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Strategic Report

Comm:1200

As a sophomore here at MU, I have definitely left my mark here at Mizzou. In my persuasive speech, I am trying to persuade the students here at Mizzou to vote for Korian Harrington and I for President and vice President for the Legion of Black Collegians Black Student Government. The reason we are running for such a high position is because we believe there are many problems within the government. Not enough people know what the government is or what it does. This is an issue for Korian and I because regardless if you are black or not, as one of the leading voices on campus, everyone should be aware of what we are doing... especially if we are "One Mizzou." I will do this by showing you three main problems of the current Legion of Black Collegians, which are establishment, connection and outreach; then give you three solutions.

Our mission brings together individuals from diverse backgrounds and various levels of experience to give one another the opportunity to become more aware of the dynamics of today's social and economic changes and their ultimate impact on our community. We have two things in common: dedication to our community and the belief that the quality of our leadership will determine the success of our future organizations. We strive to not only better the future generations, but better one another by establishing a relationship between organizations, reaching out and connecting with other organizations on campus, service to those that are still establishing themselves and ultimately leaving a legacy here on campus. There are four main steps to success, which

can be found on the home page. By enstiling these "IV" main steps to success, we will ultimately lead, build and climb.

The first problem I will discuss is Black students come to Mizzou their freshmen year not knowing who LBC is, or what LBC does. If LBC's mission is to "be the leading black voice on campus," (LBC Website) shouldn't these freshmen know as soon as they get on campus who is speaking for them? The solution for this is The members of the LBC Exec Board and two representatives from each of the umbrella organizations would assist with freshmen move in day. That way, they will see our faces and see that we are there for them. Another solution would be to hold a breakfast the day after move in. The breakfast will be a meet and greet where the freshmen will be able to meet people in other orgs and it's a way to become involved.

The next problem is, we are not preparing underclassmen to be the future leaders of these organizations. We are too stuck in the "right now" and not focusing on what is ahead. Our solution is to hold an event each semester, will we hold either a leadership conference or a career day for the students on campus. We will use the organizations under the umbrella of LBC to cater to their specialties to put the career day or the leadership conference on. For example, the Black Business Student Association will be in charge of getting Fortune 500 companies or business out to the career day. The National Association for Black Journalists would be in charge of marketing and or having news stations come out. This way, we are not only connecting with every organization under the umbrella, we are also connecting with one another.

The third problem I will discuss is that not enough of the black communities are reaching out to other people on campus. This is crucial for us to start doing because the

world full of diverse people. We can't just stick to our comfort zone, especially since we are essentially the minority. As a member of the Homecoming Steering Committee serving on the Campus Relations committee, I have been faced with the challenge of trying to make the homecoming activities inclusive for all. I can carry these skills over to the Black Student Government, and making it inclusive for the entire campus.

Making a newsletter will help. This newsletter will include not only information about events within the black community, but also events campus wide, so no one could say, "they didn't know." Organizations campus wide would be able to email me certain things they want the Black community to get involved in.

As you can see, there are many different problems in LBC that we must conquer today if we want to see a successful future of LBC.

I will persuade people to vote for us by mentioning these things. Hopefully people will see how passionate we are about the future of LBC.