

2018
2019

BYU

STUDENT ALUMNI

Executive Board Application

BYU STUDENT ALUMNI ASSOCIATION
242 HINCKLEY CENTER
BRIGHAM YOUNG UNIVERSITY
801-422-8659
STUDENTALUMNI@BYU.EDU

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INTRODUCTION

Congratulations on your decision to apply for a position on the BYU Student Alumni Executive Board! This packet contains information about the Student Alumni Association and the application process for a position on the Executive Board for the 2018-2019 school year. Please read through this packet in its entirety to be best informed and prepared for the application process.

Applications are due **Monday, March 12, 2018 by 5:00 p.m.** online at *studentalumni.byu.edu*. Following application submissions, qualified candidates will be extended one or more interviews. The interview and selection process will take place **Thursday, March 15 – Thursday, March 22.**

Interviews for qualified candidates applying for president will be conducted **March 15 – March 16, 2017**. After the president's position is filled, the new president will participate on the interview board for vice president positions. Selected candidates will be interviewed **March 20 – March 22 2017**. More detailed information about officer interview times will be communicated after the application deadline.

MISSION OF STUDENT ALUMNI

BYU Student Alumni supports the mission of BYU in assisting individuals in their quest for perfection and eternal life through education that is spiritually strengthening, intellectually enlarging, character building, and leading to lifelong learning and service.

As the student branch of the BYU Alumni Association, Student Alumni helps its parent organization extend the BYU experience beyond graduation and build lifelong relationships with alumni and friends.

VISION

Student Alumni establishes meaningful connections between students, alumni and the university. Additionally, Student Alumni educates students on what it means to be active and engaged alumni, who give of their time, talents, and treasure to their alma mater.

Student Alumni events and programs focus on the following:

Connecting Students with Alumni—Student Alumni connects students with BYU alumni to create beneficial relationships, expand career opportunities, find educational direction, and enhance networking skills.

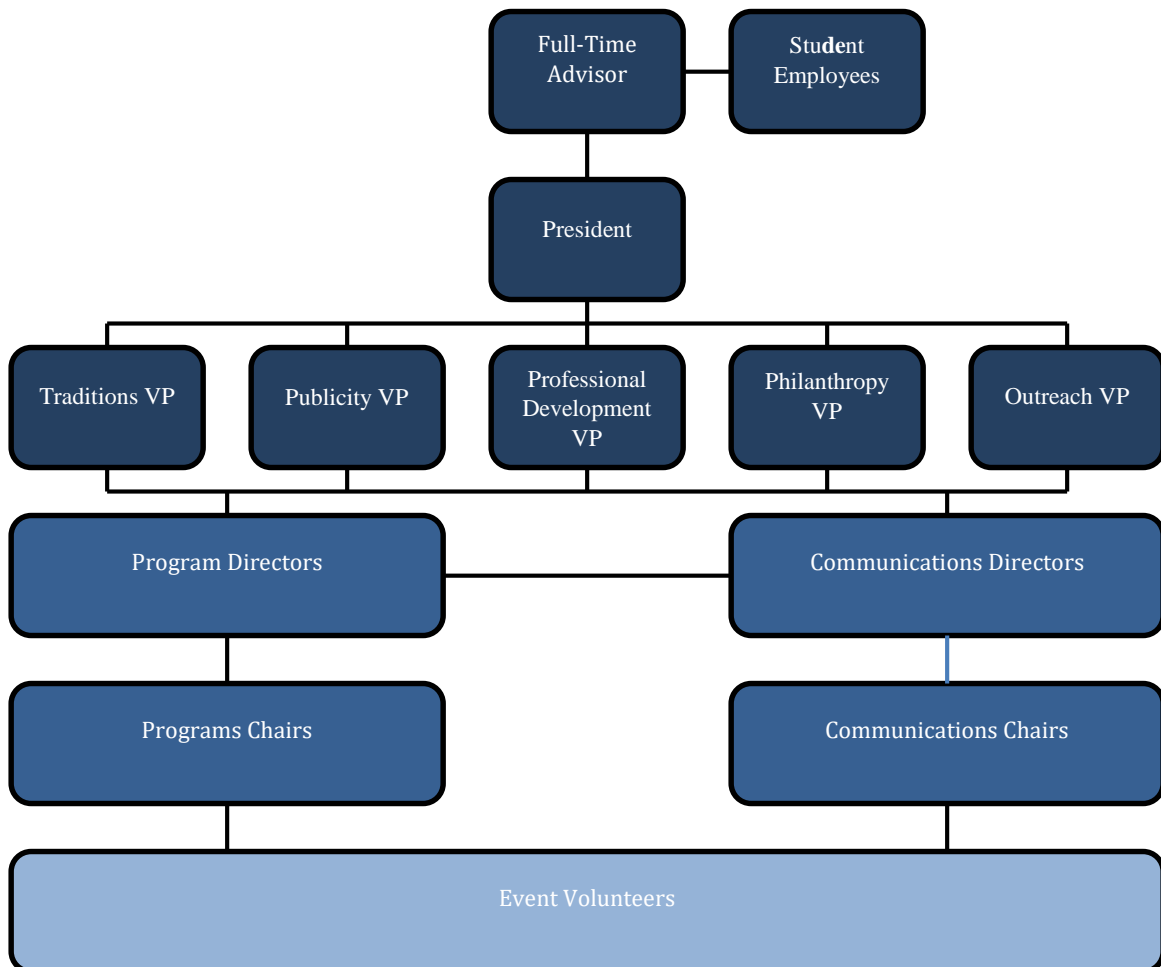
Preparing Students to Become Active & Engaged Alumni—Student Alumni helps students understand how alumni have helped create opportunities for them today and to realize it is their responsibility to continue to stay connected and provide opportunities for future BYU students through donation of time, talent and treasure.

