

Union Board Executive Team Roles and Responsibilities

Roles

2 Co-Presidents

4 Vice Presidents – Programming, Marketing, Administration & Finance, External Relations

7 Chairs – 4 programming, graphic design, assessment, internal affairs Administration, Faculty, and the Office of Student Involvement

- Appoint chairpersons/positions as necessary
- Act as the official UB representative in all matters where such representation is needed, unless otherwise specified or delegated
- Schedule special training seminars for UB members
- Serve as an interim Executive board officer in the event of a vacancy
- Oversee the transition of officers for the executive team
- Meet two-on-one with Associate Director of Student Involvement weekly/bi-weekly
- Coordinate election processes and application for upcoming term appointments to the executive team
- Schedule office hours for Executive Board members
- Manage executive team meetings and ensure constant and proper communication e-weekly in either committee or one

Programming and planning for Wittfest with programming committee

Meets with Vice Presidents regularly and ensures delegation and marketing appropriately.

- Review logistic forms and expensive forms to ensure appropriate programming
- Lead programming for Sibs Weekend and Wittfest with programming chairs as committee
- Create timeline of due dates for all forms to programming chairs

Programming Chairs

- Research activities and performers to potentially bring to campus; stay attentive to student voice and needs.
- Implement annual and special events hosted by the Union Board
- Create educational, recreational, cultural, and social events for campus community
- Contact performers such as musicians, comedians, magicians, etc.; provide an itinerary of events/minute-by-minute schedule for contracted act.
- Work together to communicate with the other Programming Chairs to ensure that events are properly spaced and are diverse throughout the semester
- Consult and complete a logistics form for the event to communicate to the board
- Create schedules to outline all activities and steps for day event success
- Responsible for implementing technical needs for performers and Union Board events; will work with businesses to support tech needs
- Oversee the implementation of logistics forms and set up/tear down for events; will work directly with logistics schedule of Wittfest in conjunction with Vice President of Programming.
- Research practices for event logistics to ensure Union Board event and activity success
- Submit 25Live requests for events and activities hosted by the Union Board

Vice President of Marketing

- Oversee the marketing and promotion of Union Board brand, events, and activities; design graphics for annual events such as Sibs Weekend, Homecoming, and Wittfest
- Meet bi-weekly with Graphic Design Chair
- Design and promote semester schedule of programs
- Approve all marketing materials (posters, social media graphics, etc.) before distribution on campus both electronically and physically

- Create marketing plan for chair positions and assist and develop key promotion strategies with Marketing Team; communicate these strategies to board for maximum engagement
- Assist with the purchase of promotional items in conjunction with Graphic Design Chair and Associate Director of Student Involvement
- Collects events and activities planned by Programming Team and develops strategy for promoting calendar of events with Marketing Team
- Creates and manages the marketing plan form for Programming Team to utilize; Chair positions also are a part of this management
- Oversee the social media accounts (Facebook, Instagram, Snapchat, and Twitter) of Wittenberg Union Board; create posting and sharing strategy and communicate to executive team.
- Run and report monthly analytical data of social media usage and reach to campus community
- Research and suggest promotional items for purchasing to VP Marketing for board (i.e. t-shirts/apparel, banners/posters, giveaways, etc.)
- Developing a calendar of promotional tabling or word-of-mouth promotional events and manage sign up of board members at these events
- Strategize opportunities to facilitate contests, meet and greets, and other promotional opportunities to drive attendance and interaction at events and activities
- Markets Union Board to campus at least once per beginning of semester and coordinate this event/activity with Marketing Team
- Co-manage, execute, and schedule photography at key events and activities hosted by the Union Board
- Co-design and promote videos for Union Board marketing
- Co-manage promotional table at events—fliers, promo items, etc

Graphic Design Chair

- Create posters/fliers, social media graphics, t-shirt designs, etc. for one time events by utilizing Canva account managed by Office of Student Involvement
- Consult with Programming Team to gather information needed for fliers/posters; communicate with agency when graphics of performers/artists are needed
- Co-manage, execute, or schedule photography at key events and activities hosted by the Union Board

- Ensure UB brand is consistent in posting and designs for social media and print publications

- Keep accurate record and info of all executive board members including emergency contact information
- Research best practices for innovative strategies for board efficiency
- Meet with the VP of Administration and Finance weekly

Vice President of External Relations

- Manages and plans, with Union Board team input, university wide collaborate programs and events
- Develops strategies, in conjunction with Assessment Chair, to better collaborate with departments and organizations
- Oversee the implementation of Union Board presence at the Student Involvement Fairs
- Manages programming co-sponsorship and collaboration funds delineated in the annual budget
- Plan professional development meetings for the board in conjunction with Co-Presidents and Associate Director of Student Involvement
- Assist in developing programming events and activities calendar with Office of Student Involvement
- Assist with any logistics and marketing of events
- Serve as the external collaborator between Union Board and other student organizations; attend other student organization meets to discuss collaborations as needed
- Serves as the initial connector to collaborators and stakeholders to support programming of Union Board
- Attend one Student Senate meeting per month; meet with the Student Organization Senator once a month
- Encourage recognition of campus wide events and activities hosted by other student organizations
- Coordinate all student volunteer staff for events needing assistance
- Communicate and assign responsibilities based upon Logistics and Programming Chairs requests; recognize volunteers for their assistance post event
- Work alongside programming chairs for collaborative support
- Work alongside Co-Presidents and Associate Director of Student Involvement to plan winter and fall retreats.
- Attends weekly executive board meetings; meets biweekly two-on-one with advisor and Co-President.

Assessment Chair

- Create program evaluation and assess trends of activities and events; present information to UB consistently

- Research best practices for innovative strategies and consult with Vice Presidents and Chairs in specific areas of board
- Develop strategy for tracking and recording attendance; communicate program evaluation completion to participants at events
- Analyzes programming metrics in conjunction with Associate Director and assist in semester or yearly distribution of campus programming survey
- Invites students to participate in campus programming survey (if possible)