



## Hamline University Programming Board 2020-2021 Job Description

The student staff of Hamline University Programming Board (HUPB) serves as the student programming component of the Office of Student Activities. The mission of HUPB is to create an inclusive and fun environment by students, for students, to come together and learn by providing a diverse offering of activities to foster engagement and connection within the HU community.

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### How to apply

- **Applications will be available online on JANUARY 30, 2020.**
- Review this document and decide which Programming Board position(s) interest you most.
- In the meantime, you are welcome to attend Programming Board meetings as a VIP (Very Involved Piper; volunteer member of HUPB), set up informational interviews with current members, or meet with Beth Decker, the advisor to the group, to get more information about HUPB. Email [hupb@hamline.edu](mailto:hupb@hamline.edu) with questions.
- Visit the Student Leader Selection website: <http://www.hamline.edu/studentleaderselection/>
- Scroll to the bottom of the page and select "Apply Now".
- Complete the application. If selected for an interview, you will be contacted by email for scheduling.
- Visit the Career Development Center to perfect your resume with their help.

Questions? Contact Beth Decker at [edecker05@hamline.edu](mailto:edecker05@hamline.edu).

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### General Expectations

#### HUPB Programmers & Coordinators must:

- Maintain their personal and HUPB email accounts; they are asked to check email daily on weekdays.
- Attend weekly Programming Board meetings.
- Meet with the Programming Board supervisor at least twice a month.
- Consult with supervisor regarding all programs, contracts, and expenditures.
- Collaborate with other campus organizations.
- Ensure events regularly take place on weekends (2-3 weekends per month).
- **Remain on campus and available for Fall and Spring Welcome Week, Homecoming week, End of Semester/Year Party, Fireball, and additional programs as requested.**
- **Remain on campus and available during J-Term unless otherwise agreed upon with supervisor (for example, for study abroad).**
- **Participate in HUPB Fall Training (August 24 - September 4).**
- Utilize fellow HUPB staff and the VIP members to assist with your events.
- Maintain budget and submit evaluation reports on all programs and events.
- Fulfill all responsibilities in a timely manner.
- Demonstrate enthusiasm, initiative, engagement, creativity, adaptability, and excellence.
- Actively work to engage diverse audiences and outreach to the wider student community.
- Remain alcohol and/or drug free when volunteering or working at any and all events sponsored by HUPB and Student Activities.
- Understand that teamwork is essential to success as a Programming Board. Programmers will work cooperatively with fellow HUPB staff members, volunteer members, the supervisor, and other professional staff members.

- As a representative of Hamline University, employees are expected to portray a positive image of the University, Student Activities, and themselves. In all arenas, both on and off campus, please remember that your actions have the ability to influence people's opinions of Hamline University and Student Activities. This includes maintaining a respectful and responsible online/social media presence.
- Other duties as assigned.
- Compensation: Annual stipend of \$3,000 (paid in installments twice a month, beginning in August).

**Note:** Some spring 2020 and summer 2020 hours will be expected of members of HUPB to successfully coordinate and facilitate fall events such as Welcome Week and Homecoming. Scheduling is flexible, responsibilities vary by position. Required spring training dates include (subject to change):

**Tuesday, March 17th**

4:30-6:30pm: Meet and Greet with Incoming/Outgoing Boards

**Sunday, April 26th**

10:00am-2:00pm: Spring Training Session

**Friday, May 22nd**

9:00am-5:00pm Spring Training Session

**In addition, newly hired staff will schedule 1 individual training session with the HUPB supervisor in April/May.**

### **Responsibilities and Commitments of Individual Positions**

#### **Development and Outreach Coordinator**

- Spokesperson and delegate leader for the organization.
- Oversee all operations of the organization.
- Facilitate weekly meetings with board and VIPs.
- Serve as a consultant and advisor to the Programming Board staff on all matters.
- Ensure that all programmers and coordinators are successfully fulfilling their duties.
- Communicate with Marketing and Graphics Coordinators regarding general HUPB promotions – fliers, posters, banners, and other print marketing needs.
- Collect and analyze data to ensure inclusive, diverse, and cost-effective events that serve the entirety of the Hamline undergraduate student body.
- Assist the supervisor in maintaining overall budget for Programming Board.
- Oversee and champion the cultivation of a strong volunteer base.
- Previous HUPB experience preferred.

