

Subject: AY 2024-2025 Trendsetter Application Now Open

Dear Students,

We are excited to announce that the **AY 2024-2025 Trendsetter Application** is now open!

Who Are Trendsetters?

Trendsetters are students committed to promoting equity within the student body. Equity in education means ensuring that personal or social circumstances—such as gender, ethnic origin, or family background—do not hinder one's ability to reach their full educational potential. Below, you'll find the eligibility requirements and application process.

How to Become a Trendsetter:

Eligibility:

- Students must submit an **essay** (see below) in APA format on a topic provided by the office. Submitted essays will be evaluated by the office's director and the faculty's advocates.
- Applicants must:
 - Be declared majors in the **CSUSB Jack H. Brown College of Business and Public Administration**.
 - Have completed, at a minimum, their **first year** at CSUSB.

Responsibilities:

As a Trendsetter, you will support the mission of the office to foster, nurture, and cultivate an environment that is diverse, inclusive, and equitable by:

- Attending **two events per academic year** (events will be selected by the Director in collaboration with the Trendsetter).
- Providing feedback about each event for inclusion on the office website.
- Encouraging other students to join the Trendsetter initiative by distributing flyers or possibly assisting with tabling.
- The time commitment is approximately **20 hours per semester**.

Benefits:

Becoming a Trendsetter offers numerous personal and professional advantages, including:

- Adding the **awarded fellowship and title** to your résumé.
- Demonstrating leadership and responsibility.

- Networking and meeting new people.
- Giving back to the community and your peers.
- Developing and gaining professional skills.
- Receiving a **monetary award**.
- Having coffee with the **college Dean**.

For more information about the JHBC OAE previous Trendsetters, visit:
<https://www.csusb.edu/academic-equity/events/trendsetters>

Essay:

We look forward to receiving your applications and welcoming new Trendsetters into the program!

ESSAY (2024-2025)

Please select **one** of the following months:

- Hispanic Heritage Month
- Black History Month
- LGBTQ+ History Month
- Women's History Month
- Asian Pacific Islander Desi American (APIDA) Heritage Month
- Native American Heritage Month

For the month you select, please address the following prompt:

Prompt:

How has the cultural heritage of the group you've selected shaped business practices and entrepreneurship?

Your essay should be **500-700 words**, written in **APA style**, and provide thoughtful insight into how the history or heritage month you've chosen connects to the business or public administration fields. Please submit your essay between **September 15th, 2024, at 11:59 PM** and **September 30th, 2024, at 11:59 PM**.

The JHBC OAE looks forward to reading your reflections! If you have any questions, contact Dr. Francisca Beer (Fbeer@csusb.edu)

Best regards,
JHBC Office of Academic Equity (OAE)

Dr. Francisca Beer (Fbeer@csusb.edu)