

JESSICA PEARCE

MEMBER AT LARGE

2025-2026 Candidacy Packet



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Letter of Intent

Brothers of the Southwest District,

I am excited and thrilled to be considered for the Member at Large position for the Southwest District of Kappa Kappa Psi.

My name is Jessica Pearce, and I am a junior majoring in journalism and political science. I have also been a member of the Alpha Chapter of Kappa Kappa Psi since the spring of 2023. In the two years that I've been a brother, I've fallen in love with our fraternity and the values it upholds. I consider myself lucky to be surrounded by outstanding musicians and people.

For the past two years, I've served as the Alpha Chapter Historian. Through this role, I have found new, engaging ways to uplift our fraternity and promote our brothers' accomplishments. I have also been able to revive chapter traditions and help the brothers of Alpha celebrate our fraternity's foundations. It is truly my greatest joy to represent and uplift the brothers of my chapter, and I look forward to the opportunity to continue doing that for brothers across the Southwest.

As the Southwest District's Member at Large, I would seek to expand the work my predecessor has done to promote district events and increase engagement on the district's Discord. I would also work to increase engagement and awareness of our chapter awards and traditions as I have done in my time as Alpha's historian.

I am so proud to be a member of an organization that has helped me grow as a leader and as a brother. I would truly be thrilled to contribute to our fraternity's goals in whatever way possible.

Thank you for your consideration.

AEA,

Jessica Pearce



JESSICA PEARCE

FOR SWD MEMBER AT LARGE

CONTACT

☎ (630) 336-2170

✉ jessica.c.pearce@gmail.com

EDUCATION

Oklahoma State
University

- Multimedia Journalism
- Political Science

Anticipated Graduation: Spring 2026

SKILLS

- Social media
- Canva, Photoshop, Lightroom, Audition, Premier, Illustrator
- AP Style
- Written and oral communication
- Teamwork and leadership
- Time management
- Critical thinking and problem solving
- Work well under pressure and can meet tight deadlines

ABOUT ME

I was initiated into the Alpha Chapter of Kappa Kappa Psi in the spring of 2023. Since then, I have grown to love the organization and its brothers. I've served as Alpha's historian for two years, and in that time, I've worked to increase the chapter's engagement on social media and revitalize chapter traditions. I lead lessons about KKPsi's founders and its contemporary history, including lessons on other chapters and the growing diversity of the organization. As a journalism student at OSU, I've also had the opportunity to highlight band students and alumni. I have written several articles about concerts, donations from band alumni, and student experiences in marching band.

EXPERIENCE

Historian 2023 - PRESENT
Alpha Chapter

- Manage Facebook and Instagram for the Alpha Chapter
 - Work closely with chapter officers to promote events, concerts, recitals, and fundraisers on chapter socials
 - Plan weekly spotlights of brothers
 - Organize takeovers for gamedays, special events, and day-in-the-life content
- Connect with other chapters
 - Co-chair Historical Correspondance Committee to plan interactions with visiting chapters
 - Work with chapter secretary to share "Flat Benjis" with chapters across the country
 - Work with other chapters to highlight aspects of KKPsi's history
 - Lead history lessons about other chapters during football season
- Lead research projects on fraternity history and traditions with members of Historical Correspondance Committees
 - Organize special presentations on topics like HBCU chapters and women in the fraternity

Journalism Experience 2022 - PRESENT

- Write short- and long-form articles in AP style, including profiles of notable students and alumni
- Create photo, audio, and video projects to document and promote events and issues on campus
- Work with others to identify compelling people and issues around Stillwater

ENSEMBLES

- OSU Cowboy Marching Band (Fall 2022 - Present)
- OSU Spirit Band (Fall 2022 - Present)
- OSU University Band (Spring 2024 - Present)

Platform

Social Media

Social media is a powerful tool for recruiting new members, connecting with other brothers, and uplifting our brothers' work. However, managing social media for chapters can be a daunting and demanding task. As Member at Large, I would work with brothers across the district so each chapter posts at least once a month. I would also prioritize working with brothers to promote their content to a broader audience.

Promote Engagement: To help brothers feel more comfortable promoting their chapter activities, I would like to host Social Media Workshops over the summer to share ideas for posts and tips for creating engaging content with one another. Each month, I would also develop a new social media prompt for brothers to post about. During Kappa Kappa Psi's Month of Service, for instance, I may challenge chapters to highlight how they serve their band and community. Monthly posts like this can go a long way in promoting our fraternity's work across the district.

Takeovers: Social media takeovers are an exciting way for chapters to promote their work and for brothers to get to know one another. As the Member at Large, I would aim to have a different chapter do a social media takeover each week during the marching season and at least two takeovers a month after the marching season. With increased takeovers at the district level, more brothers will have the opportunity to promote their chapters to a broader audience.

