

Dear Search Committee,

July, 2018

I consider it an honor to submit my letter of interest for the Director of Curriculum Design for the College of Public Programs and Community Solutions at Arizona State University (ASU). It is exciting that the school has made the investment to grow the current Special Event Management certificate program into a major in the Bachelor of Arts degree, which will only give more credibility to students who graduate and pursue a career in the special events industry. You will find that I meet the qualifications and can contribute positively towards the creation of the major.

Program Requirements	My Qualifications
Special Event Experience	19 years in the Special Event Industry; certified special event professional designation; background in planning and executing a number of events including; conferences, weddings, sporting events, non-profit events, concerts, festivals, family events, dinners, guest speakers, dignitary visits, car shows and more.
Teaching Experience	Three years (six semesters) teaching PRM 427 - Special Event Management for the College of Public Programs and Community Solutions at ASU; guest lecturer in PRM 486 and PRM 422 (topic International Event Planning)
Understanding of Different Types of Students and Learning Methodology	10 years working in higher education at Thunderbird School of Global Management (demographic - international business students in graduate program); three years teaching junior and senior level undergraduates through the Special Events Management certificate program; currently pursuing my online master's degree; two years as a collegiate student athlete at Ball State University
Research	24 credits completed towards Master of Higher Education, Educational Leadership at Northern Arizona University. Research course completed summer 2017.
Course Development	Three years refining PRM 427 for optimal student engagement and retention.

In my career in the Special Events industry, I have had the opportunity to plan a variety of events, which has given me a foundation of understanding of all types of events. During my college internship with the National Football League (NFL), I was able to plan and execute large festivals and sporting events. Schneider-Yates & Associates offered me the opportunity to produce golf tournaments, concerts, celebrity meet and greets, weddings, holiday-related festivals, car shows, non-profit fundraisers, auctions, galas and award ceremonies. At the Arizona Super Bowl Host Committee I managed a team of event planners to host rallies, trade shows, sporting events, concerts, parades, sponsor recognition and outreach initiatives. In my current role at Thunderbird School of Global Management (Thunderbird), I produce convocation ceremonies, social events, employee development, meetings, conferences and ceremonies.

My experience has led me to become well versed in food and beverage, hospitality, safety and security, crowd management, audio visual, tenting, transportation, customer service, volunteer management and protocol. My background, skills and experience will all play an integral role in designing a world-class program to meet the needs of aspiring event professionals.

Throughout my 19-year career, I have gained knowledge within the special events industry to feel confident enough to teach it to the next generation of event planners. I teach an in-person night class that focuses on event budgeting, fundraising, sponsorship and economic impact at ASU. Through course development, I have created experiential learning for my students, which has significantly increased engagement in the classroom. I have incorporated real-world assignments, case studies and discussions that help my students understand the content. Combined with four site visits and four in-class guest speakers (local experts in case matter), I have created a class that students enjoy participating and excelling in.

To truly understand today's student, I believe my time working with students from a variety of backgrounds at Thunderbird gives me insight to a broad range of students. Fifty percent of our students are international and many are receiving financial aid, some have struggled with their visas and are first generation learners. Our specialty programs like Project Artemis invite women business owners from emerging countries for an intensive two-week training on our campus. We have hosted groups from Jordan, Afghanistan, Pakistan and the local Indian Reservations. These students make up a special type of learner each with their own strengths, challenges and aspirations for the future.

Teaching undergraduates from a variety of diverse backgrounds at ASU also adds to my understanding of student pedagogy. In addition, nearly completing my master's degree online and working towards my bachelor's degree as a NCAA Division I student-athlete all contribute to my understanding of how to help students succeed. There are many demands on their time and abilities so I will strive to create a program that is challenging, yet practical for all learners.

In addition to my work experience, I take pride in the extracurricular associations and certificates that I have received towards my continuing education. I am a member of the North American Association of Commencement Officers (NAACO), the International Live Events Association (ILEA) that is the organization where I received my Certified Special Event Professional (CSEP) designation from and I am also a member of the Society for College and

Erin Schneiderman

University Planning (SCUP). In addition, I am a member of the Meeting, Events and Conference Associates (MECA) at ASU. I recently received my protocol certificate from the Protocol School of Washington and my Trained Crowd Manager and Situational Awareness in Extreme Situations Certification from the International Association of Venue Managers (IAVM). Continuing my education is a top priority as it only adds to my knowledge bank and ability to pass the information on to my students seeking the Special Event Management degree. I enjoy the opportunity to attend conferences, workshops and trainings to further my development.

As an event professional, it is important to stay relevant within the industry so when events stands apart from the rest, I enter them for recognition. I have produced three award-winning events (ILEA Regional Awards) and have been nominated for Event Planner of the Year (West Coast) by my peers, which I am proud of, but it also translates to excellent learning opportunities.

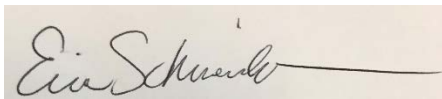
Through my master's degree studies at Northern Arizona University, I have had the opportunity to evaluate and refine my leadership skills, understand the demands of online learning and study successful research processes.

As a way to cultivate my personal learning network I stay connected to colleagues from the Special Event industry and higher education through social media. I am active on LinkedIn with more than 400 followers, endorsements and recommendations. In addition, I post and share noteworthy articles and trends via Twitter and Facebook.

I look forward to creating a Special Event major program at the College of Public Programs and Community Solutions that can meet the needs of aspiring event planners and set them on a course to succeed in their careers.

I look forward to hearing from the search committee and I thank you for your consideration.

Respectfully,

A handwritten signature in black ink on a light-colored background. The signature reads "Erin Schneiderman" in a cursive script, followed by a long horizontal flourish.

Erin Schneiderman, CSEP