

AS Job Descriptions changes

Proposed Motions: Approve Consent Items and Review Substantive Changes

Recommendations

Sponsor: *Mayra Guizar, ASVP Diversity*

Persons of Contact: *Nidia Hernandez, AS Personnel Director*

Guest Speaker: *Job Description Office Rep*

Date: *July 9, 2013*

Attached Document See all job descriptions for the following:

Substantive changes:

ESC Public Relations

ASP Special Events

AS Public Relations Coord./AS Communications Director- minor

AS Vote Coordinator

Background & Context

Every year personnel committee reviews any changes made to job descriptions. This year we opened up the opportunity for all advisors/staff managers/, student directors to review all their department job descriptions and submit any changes being requested to Personnel Director to be reviewed at personnel committee.

Personnel Committee in accordance with the employment policy may vote and approve any minor position changes & alterations:

"ii) Minor Position Changes & Alterations

The AS Personnel Committee may make minor revisions to job descriptions in accordance with Washington State Law and Western Washington University policies. Minor revisions are those that don't substantively change the nature of the position or the responsibilities. AS job descriptions may be adjusted at any time to fit the organization's needs "Minor revisions" to job descriptions include, but are not necessarily limited to:

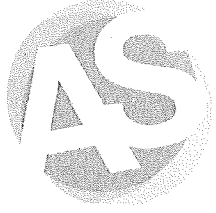
- (a) Language or responsibility clarification
- (b) Job description format changes
- (c) Minor responsibility changes
- (d) And adding departmental or office responsibilities "

Personnel Committee has recommended to the board that the ESC Public Relations Coord. Be changed to AS ESC Marketing & Outreach Coord. The job description has be revised to better address what this position does in the ESC. This position works more in marketing the ESC as well as advising clubs in their marketing strategies, (Please see job description). We have also recommended to the Board that this position have 40 planning hours, this position will be planning the marketing events for tabling sessions during summer transitions, summerstart, events with WWU Recruiting & Outreach offices, and SOS. In order to try and outreach to incoming students and transfer students. This position will complete planning hours by mid-july with the stipulation that this position under go an evaluation process of how the planning hours worked out. (Please see Nates Proposal Sheet for more information)

ASP Special Events Coord. Is being recommended to the board that this position be extended to summer quarter with the stipulation that this position will work 10 hours a week instead of its regular 15 hours a week.

AS Public Relations Coord. Is being *recommended* to the board to be changed to AS Communications Coordinator. I do want to note that Personnel Committee does is hesitant about the name change due the history of the name change however the AS Communications Director, Mason Luvera and Jaime Hoover believe that this change better reflects what this position does. Please see the cover letter provided by Mason Luvera,

AS REP Vote Coord. Is being recommended to the board to be changed to two full quarter's summer and all of fall. With the stipulation that this position remains assistant coord. And that the extra 2 weeks given be used to create a legacy document for the future position holder. While this position is not given a legacy document the knowledge of the nature of this position can be documented for future position holders. Personnel Committee had many concerns about the original proposal to change this position to a full quarter, the committee even tabled this position for an additional week to give committee members enough time to assess the information given. Also with the change of the AS REP Director being recommended to be changed to a Directors level with an additional 2 hours should be able to assist the vote coordinator during summer hours.



"Request for Job Description Changes for AS ESC positions and changing AS ESC Public Relations Coord, to 4 quarters"

Proposed Motions: *Motion to approve new revisions to the AS ESC Program Support Coordinator position. Motion to approve the name change from AS ESC PR coord, to AS ESC Marketing and Outreach Coordinator and change the position to have 40 work hours time during the summer.*

Sponsor: *ESC Coordinator*
Persons of Contact: *Nate Panelo*
Guest Speaker: *Nate Panelo*

Date: 2/27/14

Attached Document

- AS ESC Program Support Coordinator Job Description
- AS ESC Marketing and Outreach Coordinator Job Description

Background & Context

As the ESC moves to better establish its role with the University and the students of color on campus, we thought it would be beneficial to clean up its content with the personnel office to better reflect the new things happening with our center. We found the current ESC job descriptions confusing, convoluted with big words, and repetitive. I would like students to see the position and feel like they understand the job in its entirety. The hope is to gain a larger applicant pool. It was also a good time to reevaluate summer hours and provide better direction for the positions and make sure they are using the hours wisely.

Changes include:

- Changing responsibilities to be goal oriented, and not program specific oriented
- Taking out old titles, programs, etc.
- Changing some grammatical errors, stylistic language, and succinctness (specific changes can be seen in the attached documents)
- Requesting for summer hours for some positions to give adequate time for summer projects

Summary of Proposal

The ESC's goals for the new revisions are as follows:

- To update position responsibilities to reflect exactly what they do and clear up expectations
- To clearly distinguish the differences between the ESC Coordinator, ESC Program Coordinator, and the AS ESC Program Coordinator
- To explore title changes help to alleviate confusion when students are applying for these positions
- To provide adequate time for the positions to be successful for the summer

Some major changes are:

- Name change from AS ESC Public Relations Coordinator to AS ESC Marketing and Outreach Coordinator
- Support for the Marketing and Outreach coordinator to hold 40 hours during the summer to provide all marketing materials for summerstart and transitions, as well as establishing relationships with other offices like Housing, Counseling Center, Health and Wellness, Career Services, Academic Advising etc.
- The "about us" is now updated with our new Mission Statement
- Redefining categories in the "ESC Responsibility" section

These changes will hopefully reflect our mission statement, "to support historically underrepresented ethnic students and allies by providing a social atmosphere and inclusive environment where we engage in identity exploration and strive for cultural awareness and academic excellence."

Fiscally

The addition to have the ESC Marketing and Outreach Coordinator have 40 summer hours is around \$500. Though this is a "large" amount, I see it as a way to provide a paid position to have income during the summer, opportunities for development, and benefiting the AS by providing more staff during the summer hours.

