SGA 2016-2017 Assistant Vice President and Cabinet Position Descriptions

The following positions fall into five major categories: finance, outreach, programs, initiatives and marketing.

Executive Director of Elections
- Organize, publicize and administer all campus elections (Miss Homecoming, Miss Auburn and SGA)
- Select and oversee of the Elections Council
- Ensure that candidates understand the SGA Code of Laws
- Lead E-Council in approving all campaign materials and budgets
- Work closely with Exec throughout the elections process

Director of Schools’ Council
- Reports to the Vice President of SGA
- Coordinate all activities between the SGA and Schools’ Council to facilitate good working relationships
- 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
- Required to attend weekly Senate meetings to ensure communication between Senate and Schools’ Council

FINANCE

AVP of Finance
- Assist the Treasurer in any capacity necessary including but not limited to financial literacy, budgeting and student surveys
- Work with the Treasurer and the Balfour 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
- Coordinate 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)

- Serve in an advisory role for the Balfour Rings and Verizon Wireless chairpersons

**Balfour Rings Chairperson**

- Continue the strong relationship between SGA and Balfour, Inc.
- Work directly with Balfour and SGA in expanding the sales numbers of the Auburn Ring through creativity and vision crafting
- Promote Balfour Ring sales across campus
- Be innovative in marketing strategies
- Work to get students to “buy into” the ring tradition
- Effectively oversee Balfour marketing team and ensure they are achieving goals set forth for them

**Verizon Wireless Chairperson**

- Continue the strong relationship between SGA and Verizon Wireless
- Work directly with Verizon Wireless via email, conference calls, and meetings to create effective marketing strategies
- Actively promote the student and faculty discounted contract Verizon offers to Auburn University
- Coordinate Verizon Loves Auburn Day to cultivate awareness of the partnership
- Continually work to improve sales numbers on Verizon contracts
- Effectively oversee Verizon marketing team and ensure they are achieving goals set forth for them

**OUTREACH**

**AVP of Outreach: Projects**

- Oversee the fruition of SGA Outreach projects
- Publicize all SGA Outreach projects
- Constantly update the EVP of Outreach on progress of projects
- Serve in an advisory role for the directors of Town Halls, Family Fridays and Holiday Lighting Ceremony

**Director of Town Halls**

- Plan, at most, two Town Hall meetings per semester
- Collect questions from Auburn Answers or the SGA social media pages that can be asked at the Town Hall meetings
- Publicize Town Hall Meetings

**Director of Family Fridays**

- Expand the Office of Student Involvement’s Family Fridays (a lunch event that takes place on Fridays to cultivate relationships amongst the Auburn family)
• Publicize Family Fridays
• Attend every Family Friday
• Work with Brad Smith on vision for Family Fridays

**Director of Holiday Lighting Ceremony**
• Plan the annual Holiday Lighting Ceremony
• Work to increase student and community turnout
• Work to better the relationship with Hillel and the city of Auburn in planning the Holiday Lighting Ceremony

**AVP of Outreach: Engagement**
• Work with AVP of Campus Relations to relay information to students
• Survey Auburn Answers and Media Outreach
• Serve in an advisory role for directors of Auburn Answers and Media Outreach

**Director of Auburn Answers**
• Maintain and respond to Auburn Answers on a daily basis
• Filter responses to directors, AVPs and Exec
• Consistently promote the Auburn Answers system on the concourse
• Plan Auburn Answers week
• Prepare reports when necessary

**Director of Media Outreach**
• Work closely with the Marketing team
• Work on weekly newsletter for SGA that includes what Cabinet and Senate both have been working on
• Making sure that AUinvolve is updated with current information that is going on in Senate and Cabinet
• Take information that is on the SGA website and transfer it to AUinvolve

**AVP of Outreach: Campus Relations**
• Oversee and cultivate relationships between SGA and other organizations
• Gather information from the directors and relay that to SGA
• Attend other organizations’ events
• Work with the AVP of Engagement on publicizing gathered information to students
• Prepare reports when necessary
• Create and maintain a calendar of events from SGA and other organizations.
• Serve in an advisory role for the directors of Campus Relations

**Director(s) of Campus Relations**
• Serve as a liaison for SGA to all organizations
• Make organization visits to assigned organizations
• Relay information to other organizations
• Gain event information from organizations and relay it to the AVP of Campus Relations
• Attend other organizations’ events

PROGRAMS

AVP of Programs #1
• Serve in an advisory role to the Directors and Assistant Directors of Hey Day, Freshman Forum and Auburn Ring Programs (programs described below)
• Meet regularly with the EVP of Programs to ensure that all projects are aligning with SGA’s mission statement and goals
• Hold Directors accountable in their overall project management (timelines, logistics, etc.)

