

Dionicio Cardenas (He/Him)

To the Brothers of Kappa Kappa Psi Alumni Association,

I am incredibly excited to announce my candidacy for a position on the Kappa Kappa Psi Alumni Association Board of Directors. I graduated from The School of Music at West Texas A&M University where I was a member of the Alpha Psi Chapter of Kappa Kappa Psi. During my time as an Active member, I was heavily involved in my chapter and also participated at the District level in many ways. As a member of KKΨAA, I server as a member of the new Communications Committee. My duties include maintaining an open channel of communications for the organization on our Twitter page. I have enjoyed my time in the organization so far and I look forward to continuing my service to the Kappa Kappa Psi Alumni Association.

This year marks my ten year anniversary as a brother of Kappa Kappa Psi. In the last ten years, I have served in a variety of capacities, but communications has been where my skills have shone brightest. I currently serve my second term as the Communications Director of the Southwest District Alumni Association. My duties include updating our social media and website, record all business minutes and email them to our members, and creating our monthly newsletter, The Cadence. Throughout the past two terms, I have created the SWDAA Graduating Senior Highlights which has helped us celebrate over 135 Kappa Kappa Psi & Tau Beta Sigma graduates. I've also tried my best to keep our social media active by reviewing what worked and what didn't alongside my Communications Committee. When I first started this position, my goal was that our social media became one of the most effective and visually active DAA platforms in our organizations. I can report that we surpassed that and became visually effective to not only or members, but around the country to all our brothers, sisters, and friends.

Below are a glimpse into my goals for the 2023-2025 biennium if elected. These goals align with the responsibilities of the position for Communications Director, of which I seek consideration for.

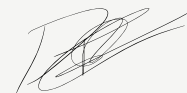
- **Expansion of our Communication Platforms & The Communications Committee**

- **Social Media:** Since joining the Task Force, I've noticed the growth of our social media platforms. After the KKPsiAA Communications Committee began its work (September 2022), social media outreach communications increased by 200.5% on both Facebook and Instagram. (*Data exported from Meta Insights.*) I hope to continue this upward trend by:
 - Reaching out on a monthly basis to each AABOD member to make sure that every project is promoted to the best of its ability.
 - Creating a Facebook group chat for all LAA Communications Directors or members in charge of their communications. This will allow us to communicate effectively and make sure all LAA Chapters are receiving accurate information.
 - Utilizing our social media platforms in partnership with the Professional Development Director and Vice President for Membership to ensure all our membership is able to see and participate in the Fire-ψ-de Chat/Quarter Note Forum.
- **Slack:** Currently the KKPsiAA Task Force is working on new and effective ways to reach our brotherhood. I would like to create and send out a survey for the brotherhood to find out how they are currently receiving their information so that we can continue to reach more brothers.

- **Communications Committee:** As I've mentioned before, we've noticed the growth of our communication since the committee was created. This is why we need to establish the committee as soon as the new biennium begins. This committee is critical to the operation of Kappa Kappa Psi Alumni Association. My goals for this committee are as follows:
 - Create a Chair position for the committee while the Communications Director serves as the Advisor. This committee will be made up of 4-5 members and will meet monthly.
 - Members of the committee may contribute to projects they seek interest in by creating content, researching information, or reaching out to brothers.
 - Make sure the window for submissions to The Encore is announced in a timely manner so that LAAs, DAAs, and AABOD members can promote their accomplishments and upcoming events.
 - If the committee member is already attending a District/National Convention and/or an event regarding our organizations, they will get the opportunity to assist with highlighting each event.
 - It is my promise to communicate in a timely manner with the committee to ensure all upcoming projects are published and/or scheduled.
- **Website:**
 - **Short term goals:** Update all necessary information needed for this website to function effectively. This includes:
 - Updating the 2023-2025 AABOD photos/emails
 - Updating LAA Directory and any forms/sources that are needed.
 - Keep the AA Members Only tab up-to-date.
 - Minutes, QNF, Fire-ψ-de Chat.
 - **Long term goals:**
 - Create a Brief History section under the About tab, which will including the history of the Kappa Kappa Psi Alumni Association, Past AABOD members, the dates of each LAA created and their # (Work alongside the LAA Director for this), and much more.

Although this platform is built with the position of Communications Director in mind, I am open to serve in any capacity needed. Among my strengths are self-awareness, the ability to work with different leadership approaches and styles, and good communication skills. I hope this cover letter gives you a quick look at what I have to offer as well as my goals. If you have any questions or wish to discuss my candidacy, please feel free to contact me at dino@kkpsi.org. Thank you so much for this opportunity. AEA!