Rationale

"Why does this proposal make sense?"

The hope is that the Job Description changes will give better direction for the applicant. The current JD is wordy and cryptic. The new proposed changes reorders things to make sense to those not familiar with the AS.

The ESC Marketing and Outreach Coordinator would benefit with summer hours since the ESC does multiple outreach programming to incoming students.

What's the short & long term benefit?

Short term: The ESC positions will understand their jobs better and have sufficient time to work together and fulfill their duties next year

Long term: This might allow the AS to reevaluate and reassess how much we ask from our AS Employees and maybe look at better ways to provide better support and/or opportunities for growth



Associated Students of Western Washington University

Ethnic Student Center

Marketing & Outreach Coordinator Public-Relations-Coordinator

About the Position

The Public Relations Coordinator will be responsible for the development and implementation of the Marketing & Outreach Public Relations Coordinator position. This position will be responsible for the development and implementation of the Marketing & Outreach Public Relations Coordinator position. This position will be responsible for the development and implementation of the Marketing & Outreach Public Relations Coordinator position.

The Public Relations Coordinator represents the Ethnic Student Center (ESC) and provides public relations support for the ESC. The Public Relations Coordinator provides public relations support for the ESC. The Public Relations Coordinator provides public relations support for the ESC.

Position Classification

Coordinators provide programming for the Associated Students as a whole and facilitate events, offices and groups throughout the Western and Bellingham community. Coordinators report to department directors or supervisors. Specific duties include but are not limited to: Event programming, departmental budget authority, coordinating specific office functions, performing administrative work, supervising assistant coordinators, promote office and events, and maintain and update programming resources for the department.

About the Department

The AS ESC is a safe and supportive environment for historically underrepresented groups and allies. The ESC provides cultural and educational programs. The ESC provides cultural and educational programs. The ESC provides cultural and educational programs.

Terms of Position

This is a three quarter position. This position starts the Monday two weeks before the start of classes fall quarter and ends the Friday of finals week the following spring quarter. This position works an average of 40 hours per week. The position holder may work more some weeks and less other weeks depending on the office's needs. The position holder is neither required nor expected to work during intersession, winter break or spring break.

AS Employment Qualifications

- Maintain a minimum credit load throughout term of position of 6-10 credits for undergraduates and 48 credits for graduates.
- Maintain a minimum of a 2.00 cumulative grade point average.
- Ability to complete the entire term of the position.

Preferred Qualifications

- Organizational and time management skills.
- Ability to communicate and work effectively with a wide variety of people on Western's campus and in the Bellingham community.
- Ability to work independently and responsibly, while supervising others.
- Ability to work collaboratively with multiple people and organizations.
- Ability to work within deadlines and problem solve.
- Ability to work flexible hours.
- » Budget management knowledge or experience
- » Publicity/design experience and/or knowledge
- » Basic knowledge of department and position specific responsibilities.
- » Interests and/or experience working with underrepresented student population on campus

• Basic knowledge of department and position specific responsibilities.

AS Employment Responsibilities

- Serve the diverse membership of the Associated Students in a professional and ethical manner by:
 - o Being familiar with and upholding the AS Charter, all WWU policies, and all AS policies including the Employment Policy, Code of Conduct, and Program Standards,
 - o Attending all AS staff development events including, but not limited to: pre-fall orientation, pre-winter, pre-spring, and mid-quarter staff development:.....
 - o Being knowledgeable of the AS organization and its general operations,
 - o Serving on search committees as designated by the AS Personnel Director.
- Ensure the continuity and legacy of this position by:
 - o Working with supervisor and Personnel Director to revise and update position job description.
 - o Working with the previous position holder to complete a minimum of 15 hours of unpaid internship as well as providing a 15 hour internship to the incoming position holder.
 - o Developing and maintaining a legacy document as required by the AS Employment Policy.

Ethnic Student Center Responsibilities

- Contribute to the ensure the smooth and effective operations of the Ethnic Students Center by:
 - o Posting and maintaining ten (10) office hours per week.
 - o Attending all ESC staff meetings as scheduled
 - o Assisting with the coordination of activities, materials, and tabling schedules for ESC involvement in campus events such as VU Late Night, Red Square Info Fair, AS Job Fair, and the Campus Activities Showcase,
 - o Assisting in and participating in the development and participation of all ESC Building Unity Trainings throughout the year,
 - o Working with the ESC staff and volunteers on projects,
 - o Serving as a receptionist/resource when needed,
 - o Maintaining a professionalism environment in the ESC.
 - o Performing other ESC duties as assigned by ESC Coordinator/Activities Advisor.
- Develop and enhance teamwork, communication and effectiveness of the ESC by:
 - o Attending all ESC staff meetings as scheduled.

o establishing and maintaining an effective working relationship with all ESC staff and ESC club members

o Fostering collaboration throughout the ESC and between ESC clubs.

o Staying Informed ofn all ESC events and programming to provide support and act as a resource when needed

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o Maintaining communication with partnering organizations:

o Student Outreach Services, L.E.A.D.S. other relevant University offices.

