



Cassandra Ball, Graduate Extern: Marketing and Recruitment, Temple University, School of Tourism and Hospitality Management

Cassandra graduated summa cum laude from Clarion University of Pennsylvania with a Bachelor of Science in Business Administration in Economics and Management with a minor in Political Science. She is attending graduate school at Temple University in pursuit of a Master of Tourism and Hospitality Management degree with a concentration in Marketing. Currently, she works as a Recruitment and Marketing Extern at Temple University.

Originally from Silver Gate, Montana, Cassandra spent three consecutive summers working as a travel counselor on the border of Yellowstone National Park. In this position, she met individuals from across the world and learned how to meet varying needs and expectations. As a grant writer for her hometown Community Council, Cassandra assisted in securing the funds for a museum. She was selected to be the project manager for the museum development. Throughout her experiences, she took a great interest in determining tourists' motivations for traveling and their economic impact. Following graduation in May 2016, she plans to continue working within the tourism industry.