2014-2015 SGA Cabinet Role Descriptions

Below, you will find descriptions of the 2014-2015 SGA Cabinet positions. These positions fall into 4 major areas: Programs, Initiatives, Communications & Marketing, and Finance. Read through the roles of each position to help you identify which jobs you are most interested in applying for!

Executive Secretary
- Assist the Executive Council with various tasks such as compiling weekly group/attendance reports and preparing for Exec meetings
- Assist the President and Executive Officers with scheduling and other correspondence
- Record and share the minutes at all Exec/Cabinet meetings
- Plan SGA Fall Retreat
- Plan SGA Banquet
- Help prepare Cabinet member notebooks
- Help create and maintain organization systems in the SGA Workspace
- Help compile all project evaluations and after action reports
- Help plan all SGA social events
- Take attendance at all meetings and enforce office hours for cabinet members
- Plan for someone to provide a weekly invocation for each Cabinet meeting

Executive Director of Elections:
- Responsible for organizing, publicizing, and administering all campus elections (Miss Homecoming, Miss Auburn, SGA)
- Responsible for selections and oversight of the Elections Council
- Responsible for ensuring candidates understand the SGA Code of Laws
- Responsible for leading E-Council in approving all campaign materials and budgets

PROGRAMS

Assistant Vice President of Programs #1:
- Serve in an advisory role to the Directors and Assistant Directors of Big Event, Blood Drives, and Hey Day (3 programs described below)
- Meet regularly with the EVP of Programs to ensure that all projects are aligning with SGA’s mission and goals
- Hold Directors accountable in their overall project management (timelines, logistics, etc.)
DirDirector / Asst. Directors of “BIG Event”:
- The Big Event is a community service project geared toward saying “thanks” to the Auburn Community
- Responsible for selecting Big Event staff members and committees
- Responsible for recruiting all jobsites and volunteers
- Responsible for fundraising and promoting the Big Event
- Responsible for maintaining relationships with community members and participants through service

Director / Asst. Directors of Blood Drives:
- Work closely with the Red Cross to plan, publicize and execute all SGA blood drives
- The summer semester consists of 3 one-day drives
- The fall and spring semesters consist of 2 three-day drives
- Responsible for recruiting volunteers to staff all blood drives

Director / Asst. Directors of Hey Day:
- Hey Day is an Auburn tradition dating back to World War II designed to promote and celebrate the friendly atmosphere on Auburn’s campus
- This event will serve as the main fall SGA outreach event, helping students understand how SGA is serving them and how they can be involved with SGA
- Coordinate all food, guests, prizes, publicity, volunteers and the overall organization of the day

Assistant Vice President of Programs #2:
- Serves in an advisory role to the Directors and Assistant Directors of Freshmen Forum, Homecoming Week, the Miss Auburn University Scholarship Program, and Pep Rallies
- Meet regularly with the EVP of Programs to ensure that all projects are aligning with SGA’s mission and goals
- Hold Directors accountable in their overall project management (timelines, logistics, etc.)
- Mandatory that this position be in Auburn for the majority of the summer

Director / Asst. Directors of Freshmen Forum:
- This program allows 45 freshmen to serve as the freshman representation of SGA.
- Work with Freshmen Leadership Programs to coordinate applications and selections
- Plan and execute Freshmen Forum Retreat
- Hold weekly meetings and plan a variety of socials, speakers, and group projects
- Oversee Cabinet mentorships between Freshmen Forum members and SGA projects
- Lead freshmen in promoting the interests of the freshman class while developing personal leadership skills
**Director / Asst. Directors of Homecoming Week:**
- Responsible for coordinating all homecoming activities that will involve the student body and promote school spirit
- Responsible for planning meetings with other organizations who have traditionally taken part in Homecoming activities
- Responsible for planning and executing the Homecoming parade with on-campus organizations and community members
- Not allowed to serve on any Miss Homecoming campaign

**Director / Asst. Directors of Pep Rallies:**
- Responsible for planning and leading all Camp War Eagle pep rallies over the summer
- Responsible for planning additional pep rallies during football season
- Responsible for recruiting entertainment participants and speakers for all pep rallies
- Serve as the SGA representative in planning Bodda Getta Bash

**Director / Asst. Directors of Miss Auburn University Scholarship Program:**
- Responsible for recruiting and preparing the contestants for the 2015 Miss AU Pageant
- Responsible for planning and executing the 2015 Miss AU Pageant
- Coordinate and accompany Miss Auburn University to various appearances
- Responsible for maintaining Miss AU social media platforms

**Assistant Vice President of Programs #3:**
- Serves in an advisory role to the Directors and Assistant Directors of Better Relations Day, High School Leadership Conference, and the Organizational Seating Program
- Meet regularly with the EVP of Programs to ensure that all projects are aligning with SGA’s mission and goals
- Hold Directors accountable in their overall project management (timelines, logistics, etc.)