Qthef-pfejeets-as assigned

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other ESC duties as assigned by ESC Coordinator

Position Responsibilities

• Represent the interests of the AS ESC and the Associated Students by:

o Serving on AS Marketing Committee or its equivalent if applicable)

o Maintaining 30 hours of planning hours for Summer Quarter

o Serving as a non-voting member on the Co-Chair AS / SC Steering Committee

o Maintaining a professional working relationship with the AS Vice President for Diversity

o Providing office support for the ESC Program Support Coordinator

(commented [NH1]: negotiable
Commented [MG2]: We already have a floating co-chair in Steering Committee which is decided at the end of each meeting. Co-chair would only be needed for the Program Support Coordinator when it comes to Presidents Council

Maintain Publicity and Marketing for the Ethnic Student Center and club events: re-the-ii interests

of the AS ESC and the Associated Students by:

o Allocating a total of 15 hours per week to AS business

o Serving on AS Facilities & Services Council

o Serving on AS Marketing Committee or its equivalent

o Coordinating publicity for ESC events

o Meeting with the AS Vice President to discuss the AS Vice President's role in the ESC

• Ensure accurate, effective, and advanced publicity for ESC and club events by:

o Providing basic design support for office and work with AS Publicity Center to help

publicize ESC and club events throughout the year

o Creating Ethnic Student Center publicity, and promotional items (e.g. Tabling giveaways, Event Calendars, Logos, etc.) Serving as the primary liaison with the AS Publicity Center to and the Communications and Marketing Office to ensure timely processing of all publicity-related requests.

o Maintaining a network with on-campus news publications such as the Western Front and the AS Review to provide publicity for the ESC

o Collaborating with club officers to gather club event dates, to prevent overlapping events

o Maintaining an up-to-date quarterly calendar of ESC and club events, during which to resolve programmatic discrepancies

Commented [LR3]: Would this position be gathering info more for promotional purposes, and would the Program Coordinator be more in the role of working with clubs to prevent overlapping dates?

o Working with the Communications and Marketing Office to develop an ESC public relations guide.

o Developing and maintaining a network of on and off-campus resources for advertising.

o Serving on the ESC Communications Committee as a representative.

o Coordinating with the Communications and Marketing Office to provide coverage of ESC events.

o Assisting with activities, materials, and tabling schedules for ESC involvement in campus events such as but not limited to, Summerstart, Transitions, White Night, Red Square Infr, AS Job Fair, and UH; Campus Activities Showcase

o Maintaining and updating ESC online presence on social media, limited to (LinkedIn, Facebook, Instagram, Twitter, Tumblr)

o Providing email updates about ESC related events to all ESC affiliates, and the Western and Bellingham Community.

o Managing ESC list serv network (e.g. Mail Chimp, Outlook, Google+)

o Working with the AS Webmaster to maintain an up-to-date ESC website

o Representing the ESC at various campus events

o Maintaining a list of ESC affiliates and assisting with coordination of summer events in consultation with ESC Coordinator. Such as tabling activities, and creating materials, for ESC involvement in campus events such as, but not limited to, Summerstart, Transitions.

Commented [LR4]: Removed since this is the 3-quarter job description

o Ensure the Ethnic Student Center Outreach/Outreaches to Western and Bellingham Community on the public behalf of the ESC by:

o Coordinating publicity for ESC events; Ensure community outreach and involvement by:

o Working with the ESC Coordinator/Activities Advisor to foster and maintain a positive, inclusive, and welcoming image of the ESC through relationships and communication with campus organizations and media outlets

o Collaborating with admissions to outreach to potential incoming Western students working with the AS Webmaster to maintain an up-to-date ESC website

o Facilitating the development and publishing of a quarterly ESC newsletter

o Working with the WWU Communications and Marketing Office and AS Communications Office as needed.

o Assisting with ESC alumni relations

o Represent the ESC by:

o Serving on the ESC Communications Committee (if applicable)

o Serving on AS Faculty's Student Services Council (if applicable)

o Serving on AS Marketing Committee (if applicable)

o Representing the ESC at various campus events when needed

o Keeping in mind the ESC Program Coordinator and eMSG
Geometric Activities Advise of ASA Aee-ft resident for Twenty-efba-certifstent basis

Salary

This position will receive a pay grade X, FTE 0.00 which is approximately \$0,000 per position term (about \$ twice per month)..

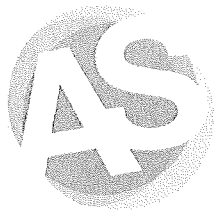
Reportage

This position reports directly to ESC Program Coordinator/Activities Coordinator.
ESC Coordinator,

This job description is subject to change in accordance with the AS Employment Policy.

The Associated Students is an Equal Opportunity Employer.

Revised on.



"ASP Special Events Job Description"

Proposed Motions: Approve increasing the AS Special Events Coordinator to a 4-Quarter position (working an average of 10 hours during summer quarter).
Sponsor: ASP Director, Daley Smith
Persons of Contact: Daley Smith, Casey Hayden
Guest Speaker: Daley Smith

Date: March 11, 2014

Background & Context

The Special Events Coordinator has typically been a 3 quarter position (with 30 hours in the summer). In the past couple of years, we have noticed a need for more training and time with the Director during the summer for this position. The Special Events Coordinator is responsible for planning a large event (VU Late Night) for the first week of school, as well as planning out the rest of the quarter in the summer, and the 30 hours, worked outside of the office, has not been adequate to ensure these events are planned and that the coordinator is getting the necessary support and training to accomplish their responsibilities.

Summary of Proposal

The Special Events office is one of the largest in ASP. A comparable office, Pop Music, is a four quarter position. I see the Special Events coordinator's summer responsibilities (as a 4 quarter position) to be comparable to Pop Music's. Pop Music's summer responsibilities are as follows:

- o Ensuring that the booking and event coordination is completed for the fall quarter large-scale concert in time for the event to be effectively promoted and executed in a smooth and timely manner.
- o Preparing fall line-up of events. Work with the ASP Director and Advisor during the summer to process paperwork and handle event logistics. ■
- o ~~Assisting in the execution of the Summer Noon Concert Series, as a means to gain additional training and experience.~~
- o Collaborating with ASP Director to implement AS programming and outreach during SummerStart and Transitions,
- o Meeting weekly with the ASP Advisor and ASP Director.
- o Ensuring that the promotions for the fall concert line-up and any office-wide promotional campaigns are completed and ready for timely distribution, in conjunction with the ASP Director.
- o Working to maintain existing, and establish new, positive working relationships with agencies and other industry professionals,
- o Submitting reservations for the large-scale spring quarter concert and the Pop Music Industry Conference.
- o Performing other duties as needed or assigned by the ASP Director.

