



2016-2017 Leadership Team Application



The Cal Poly Women in Business Association Leadership Team is comprised of the Executive Board and a cabinet of Directors. The Executive Board is comprised of one President and seven Vice Presidents that meet weekly. The Executive Board oversees the cabinet of Directors who collaborate and work closely with all members of the Leadership Team. The cabinet of Directors meet at the first Executive Board meeting of every month.

Please refer to the list of Vice President (Executive Board) and Director positions with their detailed descriptions available for the 2016-2017 school year Leadership Team and list which position you are applying for, as well as a second choice option below.

**Position:**

**Second Choice Position:**



## 2016-2017 Women in Business Association Leadership Team Position Descriptions

### **Position:** President

**Description:** The President oversees day-to-day and year-long programming, acting as a facilitator and support system for other board positions. He/she acts as the main representative of the organization, both within the College of Business and with industry professionals. This pertains especially to representation at on-campus presentations, meetings, sponsor events, etc. The President must be capable and comfortable with working across disparate teams, committees, and personalities.

Additionally, he/she will assist all board members with general club activities.

### **Requirements:**

- Previously served on Leadership Team for minimum 1 year

### **Position:** Vice President of Affairs

**Description:** The Vice President of Affairs is responsible for all major internal and external affairs of Cal Poly regarding the Women in Business Association. This includes planning the content of and scheduling guest speakers for general monthly meetings, scheduling and coordinating the Women in the Workplace speaker series which includes Executive in Residence (EIR's) round tables, and working with local companies. Tasks of the VP of Affairs includes:

- Organizing WIB general monthly meetings, which includes all content, presentations, professional speakers, and other activities
- Coordinating Women in the Workplace speaker series and EIR round tables with OCOB and with members of WIB
- Compiling the Club of the Year application through both OCOB and ASI in Spring Quarter
- Overseeing and developing any mentor programs/relationships established within Women in Business
- Maintaining the upkeep of the WIB Google Drive and other files

The VP of Affairs is to be responsible for assisting the president and assume all powers of the President in the President's absence. Additionally, he/she will assist all board members with general club activities.



**Position:** Vice President of Events

**Description:** The Vice President of Events is responsible for organizing and overseeing all logistics for all major events throughout the year (at least one per quarter), including marketing, programming, sponsorship, and corporate partnerships. This includes the *Fall Kickoff*, *the Winter Professional Series*, *the Spring Conference\**, and *the end-of-the-year banquet*.

Additionally, he/she will assist all board members with general club activities.

**\*A committee and/or an assistant will be necessary in planning this event**

**Position:** Vice President of Marketing

**Description:** The Vice President of Marketing is responsible for managing both the on and off campus brand presence of the Women in Business Association. He/She oversees both the Director of Creative Design and the Director of Public Relations. The VP will work closely with the Director of Creative Design to provide copy for club collateral, consultation on designs, and collaborate on creative elements of social media to ensure content and visuals are aligned with overall strategy. The VP of Marketing also oversees the Director of Public Relations and is the liaison between the rest of the Executive Board and the Director of PR to ensure that material for marketing is communicated effectively. Overall, he/she needs to be capable of generating creative, captivating content that appeals to correct target audiences while adhering to the Women in Business Brand. Tasks of the VP of Marketing include:  
Generating content for use in all promotional materials (work closely in conjunction with Director of Creative to ensure guidelines are met)

- Developing strategies for social media campaigns
- Developing strategies for on campus marketing for all events, big and small
- Acting as the point of contact for all external inquiries regarding use of promotional materials, or requests for promotional material creation
- Maintaining and updating content on the Women in Business website

Additionally, he/she will assist all board members with general club activities.



**Position:** Vice President of Finance and Advancement

**Description:** The Vice President of Finance and Advancement is responsible in seeking out fundraising for WIB and establishing a withstanding and coherent platform for corporate funding. He/she will work on building significant financial and community support for the Women in Business Association and will oversee sponsorship for all major events. The VP of Finance and Advancement also oversees the Director of Finance.

Additionally, he/she will assist all board members with general club activities.

**Requirements:**

- Needs to have an understanding of budgeting, corporate fundraising strategy, and other financial logistics

**Position:** Vice President of Programming

**Description:** The Vice President of Programming is responsible for organizing and overseeing all major programs run within the Women in Business Association, which include all professional workshops and the Women's Business Leadership Academy\*. The VP of Programming will oversee any committees and/or assistant directors necessary to require these programs. Tasks of the VP of Programming include:

- Scheduling, planning and executing professional workshops each quarter which may include, but are not limited to:

- Career fair preparation
- Resume review
- Mock interviews
- Networking training

- Working closely with the President in directing the Women's Business Leadership Academy, which includes executing curriculum, managing the mentor program, and overseeing other weekly activities

Additionally, he/she will assist all board members with general club activities.

*\*A committee and/or an assistant will be necessary in planning this event*



**Position:** Vice President of Outreach

**Description:** The Vice President of Outreach is responsible for coordinating and managing all aspects of the Women in Business' outreach to other campus organizations, the local community and high schools in San Luis Obispo. This includes organizing events, as well as maintaining and developing relationships, with other clubs, organizations and affiliations at Cal Poly, local high schools, and community members. Tasks of the VP of Outreach include:

- Organizing at least one community service event each month
- Creating workshops, mentor relationships and other events with local high school students
- Managing and developing a mentor program between college students and high school students
- Assisting other board members when coordinating high school student attendants or field trips for various programs and events, such as the Spring Conference and the Women in Business Leadership Academy

Additionally, he/she will assist all board members with general club activities.