#### **Films & Off Campus Programmer**

- Coordinate a diverse movie schedule as part of the monthly movie program.
- Coordinate, promote, and implement a diverse array of entertainment options off campus for students to explore resources around the Twin Cities metro area.
- Coordinate volunteer needs for each event.
- Consult with Marketing and Graphics Coordinators regarding campus-wide fliers, posters, banners, and other needs.
- Implement and/or delegate specialized marketing for these events in collaboration with Marketing Coordinator.

## **Special Events Programmer**

- Coordinate several large-scale all-campus programs, including, but not limited to: Welcome Back Block Party, Homecoming Dance, End of Semester Party, Fireball, and End of Year Party.
- Coordinate, promote, and implement a diverse array of entertainment offerings at these events.
- Coordinate large-scale volunteer needs for each event.
- Consult with Marketing and Graphics Coordinators regarding campus-wide fliers, posters, banners, and other marketing needs for events.
- Implement and/or delegate specialized marketing for these events in collaboration with Marketing Coordinator.
- Some event planning and/or volunteer coordinating experience preferred.

## **Weekend Entertainment Programmer**

- Coordinate, promote, and implement monthly entertainment offerings and featured performers, such as poetry slams, open mics, etc.
- Collaborate with Hamline University Poetry Slam (HUPS) student organization to coordinate attendance at CUPSI, if desired.
- These events are geared towards a small to medium audience size (40 – 100).
- Consult with Marketing and Graphics Coordinators regarding campus-wide fliers, posters, banners, and other marketing needs for events.
- Coordinate volunteer needs for each event.
- Implement and/or delegate specialized marketing for these events in collaboration with Marketing Coordinator.

## **Collaborations Programmer**

- Coordinate, promote, and implement traditional events such as Welcome Week Bingo, Homecoming Glow Hunt, and other events as desired.
- Coordinate, promote, and implement collaborative events of all sizes in partnership with a diverse array of student organizations and University departments.
- Maintain up-to-date information on student organizations and events.
- Conduct regular outreach to various student organizations and University departments to seek out opportunities for collaboration.
- Consult with Marketing and Graphics Coordinators regarding campus-wide fliers, posters, banners, and other marketing needs for events.
- Coordinate volunteer needs for each event.
- Implement and/or delegate specialized marketing for these events in collaboration with Marketing Coordinator.

## **Homegrown Programmer**

- Coordinate, promote, and implement a diverse array of interactive and engaging events that give students the opportunity to participate directly with the subject matter of the event (i.e. pumpkin carving, Paint with Bob Ross, Adopt a Plant, etc.).
- These events are geared towards a small audience size (25 – 50 attendees).
- Consult with Marketing and Graphics Coordinators regarding campus-wide fliers, posters, banners, and other marketing needs for events.
- Coordinate volunteer needs for each event.
- Implement and/or delegate specialized marketing for events in collaboration with Marketing Coordinator.

## **Graphics Coordinator**

- Develop unique graphic designs for posters, digital displays, Facebook marketing, t-shirts, etc. for events as needed.
- Create other advertisements, such as Oracle Magazine ads and Oracle weekly newspaper ads.
- Design HUPB promotional materials such as cups, magnets, and other items, as requested by the Marketing and Development & Outreach Coordinators.
- Consult Programmers on design aesthetic and graphic needs for their programs.
- Proficient understanding of Adobe Creative Suite required.
- Graphics coordinators will be required to work 5-10 hours a week starting August 1st. Remote work is possible, to be determined with supervisor.

## **Marketing Coordinator**

- Collaborate with Development and Outreach Coordinator to develop marketing plans for the recruitment of volunteers.
- Coordinate regular tabling to promote events.
- Identify and utilize multiple forms of social media to promote each event, including Facebook, Instagram, and Snapchat, both before and during events.
- Submit event information to campus wide advertising resources.
- Order HUPB promotional materials such as mugs, pens, t-shirts, and other items.
- Conceptualize and execute unique marketing strategies fit to the needs of individual events in collaboration with Programmers.
- Coordinate creative/guerilla marketing strategies to promote events as well as HUPB as an organization.