

## **Presidential Team**

### **President**

Must be rising senior

Key Communicator

Expected to attend most, if not all, Alumni Association events

Responsibilities include:

- Overseeing Board Members
- Establish and schedule Alumni Association Meetings
- Promote CPA HOBY Alumni Association events
- Expected to attend and speak at the upcoming CPA HOBY Leadership Seminar
- Serving as the connection between the Alumni Association and the Seminar Planning Committee if and when seminar needs support from Alumni Association
- Other duties as deemed necessary

### **Vice President**

May be rising Juniors, rising Seniors, or College Level

Two Vice Presidents must coordinate so that at least one (if not both) are present at each Alumni Association event

Responsibilities include:

- Supporting the President when needed
- Finalize quarterly Newsletter
- Other duties as deemed necessary

## **Communications Team**

### **Secretary**

May be rising Junior or rising Senior

Works together with the Director of Communications so that at least one (if not both) are present at each Alumni Association event

Responsibilities include:

- Taking notes and attendance at Alumni Association Events to maintain a record for the Alumni Association and HOBY International
- Sending thank you notes after events

### **Director of Communications**

May be rising Senior, or College Level

Works together with the Secretary so that at least one (if not both) are present at each Alumni Association event

Responsibilities include:

- Take photos at Alumni Association events to put on social media accounts
- Work with Alumni Advisor, BOT Media Advisor, and PR chair to develop social media content calendar
- Manage and post on social media accounts throughout year according to calendar (Facebook, Instagram, Twitter, Snapchat)
- Work with the VPs to create quarterly newsletter

- Tentatively: Late August, Mid November, Early January, Mid-April , and specific event promotion

### **Public Relations Chair**

May be rising Senior, College Level or above

Works together with other team members so that at least one is present at each Alumni Association event

Responsibilities Include:

- Take photos at Alumni Association events to put on social media accounts
- Work with Alumni Advisor, BOT Media Advisor, and Director of Communications to develop social media content calendar
- Responsible for seeking new PR opportunities with the help of BOT Media Advisor
  - Create story bank for the year, along with relationships with news outlets
- Maintain a file with copies of all PR samples

### **Financial Team**

#### **Treasurer**

May be rising Junior or rising Senior

Must be present for all fundraising events

Responsibilities:

- Works together with the Alumni Advisor and the Corporate Board Treasurer in planning fundraising initiatives throughout the year
- Collection and report of money at fundraisers - relay information back to BOT Treasurer
- Search and apply for potential grants that will benefit Alumni Association with direction from Alumni Advisor and BOT

### **Ambassador and Alumni Relations Team**

#### **Service Project Manager (3)**

APPOINTED BY THE ALUMNI ADVISOR

May be rising Junior or rising Senior

Responsibilities:

- Works with Alumni Advisor and Regional Representatives to plan one or more service projects or social events for the Alumni Association
- Works with Communication Team to promote events and PR

#### **CLeW Committee Members (3)**

APPOINTED BY THE ALUMNI & CLeW ADVISORS

May be rising Junior, rising Senior or College Aged Student

Must be present for CLeW events as deemed by CLeW Advisor

Responsibilities:

- Works together with the CLeW Director in planning and executing CLeWs throughout the year
- Assists with: recruitment, program planning, operations, staff recruitment, and fundraising as needed

**Regional Representatives (4-8)**

No age requirement

Goal of this position is to get Chapters started within regions with guidance from Alumni Association (set up a board, seek volunteer opportunities, etc)

Must be involved in community and events in region

Responsibilities:

- 1-2 reps per region to keep board updated about regional specific happenings and give report at Alumni Association meetings
- Help brainstorm locations to host events
- Willing to speak with and assist alumni who want to get involved in their region
- Regions consist of : Northwest (H), Northeast (O), Southeast (B) and Southwest (Y)
  - See breakdown of regions in “County Breakdown” Document