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**Featuring:** Kriston Burroughs, Director of Student Recruitment and Campus Visit Experiences at University of Houston

**How did you first become involved with TACAC?**

My initial involvement in TACAC began with the Super Conference in San Antonio in 2017 as a brand new admissions counselor new to the profession. When I left Texas in 2018 for a professional opportunity, I was fortunate enough to keep Texas as a territory and retain my membership in TACAC. Upon my return to Texas in 2021, I made a commitment to increase my involvement in TACAC and am grateful to work for an institution that allows me to serve.

**What inspired you to pursue a career in your field and what do you enjoy most about your career choice?**

Like many...I fell into this work by pure happenstance, but what has kept me committed is the pure feeling of joy I get when I work with a student who changes their opinions about attending a post-secondary institution. I've come into contact with students who may have been put off by the idea for a variety of reasons (lack of possibility model, financial, cultural, career, etc.) but through listening and learning their story, I am often able to find a connection to an institution/degree/opportunity that will help them further their goals. Hands down, it is the best feeling in the world.

**How has being a TACAC member been beneficial to you and your career?**

TACAC has been tremendously beneficial to me in the sense that it keeps me connected to the people who do the work. TACAC is a space for us to vent our frustrations, grow professionally through committee service, reconnect with friends we have made along the way and a way to make new friends. TACAC is a continual reminder that we are all in the business of people and most importantly we are all in the people business.

**What do you think are the most important qualities for success to you and your career?**

I would say the most important qualities for me are the authenticity and passion I have for this work. The interconnected nature of the work we all do can be tedious but the reminder that I "get" to help people change their future keeps me going.

**How do you give back to your community?**

My beloved fraternity, Iota Phi Theta Fraternity, Inc., which was founded in the midst of the civil rights movement (1963), affords me the opportunity to remain connected to my local community through various fellowship, social, and community service events (s/o to the Alpha Nu Omega Alumni Chapter)

**How do you stay current and informed in your field?**

I love the email briefings from the Chronicle of Higher Ed, Inside Higher Ed, and NACAC Briefings for nuggets on what is happening in the field nationally. Because I live in such a large metropolitan area (Houston), I am also subscribed to the Houston Chronicle email briefing, which helps me keep abreast of the news that may impact my work on a local level.