

2026
2027

MACKENZIE SCHOFIELD

Southwest District
Member at Large Candidate



*Kappa Kappa Psi
Lambda Chapter*

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J.R. Hinkson

Lambda Chapter Sponsor

Chase Jones

Associate Director of Bands, University of Arkansas

Ethan Estes

Lambda Chapter President

Edgar Canales

*Life Member of Lambda Chapter,
past Lambda President, past SWD MAL*



Letter of Intent 3

To my brothers of the Southwest District,

When attending my second District Convention in 2025, I was intrigued and inspired by our District Officers. The idea of running for office came across my mind, but I put it on the back burner to consider later. I attended National Convention over the summer and saw so many District and National leaders dedicating much of their time and energy to make NatCon a success: and it really was a success. I noticed they weren't just devoting their time to the convention, but they were devoting their time to our beloved Fraternity.

While I had been on the fence about whether to go through with the decision to run for office, what kept bringing me back was remembering the impact our National and District leaders have had on the Fraternity. Watching so many people serve and lead as a way to give back to something that gave so much to them was truly inspiring. So here I am writing this letter, because Kappa Kappa Psi has given me so much, and I feel that serving as your SWD Member at Large would give me the opportunity to give back to this incredible organization.

In this day and age, social media is present in everything. Too much social media is often overbearing and ends in mindless scrolling. I've found myself asking, what can be done to avoid having my posts and content end up on the feed of thoughtless engagement? My answer to that is individualism.

People are more likely to engage in content that is a reflection of what they see in their own life. Being personable is what gives us the power to connect. By highlighting individuals in our District, brothers will have the chance to connect with people they wouldn't have otherwise met. This Fraternity is a common interest amongst us all, and by featuring our shared love for this brotherhood we can get more buy-in for social media. Because personal is powerful.

AEA and Go Hogs!



Mackenzie Schofield

Kappa Kappa Psi - Lambda Chapter



Fraternal Resume 4

Education

University of Arkansas |
Expected Graduation Fall 2027

Major: Bachelor of Music
Education - Instrumental
Minor: Gender Studies

Band Experience

University of Arkansas Bands |
2023 - Present

- Razorback Marching Band |
3 years
 - Piccolo Section Leader
| *2 years*
- Wind Symphony | *3 years*
 - Principal Flute Player |
1 year
- Wind Ensemble | *1 year*

Extracurricular

University of Arkansas Music
Department

- Research Assistant | *1 year*
- UARK Flute Studio | *3 years*
- UARK Flute Student
Association | *2 years*
- Honors Competition
Winner | *2024*

Fraternal Experience

Initiated April 2, 2024 | Epsilon
Eta Membership Class

- MC Class President

Offices and Positions

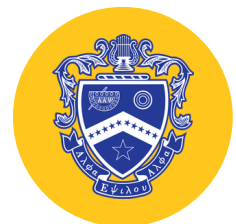
- Vice President for
Membership | *2025-2026*
- Recording Secretary | *2024-
2025*

Committees

- Membership Committee |
2 years
- Musicianship Committee |
2 years

District and National Events

- SWD Convention |
2024, 2025
- National Convention | *2025*
 - Committee on Student
Experiences & Events
- VPM ChopShop | *2025*



My Work

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Here are examples of communication and documentation initiatives:

- The October Edition of the chapter newsletter (The Lambda Latest) I wrote while serving as Recording Secretary
- Recruitment flyer I made to post and hand out at all of our recruitment events in 2025
- Scrapbook page made for Lambda's time with Andy the Armadillo
- A Continued Membership Education Presentation I put together to teach brothers how to be a better Big Brother and support MCs through Process
- Short form vlog I did for my Lambda's instagram about District Convention in 2025
- Example graphics to demonstrate what some of my work as MAL would look like

View my projects here:



Goals for Office 6

Social Media

Personal is Powerful

- Making social media personal and catering to us as individuals can help create better buy-in. When we can see ourselves and people like us in social media, it creates better buy-in. People want to engage with content that reminds them of themselves and people they know. By focusing on individuals, we can create opportunities for personal connections between brothers, even across state lines.

Chapter Spotlights

- The chapters of the SWD are what make us thrive. I believe it's important that we recognize and highlight our chapters throughout the year. These can be focused on the Pillars, the Code of Conduct, and our motto. Monthly chapter spotlights will give us that opportunity to celebrate our brothers.

Brother Spotlights

- The special thing about our brotherhood is being able to support each other as we strive for the highest. There are so many brothers in our district that continuously go above and beyond to support their chapter and their band program. I want to have a monthly SWD Brother Spotlight to share the experiences of individuals in our district. A form will be open for all brothers to nominate someone.