Director/Assistant 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 serves as the main fall SGA outreach event, helping students understand how SGA is serving them and how they can be involved with SGA. Responsibilities include, but are not limited to, the following:
• Coordinate all food, guests, publicity, volunteers and the overall organization of the day
• Plan, promote, and grow the Say Hey campaign which shows student appreciation for dining employees throughout the year after Hey Day is over

Director/Assistant Directors of Freshman Forum
This program allows 45 freshmen to serve as the freshmen representation of SGA. Responsibilities include, but are not limited to, the following:
• Work with Freshmen Leadership Programs to coordinate applications and selections
• Plan and execute Freshman Forum retreat
• Hold weekly meetings and plan a variety of socials, speakers, and group projects
• Oversee Cabinet mentorships between Freshman Forum members and SGA projects
• Lead freshmen in promoting the interests of the freshman class while developing personal leadership skills

Director(s) of Auburn Ring Programing
• Plan and execute Ring Night (Fall and Spring semesters)
• Plan and execute the Ring Ceremony (Fall and Spring semesters)
• Promote the Ring Tradition year round and continue to build upon the Auburn culture that the ring embodies
• Bring vision and innovative ideas on how to continue to improve and expand upon Ring Night and the Ring Ceremony
• Promote Ring Night and the Ring Ceremony on social media, campus bulletins, etc.

AVP of Programs #2
• Serve in an advisory role to the Directors and Assistant Directors of Homecoming, Miss Auburn University Scholarship Program, Creed Week and the Aubie Program (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.)

Director/Assistant Directors of Homecoming
• Coordinate all homecoming activities that involve the student body and promote school spirit
• Plan meetings with other organizations who have traditionally taken part in Homecoming activities
• Plan and execute the Homecoming parade with on-campus organizations and community members
*Directors and Assistant Directors will not be allowed to serve on any Miss Homecoming campaign

Director/Assistant Directors of Miss Auburn University Scholarship Program
• Recruit and prepare the contestants for the 2016 Miss AU Scholarship Pageant
• Collect sponsorships for the Miss AU Scholarship Pageant
• Plan and execute the 2016 Miss AU Scholarship Pageant
• Coordinate and accompany Miss Auburn University to various appearances
• Maintain Miss AU’s social media platforms
• Prepare the winner of Miss AU for the Miss Alabama Pageant

Director/Assistant Directors of Creed Week
• Develop programming geared to engage the entire student body and promote “living” the Auburn Creed
• Coordinate events and activities with other student organizations as well as the Office of Student Conduct
• Serve as an outreach event highlighting what it means to be apart of the Auburn Family and give an opportunity for students to be involved in SGA

Director(s) of the Aubie Program
These directors are a part of SGA programs and consist of three co-directors (Director of Scheduling, Director of Fundraising, and Director of Publicity) 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, the two faculty advisors for the Aubie Program (Mike Reynolds and Corey Edwards), and the Graduate Advisor. Other responsibilities of the co-directors include but are not limited to the following:

- Assist at all home football games
- Escort Aubie to and from weekly appearances
- Film Aubie at his appearances
- Attend weekly/monthly meetings
- Assist in prop making
- Coordinate Aubie’s appearance schedule
- Assist in fundraising campaigns (i.e. production of the annual Aubie Calendar)
- Attend weekly Aubie Committee meetings (during football season)
- Be the primary contact for Aubie and the Aubie Program for outside sources
- Keep Aubie’s web pages up to date
- Help with the publicity and management of Aubie tryouts

*It is mandatory that the holders of these positions be in Auburn for the summer*

**AVP of Athletics**

- Be an ambassador on behalf of the student body and SGA when working with the Athletic Department
- Serve as an advisory role to the Directors and Assistant Directors of Athletic Programming, Organizational Seating Program and Game Day Experience
- 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 summer

*It is mandatory that the holders of these positions be in Auburn for the summer*