New Alto Promotion: The New Alto is a valuable resource in sharing information about upcoming events and uplifting chapters each month. In addition to sharing the New Alto online, I would like to work with the Southwest District's Vice President of Programs to highlight content from each month's New Alto on the district's social medias. This will not only spread awareness of chapters and events within our district, but can also incentivize viewers to participate in the monthly New Alto prompts.

District Traditions

The Southwest District is home to remarkable chapters, brothers, and traditions.

Although there have been great strides in promoting events and promoting connections within the district, my goal as Member at Large would be to put a greater emphasis on highlighting award-winning chapters and promoting the adventures of Andy the Armadillo.

Andy the Armadillo: Andy the Armadillo is a cherished part of the Southwest District, but his presence is largely limited to only the chapter Andy is with for a given year. As Member at Large, I would like to work closely with Andy's host chapter to encourage more frequent sharing of Andy's adventures. Although there are many opportunities to further promote Andy, I would like to work with Andy's host chapter to identify their goals, needs, and capacity to develop an approach that would help both the chapter and the district. Some options would include allowing a different brother to manage Andy's social media presence each week or creating posts featuring Andy's previous adventures at other chapters.

Award Features: The Southwest District's chapter and individual awards are great ways of uplifting the hard work of our district's brothers, and brothers should be able to learn more about the chapters and brothers who won the awards. This would help the district not only highlight high-performing chapters and brothers, but will also help brothers identify how to further service, leadership, musicianship, and brotherhood in their own chapters. I would like to start a social media series highlighting award winners from the past few years so that chapters across the district can draw inspiration from our award winners.

Event Promotion: I would love to continue promoting the district's many workshops and other events in as many places as possible. In addition to frequent event reminders, I would also like to include endorsements from people who went to similar events previously. Statements from brothers about how they benefitted from an event can go a long way in encouraging others to attend, especially if they are from a chapter that had not attended an event previously.

District History

Kappa Kappa Psi has an incredible legacy, and I am passionate about sharing that legacy with others. As Member at Large, I would like to work with chapters to highlight unique aspects of our fraternity's history, and share what we learn on the Southwest District's Instagram and Discord. Ultimately, my goal is to create a hub of information about our fraternity and its brothers.

History Presentations: As Historian, I frequently gave presentations on various aspects of our fraternity, with topics ranging from deep-dive profiles on our founders to the history of increasing diversity within the organization. I would love to continue this at a larger scale for the Southwest District and work with chapters throughout the district to create presentations on their founding and traditions that could be shared on Discord and on social media. Ideally, I would like to produce one presentation each month.

Digital Scrapbook: The Alpha Chapter has a long tradition of creating scrapbooks each year. I would like to create a similar digital "scrapbook" for the Southwest District, where brothers could submit photos and videos or answer short prompts about their favorite memories from the previous year. The full scrapbook could be shared through the discord, and highlights can be posted on the district's Instagram. I believe this would be a great way to see how different chapters spend their year and could serve as a centralized resource for brothers interested in learning more about district chapters.

Collaboration

None of what I described above would be possible without close collaboration with brothers across the district and with the Southwest District officer team. I am also aware that the other officers and governors will have goals of their own that will be difficult to meet without the help of social media. After serving as Alpha's historian for two years and working with a large chapter and officer team, I have learned how to use my skills to support all of my brothers.

I work closely with the Alpha officer team to anticipate and schedule any posts necessary to promote their respective events. I would continue to make communication and careful planning a priority as Member at Large, so each officer's goals could be met effectively. Collaboration is also vital in work with chapters and brothers. Some of my most meaningful work that I have done as historian has been the presentations that I've collaborated with other chapters and brothers on. Working with other brothers to learn about and promote our organization makes the experience much more meaningful.

Dear Brothers of the Southwest District,

The Alpha Chapter is ecstatic to recommend Jessica Pearce for Southwest District Member at Large. Jess became a brother in the spring of 2023 and has since served two years as our Historian. Jess is not only an involved member of our chapter; she is enthusiastic. Jess is constantly going out of her way to uplift brothers and the chapter itself; her passion for KKPsi truly guides her and is admirable. Through her time as both a band member and brother, Jess has reflected so many traits that are beneficial for this position.

Jess is innately curious; she enjoys reading up on the history of our chapter and sharing this often. She has shared many interesting graphics about our founders, the history of chapters we've interacted with, and general Alpha Chapter history within our chapter meetings just because she found it to be interesting. She truly finds joy in both the process of learning and in sharing information; this is reflected in how she runs the KKPsi Alpha Instagram account and the Cowboy Marching Band Trumpet Instagram. For specifically the KKPsi Instagram, she highlights one brother each week; she has brought back an old tradition called Re-PSI-tals; she does MC highlights, advertises every event, gives recaps of Alpha's happenings, and more. She was our first post-Covid Historian to revive and truly use this account as a tool.