Respectfully submitted,



Dionicio Cardenas

Kappa Kappa Psi -- Alpha Psi Chapter, Life Member

Southwest District Alumni Association - Communications Director



Dionicio Cardenas

My Contact

- ✉ dino@kkpsi.org (primary)
- ✉ dino@tbsigma.org
- ☎ 956-740-8057
- 📍 709 Apacible Dr. Laredo, Texas

Awards & Recognitions

- J. Lee Burke Student Achievement Award
 - Presented at the 2019 National Convention
- Dionicio "Dino" Cardenas SWD Alumni of the Year Award
 - 2022

Education Background

- West Texas A&M University
Bachelor of Music
Completed in 2019
- Laredo Community College
Undeclared
Summer 2012 & 2013

Leadership Experience

National

Kappa Kappa Psi Alumni Association Communications Committee

Present - 2023

Responsibilities:

- Provide support to KKPsiAA members by answering questions via the aacommunications@kkpsi.org email in a timely manner
- Review, refine, and research methods of mass communication that are relevant to current Alumni members
- Create mass communication campaigns (social media, newsletters) to inform and engage alumni members.
- Support the efforts of the Alumni Association Communications Director and the AABOD

Kappa Kappa Psi Communications Committee - Chair

2019 - 2021

Responsibilities:

- Identify opportunities to bolster the operations of Chapters, Districts, and the National organization as well as National Programs through Social Media Platforms
- Support the operational functions of the Kappa Kappa Psi Presents Podcast including interview content research, co-hosting, editing, and transcription writing
- Review the trend and overall effectiveness of the monthly focused content on social media (cultural calendar, celebrations, etc.)
- Support the efforts of the National Vice President for Student Affairs and the National Council

Committee Memberships

2021-2022

- National Programs Committee Member (KKΨ)
- National Communications Committee Member (TBΣ)
- National AACommunications Task Force (KKΨ)
- National Communications Committee Advisor (KKΨ: Fall 2021)

2019-2021

- National Communications Committee Chair (KKΨ)

2017-2019

- National Communications Committee Member (KKΨ)

Work Experience

- Freelance Music Educator / 2019–Current
 - Laredo, Texas
- United Supermarkets
 - Deli Team Member / 2016 – 2019
- WTAMU Band Camp
 - Student Events
 - Residential Assistant
 - Summer 2015, 2016, 2018

Memberships

- Texas Music Educators Association Member
 - 2012–Present
- Alpha Psi / Member
 - Apr 14, 2013
 - #906
- Life Member (KKΨ)
 - Sep 23, 2018
 - #4853
- Tau Beta Sigma - Xi / Honorary
 - Nov 21, 2020
 - #1047
- Southwest District / Honorary
 - Apr 8, 2022
 - #86
- KKPsiAA
 - Sep 23, 2018 – Present
- TBSAA
 - Sep 7th, 2021 – Jun 30, 2022

District/National

- District Convention
 - 2014 – 2022
- National Conventions
 - 2017, 2019, 2021
- National Intercollegiate Band
 - 2017 & 2019
- KKPsi Centennial Band
 - 2019

Community

- U.I.S.D. Wind Symphony
 - 2023: The United ISD Band Directors Community Band

Leadership Experience

District

Southwest District Alumni Association – Communications Director

2021 – Present

Responsibilities:

- Support the efforts and programs of the SWDAA Board of Directors
- Chair the SWDAA Communications Committee
- Create minutes of each BOD meeting, General Body Meeting, and email them to all active members of SWDAA
- Communicate with the SWDAA Webmaster to maintain the official Website
- Review the trend and overall effectiveness of the monthly focused content on social media (cultural calendar, celebrations, etc.)

Southwest District – Member at Large

2017 – 2018

Responsibilities:

- Serve as the history/alumni liaison and oversee awards
- Create the district scrapbook
- Utilize and maintain the Southwest District Social Media
- Represent the District to the National Alumni Association, Southwest District Alumni Association, and any local alumni associations
- Be a able representative of the active and associate student members at all times

Chapter

Kappa Kappa Psi – Alpha Psi Vice President for Membership

2017 – 2018

Responsibilities:

- Chair the Alpha Psi Membership & Education Committee
- Utilize the new Road to Wisdom National Education Program to educate the Delta Upsilon Recruitment Class (24 members)
 - Create and execute worthwhile recruitment events for all Band members of the WTAMU Band
- Support the efforts of the Alpha Psi Continuing Education program

