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### **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 \$75/month stipend on your Wiscard for 8 months of the academic year.

### **Committee Purpose**

The Distinguished Lecture Series Committee (DLS) is charged with a mission to present a diverse range of viewpoints from highly respected, prominent people who will both stimulate discussion and challenge current ideals and values. The AD position assists the Director in creating a truly diverse series of topics and ideas with speakers from different racial, cultural, ethnic, and gender backgrounds. The DLS committee strives to create programming that primarily focuses on a lecture series that hosts at least four lectures per year. Traditionally, DLS events have been held in Shannon Hall, Varsity Hall, and various other venues across campus. It is anticipated in the coming year attendance, venue, and platform usage will fluctuate.

### **General Associate Director Position Information**

This year, we plan to recruit 4 Associate Directors for the following positions:

- Associate Director of Marketing and Social Media
- Associate Director of Member Development and Committee Programming
- Associate Director of Events
- Associate Director of Outreach and Engagement

For each position, the term is from May 1, 2023 to April 30, 2024. Involvement from May 1 to August 1 is optional.

## **General Duties of All Associate Directors**

- Anticipated time commitment of 10 hours per week during the academic year, including meetings.
- Attend weekly DLS Committee meetings (*TBD*) and weekly AD Meetings (*TBD upon selection of leadership team*); meet with DLS Advisor twice per semester.
- Attend weekly meeting with DLS Director (~30 minutes per week)
- Attend Directorate trainings, including Fall Leadership Training Day at the end of August
- Promote DLS at the student org fairs and other recruitment opportunities.
- Work with DLS committee to establish goals and procedures for programming as well as develop, communicate, and hold the committee to the vision and mission of programs.
- Work with DLS Leadership team to create and facilitate events, educating the committee on responsible program planning, promotion, and implementation.
- Foster a comfortable, friendly, and open environment within the committee, where all members are able to share and discuss their thoughts and disagree in a civil manner.
- Assist in running DLS committee meetings, organizing main-series lectures, and other committee functions.
- Effectively collaborate with the other Associate Directors in order to reach committee and programming goals.

## **Position Specific Duties**

### **Associate Director of Member Recruitment and Committee Programming**

- Recruit DLS Committee members to subcommittees focused on working alongside the Associate Directors in various areas such as external engagement, marketing, event planning, etc.
- Foster an open, friendly environment within the committee.
- Create and implement opportunities for members to be more actively involved with DLS and help to build a sense of community.
- Set goals for committee membership retention.
- Assist the Director in leading Committee meetings and coming up with ideas for member engagement and participation.
- Oversee the Lecture Lead program, a leadership opportunity for committee members to research and engage with an individual speaker and serve as the primary point of contact for the lecture.
- Ensure information about speakers and their event details are relayed to the AD of Events.
- Work alongside the rest of the AD team to effectively communicate event details to committee members and foster member participation in DLS programming activities.

### **Associate Director of Events**

- Responsible for event planning specifics and implementation, whether the format be in-person or virtual.
- Virtual event duties include selecting the most appropriate streaming platform, headline or supporting the Director during the event, ensuring technology is set and ready to go before the event, ensuring the event is as accessible as possible by coordinating with the McBurney center for accommodations, etc.

- For in-person events, duties include booking event spaces, ordering food and additional required supplies, coordinating with the speaker and their team on-site, hosting a Q/A with the speaker if scheduled (optional), etc.
- Work alongside both the AD of Outreach and Engagement and the AD of Marketing and Social Media to ensure marketing and promotional materials for each event are accurate and consistent.

#### **Associate Director of Outreach & Engagement**

- Work alongside the AD of Marketing and Social Media, the Wisconsin Union Marketing Department, Student Print, and the WUD Vice President of External Relations to promote lectures on campus and in the community through responsibilities including, but not limited to, ensuring posters, flyers, and other physical promotional materials for DLS are made and effectively distributed.
- Work alongside the AD of Marketing and Social Media to analyze insights through various tools such as Mailchimp, and create plans for increasing engagement and interaction.
- Coordinate with student groups, departments, and other University bodies to collaborate on events and increase outreach, with a heavy emphasis on student organization engagement.

#### **Associate Director of Marketing & Social Media**

- Manage the DLS event webpage and social media accounts, including Facebook, Twitter, and Instagram, along with the DLS email, to provide an outlet for our audience to engage with us.
- Analyze tools such as Mailchimp and social media insights, and work with the AD of Outreach and Engagement to come up with plans to increase engagement and interaction.
- Work alongside the AD of Outreach and Engagement to ensure posters, flyers, and other physical promotional materials for DLS are made and distributed.