Of course, all mentions of "concerts" would be "events" in the case of Special Events and the Summer Noon Concert Series is not applicable, but the general responsibilities are the same. Special Events still has to plan a large event for the first Friday of the quarter, as well as take steps to ensure that programming for the rest of the quarter is in place, and only having 30 hours outside of the office is simply not reasonable. Both the current and the prior Special Events Coordinator have brought concerns to me regarding not having enough time to fulfill their duties in the summer.

Being able to work closely with the Director and in the office during the summer is essential for Special Events programming to be successful for the future quarter and year. I feel that Special Events is comparable to the Pop Music office, and Pop Music being a 4 quarter position has been very successful.

Fiscally

I am proposing to make the Special Events position a 4 quarter position, working an average of 10 hours during Summer quarter. This will add administrative costs, however my proposal to make the Asst. Director of Marketing and Assessment a 3 quarter position (from a 4 quarter) was recently approved, so administrative costs for the office actually wouldn't change. For the employee costs changes to \$272 per paycheck and \$6,844 from (\$295, \$6,222)



Associated Students of Western Washington University

AS Productions

ASP Special Events Coordinator

About the Position

The Special Events Coordinator is responsible for planning, promoting, and implementing specialty events for the campus designed to bring people together for the purpose of entertainment and community building. ASP Special Events provides large events designed to bring people together for entertainment and community-building. Events include comedy, spoken word, lectures, cultural music, theater, and various novelty events that meet the entertainment needs of Western students.

Position Classification

Coordinators provide programming for the Associated Students (AS) as a whole and facilitate events, offices and groups throughout the Western and Bellingham community. Coordinators report to department directors or supervisors. Specific duties include but are not limited to: Event programming, departmental budget authority, coordinating specific office functions, performing administrative work, supervising assistant coordinators, promote office and events, and maintain and update programming resources for the department.

About the Department

The purpose of AS Productions (ASP) is to provide a comprehensive program of student activities and events for Western students and their community. AS Productions presents film series, concerts, lectures, art gallery exhibitions, theater/dance performances, and other entertainment.

Terms of Position

This is a ~~three-four~~ four quarter position. This position starts the Monday two weeks before the start of ~~summer~~ summer classes ~~begin~~ begin fall quarter and ends the Friday of finals week the following spring quarter. This position works an average of 15 hours per week during the academic year and 10 hours over summer quarter. The position holder may work more some weeks and less other weeks depending on the office's needs. The position holder is neither required nor expected to work during intersession, winter break or spring break. The position requires 30 hours of planning and prep work to be done over the summer for the planning and scheduling of fall quarter preliminary events. The weeks prior to classes beginning, the position holder will work with their director and attend office trainings.

AS Employment Qualifications

- Maintain a minimum credit load throughout term of position of 6 credits for undergraduates and 4 credits for graduates.
- Maintain a minimum of a 2.00 cumulative grade point average.
- Ability to complete the entire term of the position.

Preferred Qualifications

- Organizational and time management skills.

- Ability to communicate and work effectively with a wide variety of people on Western's campus and in the Bellingham community.
- Ability to work independently and responsibly, while supervising others,
- Ability to work collaboratively with multiple people and organizations.
- Ability to work within deadlines and problem solve.
- Ability to work flexible hours.
- Budget management knowledge or experience.
- Basic knowledge of department and position specific responsibilities.
- Experience with event planning, preferably in a college setting.

AS Employment Responsibilities

- Serve the diverse membership of the Associated Students in a professional and ethical manner by:
 - o Being familiar with and upholding the AS Charter, all WWU policies, and all AS policies (including the Employment Policy, Code of Conduct, Program Standards, etc.).
 - o Attending all AS staff development events including, but not limited to: pre-fall orientation, pre-winter, pre-spring, and mid-quarter staff developments,
 - o Being knowledgeable of the AS organization and its general operations,
 - o Serving on search committees as designated by the AS Personnel Director.
- Ensure the legacy of this position by:
 - o Working with supervisor and Personnel Director to revise and update position job description.
 - o Working with the previous position holder to complete a minimum of 15 hours of unpaid internship as well as providing a 15 hour internship to the incoming position holder,
 - o Developing and maintaining a legacy document as required by the AS Employment Policy,

AS Productions Responsibilities

- Actively participate as an AS-Production member Enhance communication, collaboration, and team cohesion within AS Productions by:
 - o Attending weekly or bi-weekly meetings with the ASP Director and Assistant Director for Marketing & Assessment as scheduled to keep them informed about upcoming events and program status as a whole,
 - o Working in cooperation with other ASP offices to avoid planning events that conflict with one another.
 - o Attending all ASP staff meetings as scheduled by the ASP Director,
 - o Attending the ASP Fall Departmental Training prior to the start of Fall Quarter,
 - o Talking with the Logistics & Volunteer Coordinator as well as the Marketing Coordinator - Music^Arts & Entertainment to determine the most effective means for collaborating and ensure that each individual fully understands the others' responsibilities, during fall training.
 - o ~~Beve-trng a n-average of 15 hours per week to fulfillmg t-be responsibilities of the posi-tion~~
 - o Maintaining a minimum of 5 publicly-posted office hours per week.
- Manage the Special Events budget Ensure the proper and responsible use of student funds by:
 - o Being responsible for allocation, expenditure and monitoring of Special Events budget, as well as the separate Late Night Events budget, with the co-signing of ASP Director,
 - o Outlining a projected budget for each quarter and complete necessary proposals for review by the ASP Director and ASP Advisor before booking performers.

