

NACURH, INC.

Student Staff Member of the Month

School: University of California, Santa Barbara

Region: PACURH

Nominee: Aanya Sharma

Nominator: Audrey Garcia

On-Campus Population: 8000

Chapter Size: 25

Please explain the **outstanding** contributions of the nominee **during the month of nomination**

Dedicated, selfless, and compassionate are just a few words that I would use to describe Aanya Sharma in her role as Media Coordinator for RHA during the month of February. As the chaos of Winter quarter began taking its toll on the organization, Aanya continued to work hard ensuring that each event was properly advertised using a wide array of social media and printed resources. Despite her own personal obligations as a diligent student, Aanya stepped up and truly excelled in marketing over twenty programs during this eventful month.

As media coordinator, Aanya oversees the majority of advertising for every single event that passes through RHA's hands. From large-scale resident assistant programs to small student-run events, Aanya makes sure that each event gets the proper attention it deserves from over 9,000 residents. On average, each event typically requires advertising on multiple platforms, thus it is her job to disperse the information across vast networks through posters, fliers, web pages, DigiKnows, and social media sites such as Facebook or Instagram.

In the process of creating these advertisements, Aanya spends a vast majority of her time communicating with programming members of the community and catering to the interests of thousands of students from all walks of life. In her correspondences, Aanya's remarkable sense of professionalism is balanced by her calm, down-to-earth personality allowing her to be easily approachable by thousands of students, resident assistants, advisors, in addition to her fellow co-workers. Thus not only is she a talented communicator and proficient leader, but she exhibits great qualities of being a team-player as well. Consequently, it is her adaptability and reliable nature that

reflects the fundamental values of RHA as a whole in terms of her capability to provide dependable and easily accessible programming information to a diverse student population.

Additionally, Aanya possess an admirable work ethic as showcased in her bi-monthly creation of the campus-wide advertising platform known as "The Flush." The making of a single publication usually demands immense creativity, considerable proficiency in digital editing programs and software, as well as immense organizational abilities; skills that Aanya has shown to possess with great control and expertise throughout the course of the year and especially during this eventful quarter.

However, despite the demanding nature of her job, Aanya's soft-spoken and cheerful persona always manages to shine through even in the most challenging moments. In fact, it is rare to ever see her without a smile on her face, and she spreads laughter and joy with her incredible sense of humor and love for puns wherever she goes. As a result, I believe that her optimistic attitude far exceeds the requirements of a job heavily involved in community building and highlights her natural willingness to help others thrive in a supportive learning environment.

As Winter quarter comes to a close, Aanya has demonstrated a profound capacity to engage with students through her valuable advertising skills. Even during the most difficult and chaotic of times, she continues to put residents first. Thus, her selflessness and passion for community has been an inspiring beacon of light during these challenging few weeks, and I can only imagine what positive changes her enthusiastic attitude will bring for the residents of UCSB in the quarter to come.