Encouraging Professional Development—Student Alumni provides venues for student development both personally and professionally as leaders.

Promoting Traditions—Student Alumni nurtures and develops an affinity for BYU through traditions among students and alumni.

ORGANIZATIONAL STRUCTURE

The Executive Board of the Student Alumni Association is comprised of six student members with the assistance of an advisor.



GENERAL RESPONSIBILITIES

1. Be an active member of the Student Alumni Executive Board and work to help others meet their goals. Know the mission and vision of Student Alumni and BYU Alumni and share it with everyone.
2. Represent Student Alumni, BYU Alumni, and the university well through actions and example at all times.

3. Motivate and inspire volunteers to assist in Student Alumni advancement through programs, events, and activities.
4. Collaborate with program/communication directors to set goals, create timelines, and measure event success through the number and quality of alumni/student connections.
5. Train all program/communication directors regarding the mission and vision of BYU Alumni and Student Alumni, ways to plan an event using the Master Plan, and the importance of delegation.
6. Hold weekly stewardship meetings with all program/communication directors to closely monitor and direct their progress in creating and implementing the master plan for their event.
7. Verify that thorough event evaluations are completed and submitted in a timely manner.
8. Identify new ways to increase alumni to student connections, professional development, and mentoring.
9. Contribute to the Valley United Food Drive, donate to the Choose to Give student giving campaign, and participate at least once in the BYU Connect program.
10. Become an active and engaged alumnus after leaving BYU.

POSITION DESCRIPTIONS

PRESIDENT

Mission: The president is responsible for establishing clear goals for Student Alumni and promoting the Alumni Association’s mission and vision in all programs and events. The president is the official representative and spokesperson of Student Alumni.

Specific Responsibilities:

1. Before the school year, establish at least three clear goals of what the Student Alumni Association will accomplish in the coming year. Follow up weekly in the board meeting about the organization’s progress towards these goals and report to advisor.
2. Before the school year, finalize dates for all events and schedule the necessary venues.
3. Participate in semi-annual BYU Alumni Board meetings.
4. Hold regular stewardship meetings with the vice presidents to understand how they are personally doing and the progress of their events. Make sure all the events align with the Alumni Association’s mission, and seek ways to be of help.
5. Conduct at least one training session each semester for all volunteers to introduce and reinforce the mission and vision of Student Alumni and the “nuts-and-bolts” of getting things done within Student Alumni.
6. Assist in planning a fall retreat for the Student Alumni Executive Board and a fall and winter retreat for Student Alumni volunteers.
7. Assist in regular officer training.
8. Select and oversee a Student Alumni representative for the Student Advisory Committee. This requires attending a two-credit class Tuesday and Thursdays from 4-5 p.m.
9. Work closely with the other organizations on campus (especially Y-Serve and BYUSA) to identify and organize co-sponsored events when possible.

The two **programs vice presidents (tradition and professional development)** and the **communications vice president: publicity** are responsible for the planning and successful execution of new and existing Student Alumni programs and events.

PROGRAMS VICE PRESIDENT: *TRADITIONS*

Mission: The programs vice president of traditions is responsible for overseeing traditions events that connect students with the alumni, university, and campus community. These include Hike and Light the Y, Traditions Ball, the Summit, and Senior Celebration.

Specific Responsibilities:

1. Before the school year, schedule the dates for the master plan presentations. Ensure these dates are added to the Student Alumni calendar.
2. Within the first week of school, select program directors for that semester’s events.