- Completing event proposal forms as assigned by the ASP Director.
- Completing an event evaluation for each event to be turned in to the Director no more than 2 weeks after each event.
- Integrating various types of assessment into the event planning process, including outcomes, demographics, student satisfaction, etc., with guidance from the Asst. Director for Marketing & Assessment.
- _____

Position Responsibilities

- Produce high quality special events that enhance the Western student community perform duties of the position by:

- ~~Completing event proposal forms as assigned by the ASP Director.~~
- ~~Completing an event evaluation for each event to be turned in to the Director no more than 2 weeks after each event.~~
- ~~Integrating various types of assessment into the event planning process, including outcomes, demographics, student satisfaction, etc., with guidance from the Asst. Director for Marketing & Assessment.~~
- ~~Preparing fall line-up of event by Week with the ASP Director, Asst. Director, and Advisor during the summer to process paperwork and ensure that things are proceeding smoothly and the publicity will be ready for Fall Quarter events, during the summer.~~
- Planning two large-scale Late Night Events throughout the year, scaled for an attendance of approximately 2000 students, with one those being held at the beginning of fall quarter in the Viking Union usually on the Friday after classes start.
- Coordinating the production of three to four (3-4) events per quarter scaled for attendance by at least 200 people.
- Outlining a projected budget for each event and reviewing it with ASP Director before any firm offers are made.
- Selecting of performers and handling contract negotiations with agents and/or performers.
- Making arrangements for room reservations.
- Submitting all expenditure requests necessary for the events in a timely fashion.
- Ensuring that effective and creative promotional strategies are developed and implemented, in conjunction with ASP Marketing Coordinator-Mrste-Arts & Entertainment.
- Providing oversight for day-of-show arrangements and troubleshooting any emergencies that arise, in conjunction with ASP Logistics & Volunteer Coordinator and involving the ASP Director and/or Advisor when appropriate.
- Work all events planned by ASP Special Events.
- Developing and maintaining resources on performers, agencies, and other industry contacts. ~~Work all events planned by ASP Special Events.~~

- During summer quarter, ensure AS Special Events preparedness for the academic year by:

- Preparing fall line-up of events. Work with the ASP Director and Advisor during the summer to process paperwork and handle event logistics.
- Ensuring that the booking and event coordination is completed for the fall quarter VU Late Night event to be effectively promoted and executed in a smooth and timely manner.
- ~~Providing training to the incoming ASP Special Events Coordinator during spring quarter.~~
- Collaborating with ASP Director to implement AS programming and outreach during SummerStart and Transitions.

- o Meeting weekly with the ASP Advisor and ASP Director.
- o Ensuring that the promotions for the fall event line-up and any office-wide promotional campaigns are completed and ready for timely distribution, in conjunction with the ASP Director.
- o Working to maintain existing, and establish new, positive working relationships with agencies and other industry professionals.
- o Submitting reservations for as many annual events as possible.
- o Performing other duties as needed or assigned by the ASP Director.

Salary

This position will receive a pay grade X, FTE 0.00 which is approximately \$0,000 per position term.

Reportage

This position reports directly to AS Productions Director,

This job description is subject to change in accordance with the AS Employment Policy.

The Associated Students is an Equal Opportunity Employer.

Revised on February 28, 2013 by motion ASB-13-W-21.

for information only, not to pass



Associated Students of Western Washington University

AS Productions

ASP Director

About the Position

The ASP Director is responsible for the overall operations of AS Productions including training, supervising, and evaluating ASP staff, facilitating office communication, maintaining liaison relationships with other offices in the AS and Viking Union, and generally ensuring that programming is of high quality and meeting the needs of students at WWU.

Position Classification

Directors are responsible for coordinating the activities of different programs in a large department to ensure quality programming and/or efficient use of student resources. Specific duties include: establishing departmental goals, departmental training, program approval, personnel management and supervision, departmental budget authority, communication among employees, coordination of programs efforts, and conflict resolution. These positions operate under the management direction of the AS Board of Directors.

About the Department

The purpose of AS Productions (ASP) is to provide a comprehensive program of student activities and events for Western students and their community. AS Productions presents film series, concerts, lectures, art gallery exhibitions, theater/dance performances, and other entertainment.

Terms of Position

This is a four quarter position. This position starts the Monday before summer classes begin and ends the Friday of finals week the following spring quarter. This position works an average of 19 hours per week. The position holder may work more some weeks and less other weeks depending on the office's needs. The position holder is neither required nor expected to work during intersession, winter break or spring break.

AS Employment Qualifications

- Maintain a minimum credit load throughout term of position of 6 credits for undergraduates and 4 credits for graduates.
- Maintain a minimum of a 2.00 cumulative grade point average.
- Ability to complete the entire term of the position.

Preferred Qualifications

- Prior experience with managing volunteers or employees.
- Budget management knowledge or experience.
- Demonstrated ability to work collaboratively with people of diverse backgrounds and opinions.
- Strong interpersonal skills.
- Conflict management knowledge or experience.
- Basic computer skills including Word, Excel, Publisher and Outlook.

- Basic knowledge of department and position specific responsibilities.
- Event planning experience.

AS Employment Responsibilities

- Serve the diverse membership of the Associated Students in a professional and ethical manner by:
 - o Being familiar with and upholding the AS Charter, all WWU policies, and all AS policies (including the Employment Policy, Code of Conduct, Program Standards, etc.).
 - o Attending all AS staff development events including, but not limited to: pre-fall orientation, pre-winter, pre-spring, and mid-quarter staff developments,
 - o Being knowledgeable of the AS organization and its general operations,
 - o Serving on search committees as designated by the AS Personnel Director.
- Ensure the legacy of this position by:
 - o Working with supervisor and Personnel Director to revise and update position job description.
 - o Working with the previous position holder to complete a minimum of 15 hours of unpaid internship as well as providing a 15 hour internship to the incoming position holder,
 - o Developing and maintaining a legacy document as required by the AS Employment Policy.