**Director of Better Relations Day:**
- Our SGA meets annually with the University of Alabama and the University of Georgia to share ideas to better each of our institutions and our SGAs
- This year, preparations will include making all necessary contacts and arrangements for Auburn student leaders to visit the other campuses as it is their turn to host

**Director / Asst. Directors of High School Leadership Conference (HSLC):**
- Organize and plan the annual leadership conference for regional high-school students
- The High School Leadership Conference is a two-day conference which provides leadership workshops for high school students
- Coordinate counselor applications and interviews
- Train counselors to facilitate their student groups during the conference
- Develop leadership curriculum to be presented during the conference
- Develop publicity and outreach plans to recruit students to participate in HSLC
- Coordinate all logistics for the planning and execution of the conference
**Director / Asst. Directors of Organizational Seating Program:**
- Assist with game-day activities including shaker distribution and management of Organizational Seating on Saturdays before the student gates open
- Support athletics in promoting student participation in the Ignited program
- Communicate with the Ignited program and maintain an updated record of Organization Seating Program point totals
- Recruit new organizations for the Organizational Seating Program

**Co-Directors of The Aubie Program** is an SGA program consisting of 3 co-directors who assist in the day-to-day logistics of Aubie. Their main goal is to aid the Friends of Aubie in bringing Auburn’s beloved tiger mascot to life. These positions report to the Head Friend of Aubie and to the two faculty advisors for the Aubie Program (Mike Reynolds and Corey Edwards). Responsibilities include (but are not limited to):
- Assisting at all home football games
- Escorting Aubie to and from weekly appearances
- Filming Aubie at his appearances
- Attendance at weekly/monthly meetings
- Assisting in prop making
- Coordinating Aubie’s appearance schedule
- Assisting in fundraising campaigns (i.e. production of the annual Aubie Calendar)
- Orchestrating weekly Aubie Committee meetings (during football season)
- Being the primary contact for Aubie and the Aubie Program for outside sources
- Keeping Aubie’s Web pages up to date
- Helping with the publicity and management of Aubie tryouts

**INITIATIVES**

**Assistant Vice President of Political Affairs:**
- Oversee all relations between SGA and the state legislature, the City of Auburn, other politically-affiliated student organizations and other entities outside of SGA
- Responsible for overseeing and reporting all politically-related initiatives
- Responsible for holding Political Affairs Directors accountable to leading their areas
- Maintain close working relationship with the University’s Office of Governmental Affairs

**Director of Lobby Board:**
- Coordinate Lobby Board selections and meetings
- Serve as the head of the Student Lobby Board, which works to maintain communication and strong relations with the State Legislature and Board of Trustees
- Plan and execute Lobby Day in Montgomery
- Assist in planning Higher Education Day, Auburn Day in Montgomery, and Capitol on the Plains to best utilize Lobby Board members
**Director of City Relations:**
- Represent SGA at bi-weekly meetings of the Auburn City Council (held on Tuesday evenings at 7:00 p.m.) as the student ex-officio member
- Represent the SGA to the Chamber of Commerce and other boards and committees throughout the Auburn community
- Responsible for writing a monthly insert in the Auburn Chamber of Commerce newsletter
- Responsible for communicating with the City of Auburn when SGA is planning events such as the Tiger Paw Painting or the Homecoming Parade.

**Director of Legislative Affairs:**
- Represent Auburn SGA at meetings of the State Legislature in Montgomery
- Plan and execute Higher Ed Day, Auburn Day in Montgomery, and Capitol on the Plains
- Pursue ways to keep Auburn students informed and engaged in the political process during 2014 elections
- Work with the Alabama Higher Education Partnership to stay informed and assist in efforts to ensure equitable funding for higher education in Alabama

**Assistant Vice President of Auxiliary Services:**
- Responsible for working with the University’s Office of Auxiliary Services and maintaining strong relationships with various campus administrators
- Manage initiatives dealing with dining, parking, transportation, and housing
- Report to the EVP of Initiatives on all initiatives work done by the council
- Delegate tasks and projects to Auxiliary Services Council members
- Serve as the Chairman of the Dining Satisfaction Council

**Director of Parking Initiatives:**
- Assist the AVP of Auxiliary Services on initiatives dealing with campus parking
- Maintain relationship with the University’s Office of Parking Services
- Attend the University’s Traffic and Parking Committee meetings
- Respond to student feedback focused on parking
- Pursue creative enhancements to campus parking

