

strengthening **TRADITION**

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envisioning the **FUTURE**



Welcome! On behalf of the Young Leaders Council, I would like to personally invite you to join us during one of our various networking events and take the opportunity to experience the Spirit of Troy within our young alumni and MAAA scholars.

With the vision of the MAAA Board of Directors and the guidance of Executive Director Domenika Lynch, we have successfully launched a program that not only directly impacts the lives of MAAA scholars but also fosters an environment of support for all members.

The Young Leaders Council provides its members and guests the opportunity to expand upon their personal network and professional skills while raising scholarship funds for outstanding USC students. We provide professional development to all YLC members in conjunction with supporting the Board and students in their endeavors. We are committed, inspired, and ready to continue to support the legacy of the MAAA.

It is with this mission that we invite you to join us in fostering an atmosphere of growth and opportunity for all who become a part of the Young Leaders Council.

Erica Jacquez-Santos, M.P.A.,
D.P.D.S. Candidate
Chair, Young Leaders Council

Mission Statement

The **USC MAAA Young Leader's Council (YLC)** is made up of alumni and community stakeholders dedicated to increasing opportunities for young alumni. The YLC supports the MAAA leadership in the areas of communication, fundraising, and scholarship/mentorship. The Council is also dedicated to the personal and professional development of its members and current USC students through special events and professional networking.

Goals

- Foster a supportive environment that provides YLC members the opportunity to enhance their professional and personal network.
- Create professional development opportunities for current USC MAAA students and alumni.
- Develop events that encourage USC MAAA student involvement and leadership within USC and the students' communities.
- Provide academic support to USC MAAA students via scholarships and endowment growth.



"The YLC is a dynamic group of young professionals whose vision, drive, and exceptional talents expand the Trojan Network and take the USC MAAA to greater levels of success."

Domenika Lynch,
MAAA
Executive
Director

Levels of Involvement

We encourage interested parties to become involved with YLC at a level that is beneficial to both the individual and the organization as a whole. With each member, sponsor or guest, we continue to support the efforts of the MAAA and advance the future of the Latino community.

Executive Committee	YLC	Individual Sponsor	Guest
Raise \$500/year	Raise \$500/year	Raise \$100/year	Pay per event
2 year commitment	2 year commitment	1 year commitment	Voluntary participation
Serve on any other committee	Serve in 1 committee	Voluntary committee participation	
75% participation in YLC/MAAA events & meetings	75% participation in YLC/MAAA events & meetings	50% participation in YLC/MAAA events	Not applicable

Benefits		
Free access to YLC professional & networking events	Discount on YLC professional & networking events	Access to VIP events by invitation only
Premiere access to VIP events	Discount on VIP events	
Leadership development opportunities	Networking opportunities available	
Voting rights	Not applicable	

Contact

For more information about how you can get involved, contact the USC MAAA office.

Phone: **(213) 740-4735**
E-mail: **maa@usc.edu**
www.usc.edu/maa



Young Leaders Council





“This is a very exciting time at USC. The YLC represents the second generation of community leaders joining together to empower and advance Latinos on campus and in the community.”
Stacey Zapanta,
 M.P.H.,
 C.H.E.S.
 YLC member

Committees

The MAAA YLC works in conjunction with the MAAA Board of Directors to co-chair all MAAA committees. Members are required to participate in at least one committee and executive committee members are required to participate in one committee in addition to the executive committee.

The **Executive Committee** is responsible for setting the direction of the MAAA YLC.

The **Professional Development Committee** provides peers with strategic programming and engaging speakers.

The **Annual Dinner Committee** actively raises funds for the MAAA annual scholarship dinner through the sales of sponsorship packages. Each member must sell or buy one table and secure one auction item.

The **Communications Committee** supports all public relations efforts, including alumni, student and volunteer relations; media outreach; marketing; and technology resources.

The **Endowment Committee** seeks development opportunities for the MAAA endowment and sets the overall strategy for the ongoing campaign.

The **Events Committee** supports all MAAA events through the sale of sponsorship packages. It also develops the overall annual strategy for fundraising projects and events.

The **Scholarship Committee** reads and reviews MAAA scholarship applications and awards scholarships and administers the MAAA Mentor Program, which provides students with a unique opportunity to broaden their educational experience through one-on-one interfaces with professionals.

