members while enjoying a nice meal on the Santa Barbara Harbor. Afterwards, there will be a small get-together at a brother's house in Isla Vista to continue the day of celebration.