**Director(s) of Organizational Seating Program and Athletic Programming**

- Assist with game-day activities including but not limited to shaker distribution and management of Organizational Seating Program on Saturdays before the student gates open
- Communicate with on-campus organizations about GPA system and maintain an updated record of OSP point totals
- Recruit new organizations to apply for OSP
- Plan and coordinate all pep rallies (this includes Camp War Eagle pep rallies and any other pep rallies throughout the year)
- Plan, coordinate, and promote the Bodda Getta Bus
- Brainstorm and plan new Athletic Programs for students
**Director(s) of Game-Day Experience**
- Collect information about all of Auburn’s athletic teams in order to create ways to improve the student game-day experience
- Reach out to diverse groups on campus in order to improve the game-day experience for every Auburn student
- Assist the AVP of Athletics by being an ambassador to the Athletic Department on behalf of SGA and all students
- Brainstorm ways to use information collected for the improvement of game-day experiences at Auburn

**INITIATIVES**

**AVP of External Affairs**
- Oversee all relations between SGA and the State Legislature, the city of Auburn and the Alumni Association
- Hold directors of Political Projects, City Relations and Governmental Relations accountable for upholding their responsibilities (initiatives described below)
- Maintain close relationships with Auburn Lobbyists and Elected Officials
- Responsible for overseeing and reporting all external-related initiatives to the EVP

**Director of Political Projects**
- Plan events like Higher Education Day, Capitol on the Plains and Voter Registration Drive
- Keep Auburn students informed on local and state politics

**Director of City Relations**
- Represent SGA at bi-weekly Auburn City Council meetings, Chamber of Commerce meetings and other boards and committees meetings around the Auburn community
- Communicate with the city of Auburn when we are planning events like the Tiger Paw Painting and the Homecoming Parade
- Update SGA on what is happening in the city of Auburn and update the city of Auburn on SGA and Auburn students

**Director of Governmental Relations**
- Coordinate Lobby Board selections and meetings
- Maintain strong relationships with our state lobbyists and state legislature
- Plan Lobby Day
- Represent SGA at State Legislature meetings in Montgomery
- Work with the Alabama Higher Education Partnership to stay informed and assist in efforts to ensure equitable funding for higher education in Alabama
**AVP of Auxiliary Services**
- Work with the university's Auxiliary Services and maintain strong relationships with various administrators on campus
- Manage initiatives dealing with dining, parking, transportation, housing, etc.
- Delegate tasks and projects to Auxiliary Service council members
- Sit on boards and committees that relate to Auxiliary Services

**Director of Parking and Transportation**
- Maintain relationships with the university's Office of Parking Services and Office of Transportation Services
- Attend the university’s Traffic and Parking Committee meetings
- Respond to student feedback focused on parking and transportation
- Oversee SGA’s effort to improve Tiger Transit, Tiger Ten (late night transportation) and parking

**Director of Dining**
- Maintain relationship with University Dining Services
- Oversee SGA’s efforts to improve campus dining services
- Respond to student feedback focused on dining

**Director of Auxiliaries**
- Work with the university’s Department of Auxiliary Services as a direct contact for work on university auxiliaries
- Strengthen student voice in addressing issues relating to vending, the Tigercard Office, AU Bookstore and the Auburn University Regional Airport
- Gather feedback on the university's auxiliary services through surveys, forums, utilization and analysis of Auburn Answers submissions and effectively communicate with university administrators in those offices

**Director of Housing and Residence Life**
- Serve as a liaison to the Housing and Residence Life Office
- Advocate for students who live in on-campus housing by identifying and addressing issues that are unique to said students
- Work with both Housing and Residence Life and the university’s Facilities Division to recognize and improve residence halls for the students living there.

**AVP of Facilities**
- Work directly with the university's Facilities Division to implement SGA goals and advocate for students needs and concerns
- Oversee initiatives related to facilities on campus including, but not limited to, the Student Center, campus buildings, intramural fields, campus safety, the bike share program, sustainability, etc.
- 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
• Serve in an advisory role for the directors of Facilities and Safety Initiatives

**Director(s) of Facilities**
• Work to improve campus with projects like charging stations and the Auburn memorial project
• Work on Student Center improvements
• Make sure SGA’s goals fall in line with the Master Plan
• Respond to student feedback concerning student facilities
• Continue the work on projects like Weagle Water and Sustainability Week

**Director of Safety Initiatives**
• Work to improve overall safety for students including, but not limited to, lighting, security poles, emergency management, crosswalks, etc.
• Help coordinate projects like Safety Walk between Cabinet and Senate and Travel with Care

**AVP 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 Academic Affairs Committee within SGA Senate and the senator chairman of that committee
• Serve in an advisory role to the directors of Academic Affairs Projects, Undergraduate Research and Academic Affairs Initiatives
• Delegate tasks to Academic Affairs Council