3. Hold regular stewardship meetings with program directors to understand how they are personally doing and the progress of their events. Make sure all the events align with the Alumni Association's mission, and seek ways to be of help.
4. Attend weekly stewardship meetings prepared to discuss the progress of each event and logistics of each event to the president.
5. Coordinate planning and execution with the outreach communications vice president. Ensure all program directors meet with their respective communications directors.
6. Proofread all mass emails intended for alumni contacts before requesting Student Alumni Advisor approval.
7. Work with the president to identify, organize, and plan co-sponsored events with BYUSA, Y-Serve, or any other appropriate organization.
8. As needed, assist the professional development program vice president with the professional development programs.

PROGRAMS VICE PRESIDENT: PROFESSIONAL DEVELOPMENT

Mission: The programs vice president of professional development is responsible for cultivating the vision of Student Alumni by working closely with both program directors and other members of the Executive Board to plan and implement all professional development and mentoring events and programs. These events/programs include: BYU Connect, Student Alumni Relations Council, Etiquette Dinner, Networking Event, and Show Me the Money Financial Planning Seminar.

Specific Responsibilities:

1. Before the school year, schedule the dates for the master plan presentations. Ensure these dates are added to the Student Alumni calendar.
2. Within the first week of school, select program directors for that semester's events.
3. Hold regular stewardship meetings with program directors to understand how they are personally doing and the progress of their events. Make sure all the events align with the Alumni Association's mission, and seek ways to be of help.
4. Attend weekly stewardship meetings prepared to discuss the progress and logistics of each event to the president.
5. Coordinate planning and execution with the publicity communications vice president. Ensure all program directors meet with their respective communication directors.
6. Proofread all mass emails and communications for grammar, messaging, and professionalism before requesting approval from the Student Alumni advisor.
7. With the assistance of a program director, coordinate the Student Alumni Relations Council by conducting monthly meetings and stewardship interviews.
8. Meet with colleges and organizations on campus to identify new mentoring opportunities and improve current opportunities.
9. As needed, assist the traditions program vice president with the traditions programs.

COMMUNICATIONS VICE PRESIDENT: PUBLICITY

Communications Vice President: *Publicity*

Mission: The publicity communications vice president is responsible for promoting the vision and goals of Student Alumni through effective advertising for all professional development and traditions events and programs. This includes reaching out to the campus community through quality advertisements in different forms of communication.

Specific Responsibilities:

1. Within the first week of school, select communication directors for that semester's events.
2. Hold regular stewardship meetings with communications directors to understand how they are personally doing and the progress of their events. Make sure all promotion and advertising align with the Alumni Association's mission, and seek ways to be of help.
3. Work with communications directors to create advertising and promotion plans for each event and program.
4. Align advertising strategies and principles with the pre-established goals of Student Alumni to raise awareness of its events and programs. Ensure advertising designs are submitted in a timely manner.
5. Attend weekly stewardship meetings prepared to discuss the progress and logistics of each event to the president.
6. Coordinate planning and execution with the professional development programs vice president. Ensure all communications directors meet with their respective program directors.
7. Proofread all mass emails intended for alumni contacts before requesting approval from the Student Alumni advisor.
8. Submit content to communications vice president of outreach for social media and website.
9. Reach out to media and press venues to share information about upcoming events.
10. Work with the Vice President of Outreach to improve and maintain the appearance and functionality of the Student Alumni website, specifically regarding professional development and traditions events.
11. Organize major volunteer recruiting efforts and booths at New Student Orientation, Foundations of Leadership, Career Fair, Involvapalooza, and other similar events.

PROGRAMS VICE PRESIDENT: PHILANTHROPY

Communications Vice President: *Philanthropy*

Mission: The philanthropy vice president is responsible for overseeing and coordinating the successful execution of two substantial events—the BYU/UVU Food Drive during Fall Semester and Choose to Give (C2G) during Winter Semester.

Specific Responsibilities:

1. Before the school year, schedule the dates for the master plan presentations. Ensure these dates are added to the Student Alumni calendar.
2. Within the first week of school, establish an active board containing program/communication directors for both food drive and C2G.
3. Ensure all program directors coordinate with their respective communications directors.
4. Collaborate with the Outreach Communication Vice President to effectively advertise and promote the Food Drive and Choose to Give.
5. Proofread all mass emails and communications for grammar, messaging, and professionalism before requesting approval from the Student Alumni advisor.
6. Attend weekly stewardship meetings prepared to discuss the progress and logistics of each event with the president.
7. Hold regular stewardship meetings with program directors to understand how they are personally doing and the progress of their events. Make sure all the events align with the Alumni Association's mission, and seek ways to be of help.
8. Represent the Student Alumni Association in weekly meetings with the LDS Philanthropies advisor and committee members.
9. Work closely with the leadership of Community Action Services (food drive) and LDS Philanthropies (C2G) to ensure united decisions and efforts concerning the respective events.