**Director of Transportation Initiatives:**
- Assist the AVP of Auxiliary Services in initiatives dealing with transportation
- Maintain relationship with the University’s Office of Transportation Services
- Oversee SGA’s efforts to maximize the effectiveness of Tiger Transit and Late Night Transit
- Respond to student feedback focused on transportation
- Pursue creative enhancements to campus transportation
**Director of Dining Initiatives:**
- Assist the AVP of Auxiliary Services on initiatives dealing with campus dining
- Maintain relationship with the University's Dining Services
- Oversee SGA’s efforts to improve the campus dining experience
- Respond to student feedback focused on dining
- Pursue creative enhancements to campus dining

**Assistant Vice President of Facilities:**
- Work directly with the University’s Facilities Division to implement SGA goals and advocate for student needs and concerns
- Oversee any initiatives related to facilities on campus, including the Student Center and other campus buildings, intramural fields, campus safety, the bike share program, sustainability, etc.
- Report directly to EVP on work being done by council
- Delegate tasks to Facilities Council Directors.
- Serve on various committees regarding the construction of new student-oriented buildings, as well as any dealing with the operation and initiative planning regarding these buildings

**Director of Facilities:**
- Assist the AVP of Facilities in initiatives dealing with facilities including the student center, academic buildings, recreation and wellness center, bike paths, intramural fields, etc.
- Work with AVP of Facilities and fellow directors to see SGA’s goals and priorities fall in line with the University’s Campus Master Plan
- Respond to student feedback concerning student facilities

**Director of Public Safety:**
- Assist the AVP of Facilities in initiatives dealing with public safety including campus lighting, security poles, emergency management, etc.
- Maintain relationship with the University’s Office of Public Safety
- Work with the SGA Senate to plan and coordinate the annual Campus Safety Walk
- Respond to student feedback concerning public safety

**Director of Facilities Projects:**
- Assist the AVP of Facilities on initiative projects that SGA has been working on including War Eagle Wheels, Weagle Water, Sustainability Week, etc.
- Respond to student feedback concerning campus facilities
**Assistant Vice President of Academic Affairs:**
- Act as a liaison between SGA and the Office of the Provost
- Oversee initiatives dealing with advising, educational support services, course registration, the Ralph B. Draughon Library, course evaluations, the honor code, academic integrity, etc.
- Work closely with the SGA Senate Academic Affairs Committee and Chairman
- Serve in an advisory capacity to the Directors of Schools Council, Academic Programming, and Undergraduate Research Board
- Delegate tasks to Academic Affairs Council

**Director of Academic Affairs Projects:**
- Assist the AVP of Academic Affairs in initiatives dealing with advising, educational support services, course registration, the Ralph B. Draughon Library, course evaluations, the honor code, academic integrity, etc.
- Respond to student feedback concerning academics

**Director of Undergraduate Research:**
- Promote undergraduate research by working on various initiatives with the University’s Director of Undergraduate Research
- Serve as the head of the Undergraduate Research Board, a group of students dedicated to creating a culture of undergraduate research at Auburn
- Responsible for Undergraduate Research Board member selections, planning meetings and directing the projects for the Board

**Director of Academic Programming:**
- Organize all events and programming projects that fall under the Academic Affairs Council
- Coordinate and plan the annual Final Lecture
- Plan Honors Week and the annual Honors Ceremony
- Host a symposium on National Prestigious Scholarships and other University Scholarships

**Director of Schools Council:**
- Coordinate all activities between the SGA and School Councils to facilitate good working relationships
- Ensure communication between SGA Senate and School Councils
- Conduct meetings with the Schools Council Officers and hold all officers accountable to their responsibilities
- Transition new and old Schools Council Officers
- Lead bi-weekly meetings for Schools Council to communicate upcoming events and progress
- Meet with Deans of each College/School to maintain good relationships with SGA
- Coordinate Schools Council events during Welcome Week
Assistant Vice President of Student Interests:
- Act as a liaison to the Division of Student Affairs
- Oversee initiatives concerning health & wellness, campus recreation, the international student experience, the game day experience, etc.

Director of Student Interests:
- Assist the AVP of Student Affairs in initiatives dealing with health & wellness, campus recreation, international student experience, gameday experience, etc.
- Respond to student feedback concerning these student interests

Director of Boards and Committees
- Work with the EVP of Initiatives and SGA President to coordinate application and selection of University Boards and Committees members
- Maintain a calendar of all Boards and Committees meetings
- Create and operate a system for reporting information from University boards and committees meetings
- Hold Boards and Committees members accountable to attending all meetings
- Ensure committee and board members are advocating on behalf of students with professionalism and with SGA goals in mind

Director of Research and Assessment:
- Work with the EVP of Initiatives and AVPs to research existing plans, discover new initiatives and assess current SGA projects
- Responsible for data gathering, analysis of various topics, and benchmarking of peer institutions
- Consolidate, organize, and maintain all after action reports and other evaluation mechanisms in SGA
- Create surveys to assist in gathering student feedback on various issues