Position Responsibilities

- Reliably fulfill the leadership functions of an AS Director-level employee by:
 - o Devoting an average of 19 hours per week to fulfilling the responsibilities of the position,
 - o Maintaining a minimum of 10 publicly-posted office hours per week,
 - o Attending AS Management Council and serve on other AS committees as approved by AS Board.
 - o Acting as spokesperson for AS Productions and be available for speaking engagements to represent AS Productions,
 - o Acting as a liaison between ASP staff, other AS offices, Viking Union offices, and the external community through the maintenance of personal contact, e-mail, campus mail and phone calls.
 - o Supervising all personnel in AS Productions, ensuring that all staff are completing their position responsibilities in a satisfactory manner and that the quality of ASP programming is as high as possible.
- Facilitate effective communication and workflow in the ASP office by:
 - o Scheduling and leading all ASP-wide staff meetings.
 - o Meeting at least bi-weekly with ASP Advisor to keep him/her updated on personnel issues, upcoming events, strategic vision, staff development plans, etc., as well as to seek guidance with these areas.
 - o Facilitating weekly or bi-weekly meetings with each of the five event coordinators to stay informed about upcoming events and to strategize methods for effective and creative promotion and assessment,
 - o Serving as a resource person and supportive leader to both the Marketing Coordinators and the Event Coordinators by offering guidance and suggestions on both promotions and event conceptualization, when appropriate,
 - o Facilitating a weekly Supervision Team meeting with the ASP Asst. Director for Marketing & Assessment and the Logistics & Volunteer Coordinator for the purpose of keeping open

communication among the leaders of ASP as well as determining a course for future success and improvements.

- Ensure that all business operations of the ASP office are timely and efficient by:
 - o Serving as Administrative Budget Authority for ASP program areas, as well as budget authority for the ASP Administration budget, and co-sign on expenditure requests, offers, and contracts for ASP program areas,
 - o Monitoring all ASP budgets to ensure programming commitments do not exceed budget resources.
 - o Communicating with the ASP Assistant Director for Marketing and Assessment about the progress and potential outcomes of any ASP office engaged in the AS Assessment Process, which is overseen by the Structure and Program Advisory Committee (SPAC).
 - o Approving all event-related forms including, but not limited to, co-sponsorship agreements, event proposal forms, projected event budgets, offer letters for performers, and contracts.
- Supervise and support event planning efforts of AS Productions by:
 - o Guiding event coordinators through their long-range planning and scheduling of events,
 - o Providing training to all ASP staff on effective event planning, budget management, and AS policies and procedures, with assistance from the ASP Advisor,
 - o Attending ASP events regularly (at least two per office per quarter, more if possible),
 - o Leading post-event debriefs with appropriate event staff,
 - o Making every effort to attend all large-scale ASP events.
- During summer quarter, ensure ASP preparedness for the academic year by:
 - o Ensuring that all ASP events are being successfully planned for fall quarter and all staff questions are answered,
 - o Acting as point of contact between performers and programmers,
 - o Acting as point of contact between programmers and support positions (Publicity Center, Finance Office, AS Business Office, Reservations Office, etc.).
 - o Communicating with ASP staff members to keep them apprised of upcoming events, training, and provide other important information throughout the summer break,
 - o Expediting paperwork, i.e. contracts, expenditure requests, correspondence, space request forms, publicity request forms, etc. Work side-by-side with the Asst. Director for Marketing & Assessment to fulfill all summer responsibilities while also doing sufficient planning for the upcoming academic year's programming and staff development,
 - o Collaborating with other Summer AS Staff to implement AS programming and outreach during Summer Start and Transitions,
 - o Becoming familiar with office procedures, programs, *and* budgets, etc. of the AS.
 - o Meeting regularly (at least bi-weekly) with the ASP Advisor,
 - o Ensuring that coordinators' summer work hours are being fulfilled,
 - o Developing and implement communication and administrative systems for the office,
 - o In conjunction with the Publicity Center, developing promotional campaigns to gain visibility for ASP from the start of fall quarter,
 - o Planning activities (games, giveaways, etc.) for ASP to gain visibility and garner student support during AS Fall Info Fair,
 - o Ensuring that ASP has event publicity ready for Fall Info Fair.
 - o In conjunction with ASP Advisor, making necessary edits to the annual Taste Test survey for implementation at SummerStart and early Fall quarter.

- o Maintaining effective communication with all office staff for a smooth transition between Summer and Fall quarters,
- o Organizing and prepare the office for the upcoming year.
- o Planning at least one poster sale to take place early in fall quarter to supplement the administrative budget for conference and office expenses,
- o Ensuring that the promotions for the fall ASP Poster Sale in the VU Gallery will be effective,
- o Planning fall ASP training in conjunction with ASP Advisor.
- o Reviewing, revising and updating the ASP Staff Manual, to be completed by the time of the ASP retreat.
- o Working with ASP Advisor to gain a proficient knowledge of assessment techniques,
- o Performing other duties as needed or assigned.

Salary

This position will receive \$10,244 per position term (approximately \$412 twice per month).

Reportage

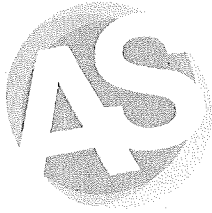
This position reports directly to AS Vice President for Activities.

This job description is subject to change in accordance with the AS Employment Policy.

The Associated Students is an Equal Opportunity Employer.

Revised on February 26, 2014 by motion ASB-14-W-47.

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AS Communications Staff Job Description Changes

Proposed Motions: *Move to approve the name change for the AS PR Coordinator position, and remaining edits to the office job descriptions.*

Sponsor: *AS Communications Director-Mason Luvera*

Persons of Contact: *AS Communications Director, AS PR Coord.*

Guest Speaker: *AS Communications Director - Mason Luvera*

Date: *March 7, 2014*

Proposal Follow Up: To better provide context to the position changes, the Communications Office knows that he changes are needed for the following reasons:

The PR Coordinator position has provided an integral service to the office and the organization since the Office's inception. However, the current name is not representative of its duties. In fact, the majority of PR responsibilities fall under the Communications Director position as a first stop. The naming of the position has also created confusion for the media, in that they are not sure who to contact for what needs. We have coped this year by cross-pollinating all PR responsibilities, but the job descriptions call for the Communications Director as the media spokesperson, with the PR coordinator assisting in that responsibility. The proposed name accurately reflects this.