Signature Activities

The MAAA YLC supports the annual events of the MAAA. However, it also offers events tailored to its members personal and professional growth.

Mentorships provide the opportunity for YLC members to give essential guidance to our USC MAAA Scholars. The one-to-one relationship fosters an atmosphere of learning while giving current students access to recent graduates.

Career Roundtable is a chance for members and MAAA scholars to interact with companies and organizations searching for interns and full-time employees. Companies are identified by the YLC based on fields of interest and industries of growth.

Football Tailgates are events for Trojan alumni, family, and friends to come to campus and gather together, network, and enjoy great food and entertainment.

Halloween Costume Bash is YLC’s annual fundraising event. Members are encouraged to bring members of their community to attend and support the MAAA YLC in a fun and casual environment that includes costume contests, auctions, and door prizes.

Spring Concert Series, another YLC annual fundraiser, lets members work to bring together outstanding and diverse Latin performers to celebrate music and arts in our communities.

Professional Workshops are held quarterly in the areas of financial planning, networking etiquette, career planning, and other professional skill building topics. These areas are driven by the interest of the council members, current events, and economic forecasts.

Who are we?

57% of the YLC were USC MAAA scholars during their time at USC.

Gender	Male: 47% Female: 53%
Age	22–26: 33.3% 27–34: 60% 35+: 6.7%
Degree Level	Bachelor’s: 53% Graduate: 47%

Programs of Study

YLC members hold degrees in the following areas:

Business Administration	Letters, Arts & Sciences
Communication	Policy Planning & Development
Communication Management	Psychology
Economics	Public Health
Engineering	Social Work
English	Sociology
International Relations	



Council Members

- | | |
|---|---|
| Erica Jacquez-Santos, M.P.A. * †
<i>YLC chair</i>
<i>Office of Supervisor Gloria Molina</i> | Diana Ibarra, J.D. *
<i>KWHY-TV Los Angeles Canal 22</i> |
| Alfred Aguilar †
<i>Eli Lilly & Company</i> | Veronica Medina, M.N.A.
<i>Intercommunity Child Guidance Center</i> |
| Robert Aguirre, M.S. †
<i>The Boeing Company</i> | Luis Orozco †
<i>USC Marshall School of Business</i> |
| Juan Leonel Alvarez * †
<i>Office of Mayor Antonio Villaraigosa</i> | Teresa Otañez †
<i>Bullet Freight Systems</i> |
| Ismael Bautista, J.D. †
<i>Carl Smith Ball, LLP</i> | Ruben Reza Jr. *
<i>Paul Hastings</i> |
| Garrett Cano *
<i>New York Life Insurance Company</i> | Eduardo Santaña, M.B.A.
<i>Forest City Enterprises</i> |
| Giovanna Carrera, M.A. *
<i>USC Annenberg</i> | Eugene A. Santos, M.B.A. *
<i>Walt Disney Company</i> |
| Patricia Carvajal †
<i>USC Annenberg</i> | Grethel Solis †
<i>Alvarez & Garner, LLC</i> |
| Alouette Cervantes, M.P.A.
<i>Junior Achievement of Southern California</i> | Jorge Soriano †
<i>Ameriprise Financial Services</i> |
| Allen M. Chavez * †
<i>Starview Children Family Services</i> | Brissa Sotelo, M.P.P. †
<i>Tesoro Corporation</i> |
| Moises Cisneros †
<i>San Bernardino County Economic Development Department</i> | Dorian Villaseñor *
<i>Tacos Don Chente</i> |
| David De La Rosa †
<i>Arnold Magnetic Technologies</i> | Javier Villaseñor, M.A. * †
<i>Tacos Don Chente</i> |
| Leticia Escalera †
<i>Kirk Kara</i> | Christina Yokoyama, M.E. †
<i>USC Norman Topping Student Aid Fund</i> |
| Viviana Escobar †
<i>The State Bar of California</i> | Gina Zapanta, J.D.
<i>Ron Burkle, The Yucaipa Companies</i> |
| Marissa Gonzalez
<i>USC Annenberg</i> | Stacey Zapanta, M.P.H., C.H.E.S. *
<i>Orange County Health Care Agency</i> |

* Executive committee member
 † MAAA Scholarship recipient