

## **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

### **Responsibilities**

- Co-Presidents
  - Preside over and call Executive meetings
  - Establish a regular channel of communication with University 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
  - Oversees the UB office space; maintain cleanliness, improvements, and communication surrounding its usage
- Vice President of Programming
  - Meet with Programming Chairs bi-weekly in either committee or one-on-one format
  - Planning the semester calendar of dates and activities for Union Board
  - Communicates updates to executive team for events and activities; delegates responsibilities to programming chairs
  - Lead programming and planning for Wittfest with programming chairs as committee
  - Communicates with Vice Presidents regularly and ensures delegation of finances 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
- Submitting designs to wide format printing or other outsourced printing venues
- Assist in ensuring marketing request forms are completed by Programming Chairs
- Co-design and promote videos for Union Board marketing
- Co-manage promotional table at events—fliers, promo items, etc
- Vice President of Administration & Finance
  - Oversee the creation and modification of the Union Board fall and spring semester budgets
  - Attends and serves on the Finance Committee for Student Senate
  - Meet weekly with Internal Affairs chairs in either committee or one-on-one format
  - Implements and researches strategies for financial literacy of executive board members
  - Prepares, submits, and presents (with Co-Presidents) the request for Student Senate allocation funds
  - Oversees any Tiger Fund or Build A Better Wittenberg fund requests
  - Prepare program budgets by meeting with Programming Chairs for specific events and activities in planning
  - Oversee purchasing card information and receipt reconciles with Associate Director of Student Involvement
  - Updates the budget document according to program expense reports with assistance from the Vice President of Administration and Finance
  - Attends and serves on Finance Committee for Student Senate
  - Assists in creating allocation request for Union Board budget for academic year
  - Reports and generates program analysis on spending by event type at bi-weekly meeting attendance
  - Oversee expense reporting form and P-card request form
- Internal Affairs Chair
  - Keep secretarial records at all Union Board meetings and distribute minutes accordingly
  - Maintain organized OneDrive
  - Assist in Presenting agenda items in timely fashion
  - Take attendance
  - Maintain sign ups for programs/ events
  - Upkeep and maintains of by-laws and constitution

- 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 attend at least two focus groups per year to provide face-to-face feedback on UB events and activities
- Keep accurate record and information of all executive board members, including, emergency contact information