COMMUNICATIONS VICE PRESIDENT: OUTREACH

Communications Vice President: Outreach

Mission: The outreach communications vice president is responsible for promoting the vision and goals of Student Alumni through effective advertising for the BYU/UVU Food Drive, Choose to Give (C2G), BYU Connect. This includes reaching out to the campus community through quality advertisements in different forms of communication. In addition, this vice president is responsible for general outreach and social media. This refers to creating and overseeing a committee in advertising and social media campaigns aimed at informing others about the Student Alumni Association.

Specific Responsibilities:

1. Within the first week of school, select communication directors for events and social media and Outreach Communications Team.
2. Hold regular stewardship meetings with communication directors to understand how they are personally doing and the progress of their events. Make sure all promotion and advertising align with the Alumni Association's mission, promote the Student Alumni brand, and seek ways to be of help.

3. Align advertising strategies and principles with the pre-established goals of Student Alumni to raise awareness of its events and programs. Ensure advertising designs are submitted in a timely manner.
4. Attend weekly stewardship meetings prepared to discuss the progress and logistics of each event to the president
5. Coordinate planning and execution with the philanthropies programs vice president. Ensure all communications directors meet with their respective program directors.
6. Assist the communication directors for the food drive and C2G events. Create an advertising and promotion plan for both programs.
7. Proofread all mass emails before requesting approval from the Student Alumni advisor.
8. Reach out to media and press venues to share information about upcoming events.
9. Accurately document the histories through photography and vlogging, and send a press release to news outlets (e.g., Daily Universe) for each event and program.
10. Continually increase followers on Twitter and Facebook by providing interesting and uplifting posts and tweets that support the mission of Student Alumni.
11. Create a social media master plan and direct a social media committee.
12. Oversee the Student Alumni website and social media.
13. Assemble and maintain an updated volunteer database. Alert volunteers in the database of possible volunteer opportunities and events.
14. Produce a weekly volunteer email update.
15. Manage the Outreach Communications Team, responsible for raising awareness about Student Alumni through creative campaigns.

OFFICER REQUIREMENTS

To be considered for a position on the Executive Board, applicants **must meet and adhere to** the following requirements:

Weekly Office Hours (15 hours)

- Combined board office hours M, W, F from 2-5 p.m. (9 total hours)
- Additional 6 scheduled office hours on T and TH (must be in at least 2-hour blocks)

Leadership Development (not a part of weekly office hours)

- Register for the two credit student leadership course STDEV 358R
- Choose either Mondays at 1 p.m. (section 007) or 5 p.m. (section 010)

University Devotionals & Forums (not a part of weekly office hours)

- Attendance each Tuesday from 11-11:50 a.m.

Academic Excellence

- Good Honor Code standing
- Carry at least 14.0 credits
- Minimum 3.0 cumulative GPA at time of application and throughout term of office

Commitment to BYU

- Understand BYU Alumni and Student Alumni's mission and vision
- Maintain a passion for BYU and desire to serve students through BYU Student Alumni
- Support Rep the Y Friday by wearing BYU logoed apparel

Student Alumni Events

- Support and attend all events sponsored by BYU Student Alumni

TENTATIVE SCHEDULE

April 2017:

- Training: "Lift Off" (attendance required)
 - Friday, March 30, 3-6 p.m., Hinckley Center
 - One-on-one training, TBD

June & July 2017:

- Conference Calls

August 2017:

- Leadership Retreat (attendance required)
 - Monday, August 20 – Wednesday, August 22
- Foundations of Leadership
 - Monday, August 27 – Wednesday, August 29
- New Student Orientation booths
 - Thursday, August 30 – Saturday, September 1 (times TBA)

September 2017:

- Volunteer training retreat

October 2017:

- Homecoming Week
 - Alumni luncheons
 - Hike and Light the Y
 - Parade

November 2017:

- Food Drive
- Etiquette Dinner

December 2017:

- Complete binders

January 2017:

- Volunteer training retreat
- Career Fair

February 2017:

- The Summit

March 2017:

- Show Me the Money
- Choose to Give (C2G)

April 2017:

- Traditions Ball
- Senior Celebration
- Complete binders

Ongoing Programs:

- BYU Connect
- General advertising/social media