Kappa Kappa Psi – Alpha Psi Historian & Ritual Officer

2014 – 2016

Responsibilities:

- Chair the Alpha Psi History and Traditions Committee
- Create and utilize the Alpha Psi Historian Bible
 - This binder had the work of all past historians of the Alpha Psi chapter and what worked/failed for them
- Maintain the Alpha Psi Social Media
- Maintain the Alpha Psi History Cages and File the Minutes



KAPPA KAPPA PSI NATIONAL HONORARY BAND FRATERNITY

December 11, 2022

To: My fellow Brothers

I write to you today to offer my strongest support for **Dionicio Cardenas** for a position as a Director among the **Kappa Kappa Psi Alumni Association Board of Directors**. I have had the distinct pleasure to work with Dino for years and I have come away from every encounter in awe of his professionalism, positivity, and commitment to the highest standards of Brotherhood and Sisterhood. As a former Director and Chair of the Alumni Association Board, the work of our Association will be elevated with the election and appointment of Dino on the Alumni Association Board of Directors.

Much of our work together includes his time as a member and chair of the Kappa Kappa Psi Communications Committee. Prior to Dino's tenure, communications for Kappa Kappa Psi had been inconsistent, impersonal, and lacking in the true mission of the committee "to elevate the voice of the Brotherhood". I watched as Dino emerged into a leader that didn't just wait for someone to ask for help but demanded more of Kappa Kappa Psi. He made me a better Brother by always pushing me to listen and focus on the needs of Brothers across the nation, particularly those who have been historically and culturally marginalized. In his resume he points to his work building calendars and improving the work of the Kappa Kappa Psi Presents podcast, and I'm afraid he is underselling his enormous impact on Kappa Kappa Psi. As a member of the Board of Directors, he will be a constant champion for Brothers who often have a hard time getting their voice heard - and that is something our Association desperately needs as it continues to grow and develop. His skills in communication and leadership will fill an important gap in the existing operations and create a public face that everyone will want to get to know. He is already doing that work as a volunteer with the Association's Communication Task Force and this combination of skills and experience is vital to our future as an Association.

As a student, Dino has been the loudest and most positive cheerleader for the Southwest District. As someone who always cheers on my own district, I get it; but this biennium he has joined his district Alumni Association as their communication director and elevated that work along the way. How do we know this? The Alumni of the Year Award in the Southwest District is named after him - a fitting tribute for one of its best alumni. The SWDAA has a positive, engaged voice and it is drawing members due to the culture Dino is helping create and



KAPPA KAPPA PSI NATIONAL HONORARY BAND FRATERNITY

cultivate and they have recognized that gift. This is another area where Dino's current experience fills an important need for our Association: building enthusiasm to get involved and become not just a dues-paying member, but a truly active one. Dino has been a great representative for his district and his district association, and I know he will continue to provide leadership and support for district associations and local ones as well.

One final area I wish to highlight, that is an important reason why he has earned my heartfelt endorsement, is his commitment to relations with Tau Beta Sigma and Phi Mu Alpha. As a national officer and National President, serving in partnership with our fellow organizations was a point of passion for me. It is not just about working with Tau Beta Sigma or Phi Mu Alpha or any other organization, it is about seeing them as peers, partners, and treating them with respect as equals. That's something I believe and that's something Dino has demonstrated time and again. At the 2019 and 2021 National Convention, when both organizations needed support for communications and programming, I turned to Dino to be a bridge for both Kappa Kappa Psi and Tau Beta Sigma and he always met the challenge. For the future of the Kappa Kappa Psi Alumni Association, developing stronger connections with Tau Beta Sigma and their Alumni Association is critical and those connections need to be founded on our relationship as peer organizations, working together to serve college bands around the world.

Dino is an exceptional leader and I'm honored to offer my endorsement. As someone who helped build the foundation of the Alumni Association years ago, I'm excited by his future role and know that our association is in great hands with him among our Board of Directors. I hope you will join me in supporting his candidacy and then meeting his challenge to get involved and to lend our talents and our voice to growing and improving our Kappa Kappa Psi Alumni Association. I welcome any questions about our experience and offer my strongest endorsement.

AEA

Marco A. Krcatovich II

Kappa Kappa Psi Board of Trustees

Past National President, 2019-2021

Past Chair, Kappa Kappa Psi Alumni Association Board of Directors

12/29/2022

Brothers of the Alumni Association,

It is an honor to write this letter recommending Brother Dino Cardenas for a position on the KKPsiAA Board of Directors. I first met Dino when we were appointed to serve together on the National Communications Committee in 2017. Over two biennia of service to this committee, I witnessed Dino's passion for our Brotherhood and his skillful use of social media to engage and connect Brothers. I also saw Dino bloom as a leader when he took over as committee chair in 2019. I believe that Brother Cardenas's contagious passion, impressive media skills, and superb leadership make him an ideal candidate for the position of Communications Director.