**Position:** Vice President of Development

**Description:** The Vice President of Development is responsible for the development of relationships with alumni, professionals, corporations and other organizations to further the goals and mission of the Association. He/she will actively work with WIB's Professional Advisory Board in order to cultivate and maintain relationships with professionals and develop programs to reflect the current professional environment.

Additionally, he/she will assist all board members with general club activities.

**Requirements:**

- Minimum of 1-Year Term on Leadership Team



**Position:** Director of Operations

**Description:** The Director of Operation takes on the primary role of scheduling and executing daily operations within the Women in Business Association and is overseen by the VP of Affairs. This includes scheduling and booking the location for club meetings and other events through ASI (E-plans), booking fishbowls in Kennedy Library for weekly Executive Board meetings and quarterly or bi-quarterly WIB Study sessions, and corresponding/communicating with OCOB and Cal Poly staff about event details and logistics. Tasks of the Director of Operations include:

- Taking attendance at club meetings, which includes coordinating sign-in sheets for meetings and tracking meeting statistics throughout the year
- Taking notes/minutes at club meetings, which the Director of PR will send out in the weekly club email
- Ordering food for monthly meetings
- Managing room requests and submissions from members of the Leadership Team at least 2 weeks prior to the event
- Understanding how to book rooms through ASI and acting as the point person for all room bookings, which includes, but is not limited to:
  - General monthly meetings
  - Fishbowls
  - Professional Workshops
  - Other WIB Events

Additionally, he/she will assist all board members with general club activities.

**Position:** Director of Public Relations

**Description:** The Director of Public Relations is focused on promoting upcoming events and speakers on behalf of the club through Facebook, Instagram, and the WIB Weekly emails. They work with the VP of Marketing to market and promote speakers and events on Media platforms. Specifically, the Director of Public Relations will be in charge of updating social media for each week's meeting (Facebook, LinkedIn, Instagram, etc.), updating the WIB sandwich board weekly to reflect new speakers/events, updating and distributing promotional materials (stickers, key chains, lanyards, t-shirts) to prospective club members, and other tasks to grow WIB's presence in the Orfalea College of Business and Cal Poly as a whole. Tasks of the Director of PR include:

- Documenting events through recaps, photographs, and other mediums as necessary
- Working with the Director of Marketing to develop content and strategies for posting.
- Taking minutes/meeting notes at Executive Board meetings (which is to be sent out entire Leadership Team)
- Managing the WIB email and direct inquiries where necessary, sending weekly emails, and responding to any incoming mail (or allocating responses). Emails can include:
  - Weekly news
  - Club and external announcements
  - Minutes from general monthly meetings (Gets from Director of Operations)

Additionally, he/she will assist all board members with general club activities.

**Requirements:**

- Must attend weekly Executive Board meetings



**Position:** Director of Creative Design

**Description:** The Director of Creative Design is the point of contact for all creative materials. He/She is responsible for designing advertising material, forging and executing social campaigns and creating graphics for publication and website use. He/she closely collaborates with VP of Marketing to create in depth collateral for the association. The Director of Creative Design is capable of creating club designs that exude creativity, while properly adhering to the Women in Business brand. Tasks of the Director of Creative Design include:

- Creating monthly calendar graphic
- Designing and handling all outsourced promotional material (club polos, printed collateral (ie: posters, banners, water bottles etc.) )
- Creating promotional material for campus-wide events including, but not limited to:
  - Spring Conference
  - General monthly meetings
  - Professional Workshops
  - Women in the Workforce events
  - Weekly newsletter

Additionally, he/she will assist all board members with general club activities.

**Requirements:**

- Experience with Adobe Creative Suite and other related software
- Portfolio required in order to be considered for this position

**Position:** Director of Finance

**Description:** The Director of Finance is responsible for all financial coordination with ASI, Budgets, PRF's, membership, and other expenses. He/she must be detail oriented and extremely organized with WIB's finances. In addition, the director of finance will work directly with the OCOB Dean's office, the club advisor, and the VP of Finance and Advancement in all Women in Business matters regarding finances. He/she will work closely with the VP of Finance and Advancement on the logistics of major event and program fundraising/ sponsorships. Tasks of the Director of Finance include:

- Coordinating/overseeing club spending and the process of Purchase Reimbursement Forms, which are to be handled within a week of submission (*PRF's are to be submitted by any member of the Leadership Team to the club advisor's office to be signed by both the Director of Finance & the club advisor*)
- Processing membership fees and maintaining an updated list of active WIB members
- Managing the distribution and ordering of membership polos
- Formatting scholarships given out by the Women in Business Association, with assistance from the VP of Finance and Advancement

Additionally, he/she will assist all board members with general club activities.





Name:

Class Level:

Major:

Concentration (if applicable):

GPA:

Briefly state your interests and qualifications for this position:

What unique attributes can you contribute to the Leadership Team overall? How do these skills resonate with Women in Business' mission and culture?



## Application Requirements:

- Minimum GPA: 3.0
- Enrolled on campus as a full-time student (*No Studying Abroad*)
- Available to attend weekly Executive Board meetings or monthly Leadership Team meetings. *This is position-specific and is stated in each position description under "requirements"*
- A professional resume attached to your complete application. *Earlier turn in is strongly encouraged*

## Additional Information:

- Interview dates for after applications have been processed is TBA
- You do not need to include the position descriptions when turning in your application, *only* the actual application and the second page stating which position you are applying for is required

**Applications are due by Friday, April 29th**  
*Please turn in completed application to Mary Kelting's office in the  
OCOB Dean's Office*

**Thank you for your application!**