Student Program Board
Officer Positions 2014

Being an officer for the Student Program Board is a great way to get involved, gain quality experience, and further develop your leadership skills. This document is merely an explanation of all officer positions available, not the applications themselves. Applications will be available on the SPB website: uh.edu/spb

Officer positions vary for each committee. You may apply to be an officer for an executive or an officer in your own committee. You may not be an officer for a different committee. In order to become an officer, you must be declared an official member of the Student Program Board. Allowances are made to those who plan to become an official member but have not yet completed all tasks. A member who applies and receives an officer position will be required to fulfill membership requirements by October 24, 2014. Those who do not complete requirements for an official member by this date will have their title retracted from them. The position will last until the end of the semester. A member is required to re-apply in the spring if they would like to keep the same position.

To maintain officer status, a member is required to:

- Be declared an official member
- Perform all tasks delegated to their position in a timely matter
- Attend 2/3 of all general meetings
- Attend 1/3 of all SPB events
- Stay within declared committee for a year
- Attend all committee meetings unless chair is notified otherwise
  *Strongly recommended to put in a minimum of five office hours a week

As you can see, maintaining officer status is the same as maintaining member status with a few more hours in the office. Don’t pass up this great opportunity. We would love to have you on board!
**Executive Officers**

**Vice President of Marketing and Assessment**
- Marketing Officer
- Assessment Officer
- Blogging Officer
- Graphic Designer

**Vice President of Membership, Recruitment, and Development**
- Intramural Officer
- Volunteer Coordinator

**Committee Officers**

**Cinema**
- Marketing Officer
- Assistant Committee Leader
- Programming Officer

**Comedy and Speakers**
- Chief of Staff
- Marketing Officers (2)

**Concerts**
- First Assistant
- Second Assistant
- Web Designer
- Officer

**Nights and Weekends**
- Marketing Officer
- Recorder
- Collaboration Officer

**Special Events**
- Marketing Liaison
- Committee Representative
- Committee Secretary

**Social Media and Novelty**
- The Paparazzi
- The Trendsetter
- The Reporter

**Trips and Tournaments**
- Trips Officer
- Marketing Officer
- Recording Officer
- Tournament Officer
VPMA

Street Team

The Student Program Board Street Team is an internal committee group within SPB that is responsible for the implementation of the organization's various marketing and assessment efforts. More specifically, the Street Team will be in charge establishing marketing runs, assessment of the student body, committee blogs, and/or graphic designs for the events of each and every Committee Chair on the Board.

The available leadership roles on the Street Team are as follows:

**Vice President of Marketing and Assessment**
In charge of overseeing the structure and execution of the Street Team Committee

**Marketing Officer**
The Marketing Officer is primarily responsible for organizing and implementing marketing runs for the Student Program Board's events. They are also responsible for gathering basic event information for social media use.

**Assessment Officer**
The Assessment Officer is responsible for drafting assessments for the Student Program Board's events, as well as implementing the organization's process on collecting surveyed data of the student body. They are also responsible for inputting the student data received from assessments and handling any other tasks requiring student feedback.

**Blogging Officer**
The Blogging Officer is responsible for gathering information from each Committee Chair about the logistical status of their events, and updating the Student Program Board's official Tumblr account.

**Graphic Designer**
The Graphic Designer is responsible for generating graphic designs for the Student Program Board's various social media outlets.

**Marketing Directors**
The Marketing Directors are members of their respective committees and serve on the Street Team as a marketing liaison between the Committee Chair and the Vice President of Marketing and Assessment and the Street Team in its entirety.
Vice President of Membership, Recruitment & Development

Officer Positions

**Intramural Officer**

The intramural officer is in charge of deciding which intramural sports the organization will participate in for the entire year. They will be in charge of recruiting SPB members to participate. Their position will also require them to organize practices for each sport and register teams on IMLeagues.

**Volunteer Coordinator**

The volunteer coordinator will work at the right hand of the VPMRD. Their position will require them to create Google Docs and keep track of volunteers for each event. They will also be required to email members volunteer sign-ups through Get Involved.
Cinema Chair

- Oversees, informs, and guides committee to create the new SPB Cinema experience: The Scarlet Screen! (name not final!)
- Contracts and reserves dates for the movies to be shown.
- Works with Marketing and programming Officers to plan out a vision and structure for events.
- Approves of all marketing & programming design/structure from officers
- Reports back to Liaison

Marketing Officer
- Work w/ Penny to layout and plan a Marketing strategy for event.
- Contact and create a ticket & Poster design with Creation Station.
- Discuss marketing plan for VPMA. Including Marketing Timeline
- Work with CSM orgs for “Coog-Trailers” and other viral marketing strategies.
- Complete Marketing Needs and Forms in Red Folder

Asst. Committee Leader
- Take Note during committee meetings.
- Get everyone’s schedule together. Contact committee members:
  - Keep up with events.
  - Keep up with scheduling.
- Run committee meetings if chair isn’t present.
- With Cinema Chair
  - Lays out Event Timelines
  - Plans volunteering assignments and members
  - Complete contracts & red folder

Programming Officer (Rotation)
- Plans Programming with Cinema Chair
- Meets with M.O. to discuss marketing of Special event coinciding with film.
- With possible Vendor/performer/speaker:
  - request quotes
  - Complete contracts
  - Complete Red Folder

Cinema Committee Membership
- Attend committee and general meetings
- Volunteer at cinema and novelty events
- Complete tasks delegated from officers or chairs by specific deadline
- Share ideas at meetings
Comedy & Speakers Committee Structure

Chair
Responsible for overseeing and planning all events, heading committee meetings, recruiting members, research, find and bring talent, etc.

