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### **My Carolina Alumni Association appoints Marva A. Smalls to its Board of Governors**

My Carolina Alumni Association announces the appointment of Marva A. Smalls to its Board of Governors. Smalls will be appointed by My Carolina Board of Governors President, Tommy D. Preston Jr.

The Board of Governors is the governing body of the university's alumni association, a 501(c)(3) eleemosynary organization established in 1846. The Board promotes fellowship among USC graduates, establishes policies, provides strategic direction and holds fiduciary responsibility for the assets of My Carolina.

"I am excited to appoint Marva Smalls to serve as the Presidential appointee on the Board of Governors," said Tommy Preston Jr., President of My Carolina's Board of Governors. "She embodies all of the qualities we want to see in our alumni: intelligence, passion, a strong work ethic and a commitment to service. With these qualities and her experience as a leader in one of the world's most successful and recognized corporations, I am confident she will help us better serve our alma mater, its students and My Carolina's members."

Smalls is the Executive Vice President of Global Inclusion Strategy for Viacom and Executive Vice President of Public Affairs and Chief of Staff for Viacom's Kids and Family Group. The Kids and Family Group is a content portfolio that includes Nickelodeon, TV Land and CMT. With more than three decades of leadership experience in the public and private sectors, Smalls is widely recognized as one of the most influential leaders in media.

Smalls is dedicated to supporting community activism and the arts. She is a founding board member of the Performing Arts Center in Florence, S.C., and a corporate director of the National Bank of South Carolina. She serves on the University of South Carolina's Presidential Advisory Committee and the boards of the Medical University of South Carolina Foundation, Big Brothers Big Sisters of New York, National Council for Families and Television and The American Theatre Wing.

Smalls has a Master's Degree in Public Administration and a Bachelor's Degree in Political Science from the University of South Carolina, where she was awarded an Honorary Doctorate of Humanities. She started the Marva Smalls Endowment which has awarded more than \$1 million

to programs providing opportunities for youth and families. She also established a \$1 million endowment for the University of South Carolina's Ronald McNair Center which offers scholarships and support to engineering students from under-represented populations.

**My Carolina Alumni Association's** mission is to build a thriving community of actively engaged and connected alumni, students, faculty and supporters who give themselves in service to the university while carrying the Carolina tradition and spirit worldwide. For more information about My Carolina Alumni Association, visit [MyCarolina.org](http://MyCarolina.org).

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