Story Takeovers

- A simple way for brothers and chapters to show off the work they're doing is through story takeovers. Different brothers can take over the SWD Instagram story to share how their chapter works on game days, band concerts, social events, etc.

Short Form Content

- In this era of social media, short form content is very popular and therefore is a great outreach tool. Videos could include a "day in the life" of a brother or officer, District workshop/convention vlogs, and interviews. There is a big area for creativity when it comes to short form content, and it's easy to share and interact with online.



Goals for Office

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Collaboration

President

- The President's main job is to plan District Convention. As Member at Large I would work with the President to promote dates and information regarding their work for the Convention. This can include graphics, Instagram posts, Discord announcements, etc.

VP for Leadership Development

- Similar to the President, the VPLD's main focus is planning District Leadership Conference and Workshops. As the VP is working on planning these events, I will ensure their plans (dates, times, locations, etc) are communicated to the District through social media and Discord.

Secretary-Treasurer

- I plan to work with the Secretary-Treasurer when it comes to the District website and monthly newsletters. The website is a good place to have records accessible to brothers. Using the newsletter is also a good way to share informational graphics.

Chapters

- Our chapters are what make up the District, and their voice matters. I want to have a form for chapters and brothers to make requests or give feedback. This can be requests to do story takeover, a chapter or alumni highlight, educational/informative content, etc. There will also be a form for people to give feedback on the District social medias.



Goals for Office 8

History & Traditions

Digital Scrapbook

- I love taking and keeping photos as a keepsake. I plan to make a digital and easily accessible scrapbook that documents our time together at District hosted events. While graphics can be fun and look cool, the SWD Instagram consists mainly of graphics and less photos, so having a digital scrapbook would also make it easier to add variety to Instagram posts.

Awards & Spirit

- SWD Spirit is an important aspect in promoting relations across the District. I want to feature more of Andy the Armadillo and work with his current chapter to show and inspire the rest of District how they can be involved and show spirit. During my term I would give reminders to post and assist in brainstorming different ways to include Andy in their chapter activities and events.

Records

- Similar to having an easily accessible digital scrapbook, files and records of our history should be easily accessible for everyone. Using a Google Drive is an easy way to organize records and make it available to brothers and chapters in the District.
- I would also like to have a form open for chapters to submit any projects they've been working on. Having this open will allow other chapters to learn and get inspiration from other chapters.

Communication

- Social media is one way to communicate deadlines and announcements, but it won't always reach everyone. I want to utilize the District Discord to communicate with brothers any upcoming deadlines or new announcements. As mentioned above, I will also work with the Secretary-Treasurer to share graphics regarding due dates/announcements in the monthly SWD Newsletter.





UNIVERSITY OF ARKANSAS

Fulbright College of Arts and Sciences
Department of Music/Band Division

March 6th, 2026

Dear Brothers,

I am writing this letter of support for Mackenzie Schofield in her bid to serve as Member at Large for the Southwest District of Kappa Kappa Psi.

Mackenzie has been an invaluable member of the Razorback Marching Band since she first came to the University of Arkansas. While I do not work directly with her daily, I have had the pleasure of witnessing her leadership as a section leader of the piccolo section during my visits to rehearsal, through our activities on gameday, and during our annual summer leadership camp held here in Fayetteville, AR. Mackenzie has developed a good rapport with her peers, and therefore contributes to a positive spirit, both in the band hall and on the drill field. In addition to her activities with the piccolo section, Mackenzie is also active in the concert setting. She has auditioned and placed into a University of Arkansas concert band (including our top band) and met the criteria for her renewable band scholarship each year.

Mackenzie has been a stalwart member of Kappa Kappa Psi, attending district and national conventions. She has served in a number of leadership roles within the fraternity and has had a particularly strong impact on enhancing diversity, equity, and inclusion initiatives, fostering a supportive and inclusive environment within our program.

Overall, Mackenzie consistently goes above and beyond to support her fellow band members and contribute to the overall success of our program. The Razorback Marching Band relies heavily on section leaders as teachers, and she embraces this task with an infectious enthusiasm. She is a consistent member of the fraternity: one you can rely on to be engaged, creative, and welcoming. Should she be fortunate enough to earn this position, I have no doubt she will have a positive impact.

Please feel free to contact me if you require any further information.