Chief of Staff
Secretary to Chair, will help send out emails, oversee volunteer activities and delegation of tasks, assist with completion of paperwork, volunteer at events.

Two Marketing Officers
Creative minds behind marketing strategies, implement guerilla marketing and basic marketing, create marketing designs, deal with Creation Station and volunteer at events.
(Liaison: Kevin Lacson)

Note: If Public Speaking Workshops are a go, then I will look for someone with a Public Speaking background who can help me run these workshops.
Concert chair: In charge of contracting performers and being badass
1st Assistant: Helps with contracts and finding new bands/presentations to members/in charge of meeting schedules
2nd Assistant: Helps with logistics/gives sub roles to members/in charge of member socials
Web designer: Does the social media marketing or gives marketing ideas for Creation Station
Photographer: Shoots all events and works with web designer for marketing ideas and creativity
**Nights & Weekend Chair**
- Guide and oversees committee to create diverse nights and weekend events
- Report back to liaison

**Marketing Officer**
- Contact and create a flyer design with Creation Station
- Discuss marketing plan for VPMA
- Complete Marketing Needs and Forms in Red Folder
- Serve on marketing team committee under VPMA

**Recorder**
- Take Note during committee meetings.
- Get everyone’s schedule together.
- Run committee meetings when chair isn’t present.
- Contact committee members:
  - Keep up with events.
  - Keep up with scheduling.
- Representative of members within committee.
- Coordinating all aspects of volunteering
- Complete contracts
- Complete Red Folder

**Collaboration Officer**
- Research possible collaborations
- Contact possible organizations or groups
- Report ideas to Chair
- Keep contact with organizations for necessities and logistics

**Nights and Weekend Committee Membership**
- Attend committee and general meetings
- Volunteer at cinema and novelty events
- Complete tasks delegated from officers or chairs by specific deadline
- Share ideas at meetings
**Special Events Committee System**

*Marketing Liaison*
*Committee Representative*
*Committee Secretary*

**Marketing Liaison**
- Implements Street Team
- Members will help market/ run tabling events for committee
- Help design and implement all marketing ideas and strategies
- Work directly with Special Events Chair and VPMA

**Committee Representative**
- Schedule bi-weekly Committee Meetings
- Gathering Volunteers for Committee events and events outside the committee
- Works directly with Chair and VPMRD

**Committee Secretary**
- Works directly with Chair
- Hands on experience with Event Programming i.e.:
  - Position will be different for every event, members will be assigned one event to help committee chair in the process of event programming so that they can gain more experience and more hands on experience within SPB as well as Event Programming and develop themselves as individuals

**Member Development**
- Committee meetings will not only make a member aware of committee updates but also develop them as an event programmer
- Model development done in past GOB meetings
- Show members the skills learned when programming for specific committee events like how to fill out an FOE/ Register an event with CSI etc.
Social Media & Novelty

Officer Positions

The Paparazzi

Duties:
- Takes photos at events.
- Keeps photos organized in FB albums.
- Helps filter and edit photos.

The Trend-Seeker

Duties:
- Keep a look out for ongoing trends.
- Come up with ideas for social media.

The Reporter

Duties:
- Take notes at committee meeting.
- Inform committee members that missed the meeting of any up updates.
- Deals with Twitter
Trips & Tournament Chair

- Makes sure everything is running smoothly between liaison, chair, officers, and members.
- Update Liaison about all the events the chair and the officers are planning.
- Make sure no conflicts are present regarding to the events planned/planning.

Trips Officer

- Contact Groome Transportation or other bus company
- Contact the specific location in where the trip will be held.
- Purchase Tickets.
- Make sure tickets are bought and bus rental is approved with either chair, or with the advisors
- Make sure the roster is ready for the trip and all other paperwork (tickets, parking pass, etc.)
- Keep Chair updated with events
- Preferably, attend the trip.

Marketing Officer

- Attend Street Team meetings
- Keep updated with VPMA and Social media chair in regards to marketing strategies and distribution.
- Update Trips/Tournaments Chair about any changes
- Delegating tasks to committee members

Recording Officer

- Attend committee meetings
- Record the minutes during meeting
- Type and send minutes to Trips/Tournaments chair
- Notify trips/tournaments chair if you will not be attending the meeting

Tournament Officer

- Reserve a venue
- Reserve equipment
- Create rules, brackets, etc. for the tournament.
- Make sure prizes are decided, brought and prepared for the tournament
- Keep in contact with teams/individuals participating.

Committee Members

- Attend committee and GOB meetings and participate/contribute ideas for future events
- Help with the execution of trips & tournaments events
- Help promote our events on campus, and spread our events to other students via word of mouth or by handbills.