COMMUNICATIONS AND MARKETING

Assistant Vice President of Communications:
- Ensure that SGA actively listens to the needs and concerns of each Auburn student and effectively communicates ways in which SGA can assist with or work to improve their Auburn experience
- Responsible for the oversight of improvements in SGA’s efficiency and effectiveness when communicating both internally and externally
- Coordinate and oversee the Communications branch of SGA, which includes Internal Communication, External Communication, and Student Feedback
- Ensure that the informative publications and newsletters released by SGA accurately reflect the organization’s mission, goals, and vision
**Director of Internal Communication:**
- Responsible for developing awareness of the work, projects, and progress between all three branches of SGA to ensure clear communication and efficiency across the organization
- Coordinate socials with each branch of SGA to promote internal unity

**Director of External Communication:**
- Responsible for producing publications that communicate current SGA projects and initiatives to the Auburn student body and administration
- Organize and facilitate the Council of Presidents, a committee of student presidents from various areas of Auburn’s campus established as an informative body and support group
- Responsible for fostering and maintaining relationships with student media groups (i.e., The Plainsman, Eagle Eye TV, WEGL)

**Director of Student Feedback:**
- Work with the SGA Executive team to create a consistent and user-friendly system through which the organization gathers and responds to student feedback
- Ensure that the student feedback system is properly and effectively managed after its establishment
- Organize and facilitate a focus group composed of students from various areas of campus to better understand the needs and concerns of Auburn’s student body in a structured environment

**Assistant Vice President of Marketing:**
- Responsible for the maintenance and promotion of the SGA image
- Oversee publicity timelines for all SGA activities and hold directors accountable to sharing every story in a timely, relevant manner
- Oversee the designs and public relations of each SGA program and initiative and ensure they align with the SGA mission
- Responsible for maintaining organized digital files of all marketing materials

**Videographer:**
- Responsible for using the SGA Calendar to proactively ensure videographer presence at SGA events
- Responsible for the filming, editing, and release of all SGA promotional videos
- Responsible for meeting with each program/initiative to plan the filming of promotional material
- Responsible for working with the EVP & AVP of Marketing to plan the release of promotional footage promoting SGA as a whole
**Photojournalist:**
- Responsible for using the SGA Calendar to proactively ensure photographer presence at SGA events
- Responsible for capturing and releasing all SGA promotional photos
- Responsible for collecting headshots and group photos of SGA members for the website
- Responsible for meeting with each program/initiative to plan the capturing of promotional material
- Responsible for working with the EVP & AVP of Marketing to plan the release of promotional images promoting SGA as a whole

**Director of Print Media:**
- Responsible for the release of all printed SGA promotional material including pamphlets, posters, flyers, the blog, newsletters, and the annual report.
- Advise SGA programs/initiatives on their promotional strategy regarding print media
- Maintain relationships with all campus print media outlets

**Director of Digital Engagement:**
- Responsible for management and consistent upkeep of all SGA social media platforms (Twitter, FaceBook, Instagram)
- Advise SGA programs/initiatives on the necessity of social media promotion

**Graphic Designer:**
- Responsible for the design of all logos, fliers, pamphlets, and other promotional material utilized by SGA
- Responsible for advising SGA programs/initiatives on the use of graphic design in achieving optimum promotion

**Web Developer:**
- Responsible for redesign and maintenance of the SGA website
- Responsible for coordinating and addressing the needs of all SGA programs, initiatives, and exec members in regards to the SGA website and its formatting

**Web Master:**
- Responsible for the monitoring and posting of material to the SGA Web Site
- Responsible for keeping the SGA site relevant and accurate through daily updates
FINANCE

Assistant Vice President of Finance:
- Work with the Treasurer and the ring representatives in developing new marketing strategies to promote the official Auburn University Ring
- Work with the Treasurer and the Verizon Wireless Brand Ambassadors in developing new marketing strategies to promote Verizon Wireless on Auburn’s campus
- Responsible for coordinating the Auburn Creed Scholarship and the SGA Beacon Memorial Leadership Scholarship in the spring (coordination includes publicity, the application review process and final selections of candidates)

Verizon Wireless Ambassador Chairperson:
- Continue the strong relationship between SGA Programs and Initiatives and Verizon Wireless through sponsorship, generating revenue for SGA
- Responsible for overseeing all aspects of the Verizon Wireless Brand Ambassador program
- Coordinate Verizon Loves Auburn Day to promote Verizon to the Auburn Student Body
- Creative.

Balfour Rings Chairperson:
- Continue the strong relationship between SGA and Balfour, Inc. through sponsorship
- Work directly with Balfour and SGA in expanding the tradition of the Auburn Ring in order to generate revenue for SGA
- Responsible for promoting Balfour Ring sales across campus
- Coordinate the semi-annual Official Ring Ceremonies with the Auburn Alumni Association