Sincerely,

JR Hinkson
Associate Director for Band Operations, Finance, and Marketing
hinkson@uark.edu



March 5, 2026

To Whom It May Concern,

I am writing this letter to highly recommend Mackenzie Schofield to serve on the Southwest District Executive Council for the 2026-27 academic year. I have had the privilege to work with Mackenzie during her time here at the University of Arkansas in marching and concert band, her work with the Lambda Chapter, and in music education classes.

Mackenzie is a hard-working and dedicated student. She has high musical standards and is a student that can be relied upon. As a member of the Razorback Marching Band Leadership Team, she has had a positive impact on the members of the piccolo section, helping that section to become one of the more consistent and reliable sections of the ensemble.

As a member of the Lambda Chapter of Kappa Kappa Psi, she is currently the Vice President for Membership and was previously her MC Class President. Mackenzie is very involved in all activities of the chapter and regularly proves herself to be an invaluable member of the organization.

If selected, I have no doubt Mackenzie will do great things in the Member at Large role. Her passion for music and service is evident and will help to further elevate the work of the Southwest District Executive Council.

If you need any other information from me, please do not hesitate to reach out.

Thank you!

Chase Jones
Associate Director of Bands
University of Arkansas
Nj033@uark.edu



March 6th, 2026

To the Brothers of the Southwest District,

I am tasked with the privilege of recommending our acting Vice President for Membership, Mackenzie Schofield, for the position of District Member-at-Large. Mackenzie is a person that only accomplishes tasks in full, and so when she shared with me that she seeks a position in the district council I know she would only go above and beyond in the role.

In every role she has had and every aspect of her personal life I have seen, Mackenzie accomplishes that which she sets out to do. Her ability to strive for the highest is truly commendable, and her methods to do so make her well-equipped to act in the MAL role. Mackenzie is amazingly organized and structured in everything she does, either as Recording Secretary in the 2024-25 academic year or VPM in the current one, little doubt could ever be given in Mackenzie's attention to detail and care for work done.

Most notably, Mackenzie Schofield is an individual that cares. She cares about the band program she studies with, she cares about the high school program she works with in the fall, and she cares deeply about being a brother. The biggest strife I have seen and worked with Mackenzie on is that she cares so much and doesn't usually consider that others don't match her in that regard. She commits wholeheartedly to the oaths others recite verbatim as instructed; she doesn't let that oath blind her to the reality of the brotherhood's accomplishments and instead uses it to fuel her desire to strive ever higher still.

Mackenzie is one that strives, one that accomplishes, and one that cares. I hope that when considering her application for the MAL role, that these qualities are never doubted or questioned. I believe she will continue to do great things, and every chapter in the southwest district would be better served by her presence and effort.

AEA and Go Hogs!

Ethan Estes

Ethan Estes President – Λ

Lambda Chapter of Kappa

Kappa Psi

KAPPA KAPPA PSI



MUSICIANSHIP • LEADERSHIP • SERVICE



To Whom It May Concern:

It is with great pleasure that I enthusiastically recommend Mackenzie Schofield for the position of Kappa Kappa Psi Southwest District Member-at-Large. As a fellow member of the Lambda Chapter and colleague within the Razorback Marching Band, I have had the opportunity to work closely with Brother Schofield.

Throughout her time in the Lambda Chapter, as well as the Razorback Marching Band, Brother Schofield has shown exemplary dedication and leadership qualities that have truly made her shine as an outstanding member of our organization. Her knowledge, stemming from her vast involvement in the Fraternity, has brought excitement to the chapter, culminating in her current role as Vice President for Membership at the chapter level. It is through this position that her contributions to furthering the mission of Kappa Kappa Psi have shone through as she leads the newest membership class through their membership education process.

Throughout my time knowing Brother Schofield, she has consistently not only brought new ideas and rejuvenated officer positions, but has also taken steps to implement those ideas and lead the charge in improving how the chapter communicates and stays informed about current and upcoming events. This experience planning and implementing strong communication strategies will serve as a backbone for the Southwest District.

I firmly believe that Brother Schofield will be a diligent representative of all active and associate student members. Her vision for the district encapsulates the very essence of a Member-at-Large, and I have no doubt that she will work to protect our history and traditions while also promoting the District, improving communication, and showcasing members from all areas of the Southwest District.

I recommend Brother Schofield without reservation and am confident she will serve the Southwest District with dedication and integrity. I am familiar with the responsibilities and expectations of this position, and I am confident that Brother Schofield possesses the leadership, communication skills, and dedication necessary to excel in this role. Brother Schofield is a candidate for office with my utmost confidence and full support. Her consistent leadership and willingness to serve truly exemplify what it means to *Strive for the Highest*.

Sincerely,

Edgar Canales
Kappa Kappa Psi
Lambda Chapter – Life Member