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Maya Moore is a two-time NCAA champion, six-time ESPY Award winner, WNBA Rookie of the Year, and four-time WNBA champion. Maya's most recent endeavor is not related to her basketball accolades. Maya decided to temporarily step away from her career to fight against a prisoner's conviction. In an interview with NBC News, Moore states, "There are seasons of life when you run harder after certain things than others. I felt like the season was coming where I needed to run harder after criminal justice reform." This resulted from a friendship that was formed with an inmate and family friend. Since announcing her sabbatical, she has been trying to overturn her friend's original conviction of 50 years in prison for a non-fatal shooting with no original physical evidence.

This courageous example embraces the essence of Albert Einstein's quote, "What is right is not always popular and what is popular is not always right." Moore was faced with the option to continue on the path of basketball greatness, but instead strategically chose to pursue a selfless goal. This trajectory shows her amazing character to put someone else's life above her own personal interests and desires.

Character is the result of multiple, conscious, and consistent decisions to do the "right thing." In both my personal and professional life, I have faced situations that challenged me to do the "right thing." I choose to be a woman of character and lead by example. Early on in my college experience, I met my now husband, Aaron. Aaron and I had a lot of things in common: a love for sports, a caring family upbringing, and a passion for helping others. One of our differences, however, was our race. Dating was difficult. Not everyone understood our relationship or was accepting of our decision to be together. Now, nearly 14 years later, we continue to work towards the goal of acceptance for our own biracial children. As a mother, it is my mission to ensure the safety and success of my family. When given the opportunity, I try to speak about tolerance, understanding, and inclusion. The decision to be empathetic and kind to those I meet is my small role I have chosen to combat adversity, hate, or intolerance. Whether it is through social media or face-to-face interactions with others, I demonstrate character through my love and understanding of each other's differences.

Professionally, I also encounter difficult decisions. As an educational, speech language pathologist, who has the overwhelming task of providing a voice for the voiceless (e.g. non-verbal students with autism), I am often faced with the challenge of doing the "right thing" for my students. There have been many times throughout my career, where I have had to be persistent in my professional judgement to advocate for augmentative means (e.g. high-tech communication devices) to improve my students' communication skills. It takes courage to solely stand against financial restraints and administrator push-back. Easy options are not always the best individualized solutions for student success.

It is inevitable that we will be given opportunities to display our character. Will you choose to do what is easy and expected or choose to do the "right thing" for your fellow man? No matter whether you're standing on a basketball court, in your home with your closest family, or at your place of employment, the opportunity to do "right" awaits. As Sigma Sigma Sigma women of character, we must let our principles and ethics guide our decisions. No matter how monumental, or minuscule, our positive actions have the ability to make an everlasting impact on others.