While Dino demonstrates passion for all aspects of Kappa Kappa Psi, his strength lies in building relationships with Brothers. Dino actively communicates with Brothers across the country and in all walks of their Fraternal journey. He maintains relationships with the active brothers of his home chapter, those he served with on council and on the communications committee, and countless other Brothers he has met along the way. Dino's ability to maintain these bonds despite physical distance speaks to his strength in using digital communication to connect Brothers, a strength which is vital to the position of Communications Director. These connections are maintained by a genuine interest in others' perspectives and experiences. This helps Dino identify areas where the Fraternity's communication is not effective and adjust accordingly.

Dino's passion is supported by an impressive skillset. On the communications committee, Dino led the team in creating impressive graphics to advertise Fraternity events, honor chapters and members, and celebrate holidays and other important days. Dino held high standards for himself and others, and wasn't afraid to offer respectful feedback to make sure those standards were met. His work helped the Fraternity grow its presence on visual platforms like Instagram and Twitter and set the stage for the Fraternity's current social media branding. Dino's work earned him a reputation for excellence, and his graphics have also been used by the Alumni Association and the Western District, among others.

Above all, Dino stands out as a leader in our organization. As chair of the Communications Committee, Dino encouraged committee members to bring their ideas forward and supported them in turning those ideas into reality. He delegated tasks when necessary, but also was not afraid to take on any work necessary to see a project to completion. Dino also helped to foster a spirit of Brotherhood on the committee, which led to committee members forming close relationships that strengthened our ability to work together.

Dino is an outstanding Brother and strong leader who would make a great addition to the Alumni Association Board of Directors. His ability to build connections with Brothers and his demonstrated skills in social media and graphic design make him ideally suited to the position of Communications Director. I strongly recommend Dino Cardenas for this position and would be happy to answer any other questions about his qualifications.

Respectfully Submitted,
Karissa Longo
Western District Governor

January 8, 2023

To Whom It May Concern,

I am writing this letter of recommendation on behalf of Dionicio “Dino” Cardenas for a position on the Kappa Kappa Psi Alumni Association Board of Directors. My professional and personal experiences with Dino make me believe that he would be an excellent addition to the board, and I am honored to share the reasons that I wholeheartedly support this recommendation.

Dino is a Life Member of the Alpha Psi chapter of Kappa Kappa Psi at West Texas A&M University. This chapter has established itself as a chapter to be modeled after in the Southwest District, and this is in no short part due to the influence of Dino’s time in the chapter. He was able to serve in many roles as a chapter officer, and later he brought Alpha Psi to the district level by serving as the Member-at-Large for the Southwest District of Kappa Kappa Psi. All of these experiences helped Dino develop necessary skills and make valuable connections to encourage him to further his involvement in the fraternity.

Dino has already served the fraternity on the national level in several different roles, primarily within the Communications, including serving as Chair and Advisor for the committee, and Programs committees. The quality of national communications for the fraternity, especially concerning social media, can be directly linked to the dedication to excellence that Dino puts forth in every aspect of his brotherhood. It was the development of these skills that eventually led Dino and I to cross paths in the Southwest District Alumni Association.

When I first became Chairperson of SWDAA in the spring of 2021, Dino was also elected to the position of Communication Director. I was incredibly excited to work alongside him based on all his previous successes as noted above. Dino continued to amaze with consistently high-quality and timely work in his role. He completely revamped the way SWDAA utilized social media platforms by creating multiple new series. These series include but are certainly not limited to featuring graduating seniors in May and December, highlighting members of SWDAA throughout the year, recognizing SWDAA couples during February, and promoting district and national programs. He also was always readily available if any other board member needed graphics made or emails sent out. He is extraordinarily efficient at scheduling posts and managing his time to make sure all his duties are carried out to the highest standard possible. Dino was also vital in the process of creating a new logo for SWDAA and incorporating it into all of our branding.

In conclusion, I can think of no better candidate for the Kappa Kappa Psi Alumni Association Board of Directors than Dino. His work ethic, high standards, innovative ideas, and overwhelming love for his brothers and sisters will no doubt add immense value to an already respectable organization.

MLITB,

Brianna Mitchell
Southwest District Alumni Association - Chairperson
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