In terms of a proposed name change to Marketing and Outreach Coordinator, that in no accurate way represents what the position is designed to do, and also strays away from the Communications Office's main focus, which is strategic planning and advising. The PR Coordinator job description is designed to be an assisting position to the Communication Director position. More importantly, marketing and outreach is actually a joint venture that is better tasked between collaboration of both positions, and we feel strongly that subordinating that responsibility to one position is erroneous. The purpose of changing the name to Communications Coordinator is to align both positions into a common purpose: to better serve the AS through strong strategic and curated communications.

The Communications Office has been maligned with several critical setbacks this year, but these are the result of our decision to take on the continual kinks (that are the result of being a new office) and get them resolved this year so the office can continue forward. We know what this office needs for our organization, and we feel strongly that the proposed changes are what is needed to serve following communications office staff with the tools and structure that is needed.

Communications Director, Mason Luvera, will be present at the Wednesday board meeting to better speak to these changes and the needs of the Communications Office to move forward in a positive direction. If any questions arise, please contact our office.



Associated Students of Western Washington University

AS Communications Office

AS Communications Coordinator AS-Public-Relations Coordinator

About the Position

The AS Communications Office is responsible for coordinating and disseminating a central AS events calendar, updating the AS and WWU online event calendars, writing and distributing select press releases to appropriate media contacts, assisting with implementation of promotion initiatives, assisting with internal communication, requesting select KUGS PSAs, coordinating and disseminating a central AS events calendar and updating the AS and WWU online event calendars.

Position Classification

Coordinators provide programming for the Associated Students as a whole and facilitate events, offices and groups throughout the Western and Bellingham community. Coordinators report to department directors or supervisors. Specific duties include but are not limited to: Event programming, departmental budget authority, coordinating specific office functions, performing administrative work, supervising assistant coordinators, promote office and events, and maintain and update programming resources for the department.

About the Department

The AS Communications Office is responsible for organizational promotion, marketing, and public relations. This office also provides organization-wide support services including a central events calendar, market research, and development of strategic promotional goals.

Terms of Position

This is a three quarter position. This position starts the Monday two weeks before the start of classes fall quarter and ends the Friday of finals week the following spring quarter. This position works an average of 15 hours per week. The position holder may work more some weeks and less other weeks depending on the office's needs. The position holder is neither required nor expected to work during intersession, winter break or spring break.

AS Employment Qualifications

- Maintain a minimum credit load throughout term of position of 6 credits for undergraduates and 4 credits for graduates.
- Maintain a minimum of a 2.00 cumulative grade point average.
- Ability to complete the entire term of the position,

Preferred Qualifications

- Strong organizational, multitasking, and time management skills.
- Understanding of public relations tactics.

- Experience writing press releases, media advisories and pitch letters
- Attention to detail and problem solving abilities.
- Computer skills including Microsoft Word, Excel, and Outlook.
- Ability to work independently, within deadlines and milestones, and hold flexible hours.
- Demonstrated ability to work collaboratively with people of diverse backgrounds and opinions.
- Knowledge of AP-style.

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AS Employment Responsibilities

- Serve the membership of the Associated Students in a professional and ethical manner by:
 - Being familiar with and upholding the AS Charter, all WWU policies, and all AS policies including the Employment Policy, Code of Conduct, and Program Standards.
 - Attending all AS staff development events: pre-fall orientation, pre-winter, pre-spring, and mid-quarter staff developments.
 - Being knowledgeable of the AS organization and its general operations.
 - Serving on search committees as designated by the AS Personnel Director.
- Ensure the legacy of this position by:
 - Working with supervisor and Personnel Director to revise and update position job description.
 - Working with the previous position holder to complete a minimum of 15 hours of unpaid internship as well as providing a 15 hour internship to the incoming position holder.
 - Developing and maintaining a legacy document as required by the AS Employment Policy.

Position Responsibilities

- Enhance and maintain the integrity and accuracy of the AS image by:
 - o Updating and maintaining an accurate media contact list.
 - o Developing working relationships with media outlets including, but not limited, editors for all on-campus publications, journalists, and Bellingham community media.
 - o Assisting the Communications Director in helping employees contact and speak with the media.
 - o Communicating with and being knowledgeable about the Associated Students organization: including offices and departments, upcoming events, initiatives, and ongoing projects.
- Ensure the effectiveness of all office marketing and programming efforts by:
 - o Compiling and distributing a comprehensive calendar of all AS and student-related events, activities, and programs and using it to update the AS website, the Office of University Communications event management system, and The AS Review and the Publicity Center.
 - o Assisting the Communications Director with the coordination of organizational and office social media resources.
- Promote the Associated Students organization on and off campus by:
 - o Providing The AS Review and Publicity Center with a weekly list of 6 upcoming events for the VU 6th Floor Calendar.

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- o Writing and distributing press releases to appropriate media contacts for select events and initiatives.
- o Assisting the Communications Director with implementation of cross-divisional and organizational promotion campaigns,
- o Requesting KUGS public service announcements for select events or initiatives.

- Ensure the smooth, effective operations of the Communications Office by:
 - o Devoting at least 15 hours per week to Associated Students business,
 - o Establishing and maintaining at least 10 posted office hours per week,
 - o Performing other duties as needed or assigned.

Salary

This position will receive approximately \$5,746.97 per position term (about \$302.47 twice per month).

Reportage

This position reports directly to the AS Marketing Director.

This job description is subject to change in accordance with the AS Employment Policy.

The Associated Students is an Equal Opportunity Employer.

