

**Coalition on Men and Masculinities
Leadership Team Candidate Profile
Winter 2016**

Name: John Robert O'Connor

Professional Title: Director of Student Activities and Leadership & Sullivan Student Center

Institution: St. Lawrence University

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Are you a current member of ACPA? Yes No Member #: 0052150

Do you have support from your supervisor to run for this position? Yes No

Please indicate which position you intend to run for:

Vice Chair for Research & Scholarship

Vice Chair for Membership Engagement

Please respond to the following questions below (no more than 250 words for each answer):

1. Why are you interested in running for a Coalition on Men and Masculinities leadership team position?

While I have been involved in a number leadership positions for state and regional professional associations my involvement in ACPA has mostly been as an active member. As I look for ways to enhance my own professional development – joining the leadership team for CMM would be a great way to give back to ACPA and the profession. I appreciate the vision, mission and values of the CMM and hope to be a part of contributing to the success of those as a member of the leadership team.

2. What would be some goals that you have for the Coalition on Men and Masculinities if you were to be elected to your position?

As VCME I think one goal would be a social media assessment for the coalition. This would be an opportunity to look at all of the social media platforms (Facebook group, twitter, LinkedIn,

etc.) that the Coalition is currently using and evaluating how they have been used in the past and providing a proposal to the leadership team about how they might be used most effectively in the future to engage membership and provide visibility to the important work of the coalition and its members.

I also think it will be important for me to find opportunities to get to know coalition members and learn about the great work they are doing that could be featured on the CMM blog or social media outlets.

The VCME also designing promotional and marketing materials so it would be important to make sure to keep these up to date with the latest information but also find promotional materials that people are excited about getting which would help spread the name and purpose of the CMM

3. What unique skills, talents, and contributions can you bring to your specific leadership team position on the Coalition on Men and Masculinities?

I am a tech savvy social media user. I follow a lot of tech news and like to stay on top of the latest ideas for how to use social media and also looking to upcoming platforms. I also have experience with web management and was the Website Coordinator for ACPA Massachusetts/MCPA from 2011-2013. I'm also a creative and energetic individual that I think would help to maintain the momentum of the CMM but also bring new ideas to the membership engagement position.

4. What potential collaborations would you be interested in pursuing in your specific position on the leadership team with other Coalitions, Commissions, or other professional associations outside of ACPA? How might you follow through on seeing those collaborations come to fruition?

It would be interesting to see how our Coalition can support different state and international ACPA chapters to highlight important work going on in those groups relating to the mission of CMM. I think that following through on one of my goals of getting to know the membership would be helpful in building those connections.

We also may want to assess what other coalitions/commissions our members often have membership in and find where there are overlapping areas of interests. I think that looking at our membership data and reaching out to the leadership of those coalitions and commissions may help us find synergy that could help engage a greater number of members in meaningful conversations.