



NEWS

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El Camino College Features an Executive Cabinet of Female Student Leaders

El Camino College students were asked to “think pink” during the last Associated Student Organization election. A group of energetic young women launched an extensive “Girl Power” campaign designed to rock the vote on the Torrance campus, and make a difference at the same time. The strategy worked, and for the first time in many years, top student leaders are women – of the nine-person executive cabinet, only two are men.

It’s all about VARC – Vivian, Ashley, Roxy and Christie – a slate of candidates who successfully nabbed this year’s ASO highest positions. The four women ran unopposed; but instead of cruising to victory, they ran a high-profile campaign to increase voter turnout (they did), meet new people (done), and find out what the student body wants to see in their leaders (got loads of ideas).

We caught up with ECC’s own “fab four” to talk about the campaign, the future of the ASO, and the influence of “Girl Power.”

Q: Why did you decide to run together?

A: We were friends before the campaign, so we knew each other’s strengths. This helped because we knew immediately what we had to do be successful.

-Christie Jack – ASO Director of Finance

- South High School, Class of 2006
- Transfer: USC, operations/management
- Career: Financial adviser

Q: What campaign strategies did you use?

A: “We used a Facebook group, made a logo, got a MySpace page, T-shirts, banners, a Gmail account, pink (and blue) fliers, and balloons. Cookies helped, too. You could call it a ‘media frenzy,’ and a great way to meet people.

-Ashley Bachmann – ASO Vice President

- Parker High School, Arizona, Class of 2005
- Transfer: USC, communications/public relations
- Career: Public relations/marketing

Q: What traditional female traits do you bring to the ASO?

A: We're organized and we did a complete sweep of the office to make it more user-friendly. We have planned and scheduled all meetings and events for the year, with budgets for each.

-Vivian Amezcua – ASO President

- West Torrance High, Class of 2006
- Transfer: UC Berkeley, political science/rhetoric
- Career: Law or politics

Q: What plans does the new ASO have for the upcoming year?

A: We started with our new student Welcome Day and offered coffee and doughnuts when classes started. We also want to lower textbook costs and are looking to start a recycle bin for books or getting books online.

-Roxy Seyedin – ASO Student Trustee

- South High School, Class of 2006
- Transfer: UCLA or Stanford, mathematics/pre-med
- Career: Physician

For a list of upcoming student events, go to www.elcamino.edu and click on the Activities Calendar.

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