Revised Feb. 24, 2012 by motion ASB-12-W-28



Associated Students of Western Washington University

AS Communications Office
AS Communications Director

About the Position

The AS Communications Director is responsible for creating and implementing an AS Marketing Plan, planning and implementing public relations campaigns, identifying and executing organizational and cross-divisional promotion, advising and guiding office promotion efforts, and acting as the AS organization's spokesperson and media contact. The AS Communications Director is responsible for creating and implementing an AS Marketing Plan, planning and implementing public relations campaigns, identifying and executing organizational and cross-divisional promotion, executing internal communications, advising and guiding office promotion efforts, and acting as the AS organization's spokesperson and media contact.

Position Classification

Directors are responsible for coordinating the activities of different programs in a large department to ensure quality programming and/or efficient use of student resources. Specific duties include establishing departmental goals, departmental training, program approval, personnel management and supervision, departmental budget authority, communication among employees, coordination of programs efforts, and conflict resolution. These positions operate under the management and direction of the AS Board of Directors.

About the Department

The Communications Office is responsible for organizational promotion, marketing, and public relations. This office also provides organization-wide support services including a central events calendar, market research, and development of strategic promotional goals.

Terms of Position

This is a four quarter position. This position starts the Monday before summer classes begin and ends the Friday of finals week the following spring quarter. This position works an average of 19 hours per week. The position holder may work more some weeks and less other weeks depending on the office's needs. The position holder is neither required nor expected to work during intersession, winter break or spring break.

AS Employment Qualifications

- Maintain a minimum credit load throughout term of position of 6 credits for undergraduates and 4 credits for graduates.
- Maintain a minimum of a 2.00 cumulative grade point average.
- Ability to complete the entire term of the position.

Preferred Qualifications

- Experience with marketing, branding, and promotion.

- Experience with public relations tactics.
- Experience writing press releases, media advisories and pitch letters.
- Understanding of reporting and Journalistic ethics.
- Knowledge of crisis communications.
- Experience managing volunteers or employees.
- Experience managing a budget or being a budget authority.
- Conflict management knowledge or experience.
- Computer skills including Microsoft Word, Excel, Publisher, and Outlook.
- Demonstrated ability to work collaboratively with people of diverse backgrounds and opinions.
- Extensive experience working with diverse forms of social media.
- knowledge of AP style.
- Strong initiative and creativity in planning marketing projects.
- Strong organizational, multitasking, and time management skills.
- Attention to detail and problem solving abilities.
- Ability to work independently, within deadlines and milestones, and hold flexible hours.

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AS Employment Responsibilities

- Serve the diverse membership of the Associated Students in a professional and ethical manner by:
 - o Being familiar with and upholding the AS Charter, all WWU policies, and all AS policies including the Employment Policy, Code of Conduct, and Program Standards,
 - o Attending all AS staff development events including, but not limited to: pre-fall orientation, pre-winter, pre-spring, and mid-quarter staff developments,
 - o Being knowledgeable of the AS organization and its general operations,
 - o Serving on search committees as designated by the AS Personnel Director.
- Ensure the legacy of this position by:
 - o Working with supervisor and Personnel Director to revise and update position job description.
 - o Working with the previous position holder to complete a minimum of 15 hours of unpaid internship as well as providing a 15 hour internship to the incoming position holder,
 - o Developing and maintaining a legacy document as required by the AS Employment Policy.

Position Responsibilities

- Ensure the effectiveness of the Board of Directors operations by:
 - o Attending Board of Directors meetings and work sessions as needed,
 - o Attending Board of Directors retreats and trainings as requested,
 - o Reporting major business of the position to the position supervisors as well as at official meetings of the Board of Directors as needed,
 - o Working with the members of the Board of Directors in a cooperative and timely manner.
- Ensure the smooth, effective operations of the Communications Office by:
 - o Monitoring and advising all AS offices and staff as the communications strategic advisor for the organization,
 - o Devoting at least 19 hours per week to Associated Students business.
 - o Establishing and maintaining at least six (6) posted office hours per week, and four (4) meeting hours with other AS communication-related staff per week.

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o Supervising the Communications Coordinator and assisting them in their duties as needed.

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o Updating legacy documents for this position at least once per quarter.

• Assist AS offices in serving a larger, more diverse student audience by:

o Communicating and collaborating regularly with offices that promote, market, or advertise AS services.

• Ensure the effectiveness of all office marketing and programming efforts by:

o Implementing, reviewing, and updating the AS Marketing Plan, and Branding Guide.

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o Coordinating the development of the AS Best Practices guide to establish communication tactics and policies for AS staff.

o Being knowledgeable about the Associated Students organization including communicating with offices, upcoming events, initiatives, and ongoing projects.

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o Monitoring PC Request Form projects in order to advise and guide office promotion efforts.

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o Planning short and long term strategic promotion goals.

o Attending meetings with the Publicity Center Coordinator and Account Executives as needed.

o Monitoring and assisting with offices' social media resources,

o Coordinating all official AS organizational social media resources.

• Promote the Associated Students organization on and off campus by:

o Coordinating and expanding organizational marketing and communications.

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o Acting as the main media contact for the Associated Students,

o Coordinating a committee to plan the AS presence and outreach for university events such as Summer Start, Compass 2 Campus, Western Preview, and Back2Bellingham.

o Communicating regularly with the Office of University Communications,

o Collaborating with on and off campus organizations (including Dining Services, Athletics, Housing, and New Student Services / Family Outreach),

o Assisting in the planning and execution of the Red Square Info Fair promotion plan in collaboration with the Info Fair Coordinator,

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o Working with offices to increase organizational awareness at events.

o Attending Associated Students program events per quarters needed.

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Salary

This position will receive approximately \$9,740.63 per position term (about \$405.86 twice per month).

Reportage

This position reports directly to the AS President or designee.

This job description is subject to change in accordance with the AS Employment Policy.

The Associated Students is an Equal Opportunity Employer.

Revised February 24, 2012 by motion ASB-12-W-28