



Wisconsin Union
D I R E C T O R A T E

Alternative Breaks

Associate Director

Apply here: https://uwmadison.co1.qualtrics.com/jfe/form/SV_eyOTtIqtSqyULqu

Overview

- This position is a volunteer, leadership position with the Wisconsin Union Directorate, student programming board.
- Each committee of the Wisconsin Union Directorate is committed to amplifying the voices of underrepresented communities through thoughtful and deliberate programming that targets societal issues. WUD leaders have an obligation to use the privilege of our organization and the power of our positions to continually educate ourselves and provide the same opportunities to our communities.
- Successful applicants for WUD Leadership positions will demonstrate a commitment to social justice during the interview process and, upon selection, commit to continually highlighting inequalities due to racial, environmental, societal, and any other type of discrimination that our campus, country, and global communities face through their committee processes and programming efforts.
- Each Associate Director is asked to dedicate 10 hours a week to the position. As a thank you for your service, you will receive a \$30/month stipend on your Wiscard for 8 months of the academic year.

Committee Purpose

The WUD Alternative Breaks program provides UW-Madison students with the opportunity to learn about issues affecting American society and then engage in hands-on work to address the negative impacts. The committee develops weeklong service immersion trips centered on social issues that send groups of students across the United States. The trips should bring students together to work side by side with their peers and the members of the communities they visit in strong direct service. In addition to the trips, the committee facilitates programming on-campus relating to the core issues being explored through their trips. Using education, service, and reflection, the Alternative Breaks Committee strives to create active citizens that expose pressing social justice issues to the campus community while supporting self-awareness, thoughtful dialogue, and the development of others. In pursuit of this goal, the committee follows the model of Break Away, a national organization focused on alternative breaks. Their model's components include emphasizing diversity, social justice, education, orientation, strong direct service, reorientation, and ongoing reflection throughout the experience.

Associate Director Position Responsibilities

Community & Outreach

The AD for Community & Outreach focuses on interacting with the Madison community both on and off campus. This position is responsible for reaching out to student organizations and local organizations for collaborations, partnerships, and educational opportunities. This position is tasked with organizing the diversity and inclusion plan set in motion by the current leadership team. Strong applicants will have exceptional communication and

interpersonal skills. No previous experience with Alternative Breaks is necessary to fill this position. Current ties and footholds with on and off campus organizations preferred but not required.

Duties & Responsibilities:

- Organize on-campus events with the committee
- Foster relationships between AB and other organizations on campus and in the greater Madison community through collaborative events
- Develop outreach techniques to recruit new committee members
- Work with AB Leadership Team to implement a post trip gathering aimed to foster continued connections between trip participants and the AB committee as well as continued service on campus
- Organize volunteer events on campus for committee (3-4 per semester)
- Write an updated diversity and inclusion statement on behalf of Alternative Breaks
- Work with director to implement anti-racism and BIPOC accessibility initiatives

Member & Program Development

The AD for Member & Program Development focuses on interacting with the students each semester to develop trips and creating educational opportunities about the trips and their core issues. This position is in charge of directly communicating with committee members to facilitate organized, efficient trip planning along with heading the application and organizing educational and leadership programming. Strong applicants will display exceptional organizational, communication, and team skills. No previous experience with Alternative Breaks is necessary to fill this position. Programming experience preferred but not required.

Duties & Responsibilities:

- Work with committee members to develop service immersion trips for Spring Break and ensure they are staying within the trip planning calendar deadlines and update leadership team on trip planning progress
- Maintain a clear line of communication between AB and the trip community partners
- Collaborate with trip planners and site leaders to prepare background information and orientation packets for each trip
- Work with AB director to develop educational and leadership programs for site leaders
- Develop and help implement multiple educational orientations for trip participants that focus on developing social ties within the trip groups, trip logistics, and introduce the central issues the trips are centered on
- Meet with trip participants who are unable to attend orientations
- Plan and implement workshops for the committee
- Assist in the application and selection process for trip participants

Marketing & Event Promotions

The AD for Marketing & Events focuses on recruitment and program promotions for the committee. This position is responsible for promoting events to widen the reach of Alternative Breaks along with developing marketing tools for all aspects of the program and organize volunteer events around campus. Strong applicants will show robust logistical, communication, and marketing skills. No previous experience with Alternative Breaks is necessary to fill this position. Graphic design experience preferred but not required.

Duties & Responsibilities:

- Implement marketing and branding efforts for committee, trips and outreach events
- Work with WUD Marketing Department and WUD VP External Relations to promote all aspects of AB programming
- Work with other WUD Marketing AD's to develop a collaborative relationship.
- Foster relationships between AB and other organizations on campus and in the greater Madison community through collaborative events
- Design marketing and promotional materials for trips, events, and committee
- Manage all AB social media pages (Facebook & Instagram) for the committee and trip participants
- Develop outreach techniques to retain old committee members and recruit new committee members