 Attachment A-5

**To: APA-CA Board**

**From: Nina Idemudia**

**State Student Representative**

**Date: January 6, 2014**

**Subject: Student Representative Update**

The goals for my term as Student Representative are very clear and simple. As I stated at our October Board meeting, I want to implement small sustainable changes in order to lay a solid framework for the next Student Representative to build on.

**2013-14 Goals:**

*Short-Term*

1. Formalize the student leadership structure throughout the state by holding monthly Student Representative conference calls with APACA section student liaisons.
2. Develop common programming goals and initiatives among sections for student APA members throughout the state.

*Mid-Term*

1. Increase Student participation in the APACA conference.
2. Generate feedback from APACA student members about their APA experience.

*Long-Term*

1. Increase APA student membership retention rates after graduation.

**Progress on Short & Mid-term goals**

*Goal 1:* The student representatives had our first conference call December 20th. We had a very productive talk about what we would like to focus on for the next year. The sections that were represented were Central, Northern, Sacramento, and San Diego.

I would like to stress the importance of your section being represented on these conference calls. If your section does not have any student programs within them please let me know so we can work out a way to get you the information about what is discussed. Justin Meek, the Northern Section University Liaison, also sat in on the conference call.

*Goal 2:* As decided in our first meeting, the Student Representative goals for the year are as follows:

* + Increase Professional Development Programming
  + Increase Network Opportunities for students
  + Increase student participation at the state conference

*Goal 3:* The Student Representatives would like to propose a APACA Student Mixer at the APACA Conference. If there is any way we could make this possible for future Conferences we would like to. If it would not be possible for 2014, we would like to make it a priority at the 2015 conference. In addition, we would like to work with the Conference Committee to incorporate a targeted marketing strategy towards student members at universities throughout the state about the conference.

*Goal 4:* I recommend we include student-friendly questions within the APA CA membership survey next year. These questions can be developed through collaboration between the Student Representatives and the Membership Chair.

If you have any questions, concerns, or comments please email me at idemudia@usc.edu.