Jess has a strong sense of initiative. She sees what could be done and finds solutions. She realized there was a strong detachment between alumni and the chapter, so she worked with our Alumni Resource Officer to add "Alumni Highlights" to her report. She noticed chapter morale was low, so she worked with the officer team to get feedback from the chapter as to what could be done differently. This led to the Alpha chapter using slides in our meetings, which she finds time to design and update every week. She is always looking for ways to collaborate with the rest of the officer team and truly pushes everyone to do their best and to work as one unit. This accountability is upheld for herself as well. She is not a believer in having "no report." She has probably dug through every bit of Alpha's storage just to find items to share with the chapter.

Jess is truly a magnificent brother and leader in general. She loves serving the band and truly holds Kappa Kappa Psi in such high regard. Outside of KKPsi, she excels in both her journalism and political science classes and consistently writes articles for our school newspaper, the O'Colly. She finds ways to highlight band and music in general in many of her articles. She loves finding ways to interact with people—members of the band, members of Alpha, and even members of other chapters to highlight what they have going on. Jess is truly a shining example of a brother and would do an outstanding job in any role she is placed in.

Best regards and AEA,

The Alpha Chapter of Kappa Kappa Psi



MICHAEL AND ANNE GREENWOOD
SCHOOL OF MUSIC
Band Area

102 Greenwood School of Music
Stillwater, OK 74078
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To Whom It May Concern: This is a letter of support for Jessica Pearce in her candidacy for the Southwest District Member at Large of Kappa Kappa Psi. My only concern in writing this letter is truly conveying her dedication to music and the band area at Oklahoma State University.

I have known Jessica during my time at Oklahoma State University. She has served as a member of the Cowboy Marching Band and played in our concert organizations. Throughout her time in my ensemble, she has impressed me with her dedication to music and the ensemble as well as with her work ethic and commitment of having a "true" servant's heart. She is always willing to go the extra mile and never would ask anyone to do something that she was not willing to do herself. She is a true influential leader, leading by example not by words. She is always there to lend a hand and help all of us achieve excellence each day. Also, I believe her time serving as historian of the Alpha Chapter has prepared her for the position of Member at Large of the district.

The students in the Alpha Chapter of Kappa Kappa Psi are tireless workers and do not accept anything other than the very best from themselves and the people around them. The future of the band program at Oklahoma State University is in good hands with students like Jessica leading the way.

I give Jessica Pearce my highest recommendation possible and would welcome any conversation pertaining to her abilities to serve the district as the Member at Large.

I appreciate your time and look forward to hearing from you soon.

Musically Yours,

A handwritten signature in black ink, appearing to read 'Brad Genevro'.

Dr. Brad Genevro
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717-919-0016 (cell)



MICHAEL AND ANNE GREENWOOD
SCHOOL OF MUSIC
College of Arts and Sciences

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Stillwater, OK 74078
(405) 744-6133

March 6, 2025

Brothers of the Southwest District,

I am writing this letter in support of Jessica Pearce of the Alpha Chapter as a candidate for the office of Southwest District Member at Large, or other offices she may consider in the course of the election process.

I have known Jessica since 2023, when she first took on the role of Historian for the Alpha Chapter. Since then, I have been fortunate to observe her enthusiasm for the Fraternity and its history, and have been impressed throughout that time by her commitment to make her work as Historian more than simply taking pictures. Jessica uses the duties of the position to create informative, fun, and worthwhile experiences for her brothers.

The Alpha Chapter and the OSU band program are fortunate to have Jessica as a member. She is a dedicated participant in multiple ensembles throughout the academic year, even though she is not a music major. With a double major, particularly when one is an intensive program like journalism, there is not a lot of free time for extracurricular activities. But Jessica's dedication and organizational skills allow her not only to make time for band, but to thrive in the environment. On top of that, she is sociable, friendly, and a positive representative of the band program.

This is even more impressive when viewed through the context of her professional work. Jessica has been on the staff of the campus newspaper, worked as a student assistant in the communications office of the College of Education and Human Sciences, and interned with the nonprofit journalism group Oklahoma Watch. These kinds of positions are competitive for students and time-intensive for those who earn them; for Jessica to continue participation in the band program and Fraternity while enrolled in a full-time class load and taking on positions such as these speaks very highly of her abilities.

Jessica's interests in history and communication make her uniquely suited to fulfill the responsibilities of the Member at Large. She is outgoing in her efforts to connect with others, committed to sharing knowledge in effective ways, and cognizant of why preserving history and maintaining alumni connections are important aspects of Fraternity work.

Jessica is a well-liked leader, dedicated student, and a special Brother of the Fraternity. She is a true asset to the OSU band program and the Alpha Chapter, and is committed to success in all the endeavors in which I have observed her. I have no doubt she would bring these same qualities to the Southwest District Council and I am happy to recommend her for such service.

Please feel free to contact me with any questions you may have.

AEA,

A handwritten signature in black ink, appearing to read 'Clinton J. Wieden'.

Clinton J. Wieden, MS

Senior Academic Advisor, Michael and Anne Greenwood School of Music
Life Member, Alpha Chapter
Past Governor, Southwest District