

Secretary Statement

Laurie R. Lambert, Fordham University

The chief responsibility of the secretary is to create and maintain all records, minutes, and correspondence of ASWAD. As secretary my highest priority will be to continue the work started by the current officers and board to modernize and streamline ASWAD's communications and social media presence.

I will plan and supervise the redesign of the ASWAD Website, creating a more intuitive and user-friendly format and expanding already existing opportunities to highlight the work of our members, including active links to members' books and publications.

Working with ASWAD's Social Media Sub-Committee, of which I am the current chair, I will revamp our newsletter, making it a monthly publication with a spotlight on a different member in each issue. I will work with ASWAD's Treasurer to implement a fee structure for job announcements, and coordinate the posting of these announcements on our social media networks (Twitter and Facebook). Our Twitter, Facebook, and Instagram will also be used as venues for promoting the work and accomplishments of our members, including announcements of new book and article publications, awards, tenure, and promotions.

I will re-launch the "Forum" page on the website and use it to publish monthly pieces (500-800 words) by our members on their current research or on a current affairs issue related to the African Diaspora. These forum pieces will also be promoted in our newsletter, Twitter, Facebook, and Instagram.

Revising ASWAD's brand guidelines will also be a priority, ensuring that our logos and images are consistent across platforms and that our social media posts optimize content to reach a wider audience and help generate greater interest in ASWAD activities during and beyond the biennial conference.

I am currently an Assistant Professor of African and African American Studies at Fordham University in New York. I have been an ASWAD member since 2009 and have attended conferences in Ghana, Pittsburgh, the Dominican Republic, Charleston, and Seville. I began working with ASWAD as a graduate student when I assisted with onsite conference registration in Ghana. From 2010 to 2013 I served as Membership Manager, coordinating membership renewals and registration for the Pittsburgh conference. In 2015 I served as Acting Secretary, and I am a current member of the Executive Board. If elected as Secretary, I hope to help build the reputation of ASWAD and its members through an effective strategy for communication and outreach.