

# Shasta E. Cullen

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University of Houston  
4800 Calhoun Road  
Houston, TX 77004

Dear SSOE Committee,

My name is Shasta E. Cullen, and I am a senior at the University of Houston. I am writing to express interest in highlighting the skills for the SSOE Thinking and Communication Seal. My student activity involvement and work experience has aided in the development of these specific skills.

- **Communication.** In my role as executive leader at CDI, I was able to meet one-on-one with all of the new ambassadors and discuss their individual goals and challenges. In this initial meeting, we addressed how the program and I, as an executive leader, could help expedite their development. After sharing this information with them, they were able to see how I understood their current state and how I had their best interest in mind. The on-going communication translated to being able to sit down and converse about critical issues affecting them.
- **Problem solving.** As a student worker at University Career Services, I engaged with employers while working at the front desk. One time an employer came to the front desk and said that he had reserved an interview room for that day. When I looked at the calendar, I saw that the employer was scheduled for the following week. I let the employer know the situation, but I also said that I would check in with our director to see if another room was available. After speaking to the director we were able to find a room for the employer to conduct his interviews in.
- **Creativity and Innovation.** At my internship with Sankofa Research Institute my project for the first semester was to get more people to look at the company's social media posts. After reviewing the company's former posts on Instagram and Facebook, I noticed that the posts with the most likes featured pictures of real customers. From this information, I came up with the idea to start a "Selfie with Sankofa" contest where participants could upload a selfie at the Sankofa building. The uploaded picture that had the most likes on Facebook would win a prize. The contest was a success and there was a 40 percent increase in likes on the Sankofa Facebook page.

Thank you for reviewing my application for the SSOE Thinking and Communication Seal. If you need any additional information please feel free to contact me at 713-743-5100.

With Cougar Pride,

Shasta E. Cullen