**Director of Academic Affairs Projects**
• Plan Honors Ceremony, Final Lecture and Honors Callouts
• Work on Academic Affairs initiatives dealing with advising, educational support services, class registration, the Ralph B. Draughon Library, course evaluations, honor code, academic integrity, etc.
• Attend regular committee meetings involving academic issues and remain knowledgeable on all issues discussed in order to inform SGA members

**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 Undergraduate Research Board
• Select Undergraduate Research Board members and plan Undergraduate Research Board meetings
**Director of Academic Affairs Initiatives**
- Work with fellow SGA members and University academic officials as on issues and projects pertaining to curriculum, advising, registration, the library, etc.
- Serve as a communication liaison to the Office of the Provost
- Work with the Academic Affairs Committee within SGA Senate on projects, legislation and research

**AVP of Student Interests**
- Act as a liaison to the Office of Student Affairs
- Oversee initiatives concerning health and wellness, campus recreation, the international student experience, the game day experience, etc.
- Serve in an advisory role to the directors of Health and Wellness, Boards and Committees and Research and Assessment

**Director of Health and Wellness**
- Work regularly to improve mental health on campus
- Continue to promote the Rec and Wellness Center
- Work with the Office of Health Promotion and Wellness Services on a regular basis to help improve health and wellness services and relay that information to students
- Work to promote all resources on campus that are intended to improve health and wellness

**Director of Boards and Committees**
- Create and maintain a calendar of all Boards and Committees meetings
- Consistently be in contact with Board and Committees members to gather feedback and reports from each committee meeting
- Communicate the information gathered at Boards and Committees meetings to SGA Exec on a bi-weekly basis
- Hold Boards and Committees members accountable for attending all meetings and representing SGA in a positive and professional manner

**Director of Research and Assessment**
- Serve as a research tool for members of SGA Cabinet and Senate as they work on programs, projects, initiatives, proposals, etc
- Draft policy memos and proposals that members of SGA Cabinet, Senate and Exec can utilize in the process of creating proposals and reports, meeting with administration, and writing legislation
- Stay current and knowledgeable to the projects and initiatives taking place at peer institutions and work to identify their viability of implementation at Auburn
- Institute an improved internal research mechanism for SGA by serving as a resource for any member of Cabinet, Senate or Exec
MARKETING AND ENGAGEMENT

Videographers
- Film, edit and release all SGA promotional videos for Programs, Initiatives, Senate and any general informational videos
- Communicate with the EVP of Marketing and Engagement regarding the scope of project as well as communicating with the person who submitted the work order request to ensure all goals of the project are being met
- Produce professional videos that maintain a positive image for SGA
*Videographer applicants are highly encouraged to email samples of their work to the EVP of Marketing and Engagement, Taylor Wood (taylorw@auburn.edu), prior to their interview

Photographers
- Capture and edit photos taken at all SGA events
- Communicate with the EVP of Marketing and Engagement regarding the scope of projects and the person who submitted a work order request to ensure all goals of the project are being met and that all photos that are needed are being taken
- Produce professional photos that capture the spirit of Auburn and portray a positive image of SGA
*Photographer applicants are highly encouraged to bring samples of their work to their interview or email them ahead of time to the EVP of Marketing and Engagement, Taylor Wood, at taylorw@auburn.edu

Web Developer
- Design and maintain the SGA website and the AUinvolve page
- Accomplish tasks laid out by the EVP of Marketing and Engagement and complete all work orders in a timely manner
- Responsible for any major additions to the website
*Web developer applicants are highly encouraged to email samples of their work to the EVP of Marketing and Engagement, Taylor Wood (taylorw@auburn.edu), prior to their interview

Webmaster
- Monitor the SGA website and AUinvolve page to ensure it is always up to date
- Regularly post material to the SGA website in order to keep the website current
- Responsible for general upkeep of web page including, but not limited to, spelling, typos, and adding blog posts written by the Directors of Print Media or the EVP of Marketing and Engagement
- Communicate with the web developer on any design adjustments needed to keep website current
*Webmaster applicants are highly encouraged to email samples of their work to the EVP of Marketing and Engagement, Taylor Wood (taylorw@auburn.edu), prior to
their interview

**Director(s) of Print Media**

- Write any in-house written publication that may include, but is not limited to, fliers, pamphlets, website blog posts, print media, digital media write-ups, SGA newsletter, AU Weekly submissions and any other promotional materials
- Communicate with the EVP of Marketing and Engagement regarding the scope of projects, and with the person who submitted a work request to insure all goals of the project are being met
- Work with co-directors to decide who will attend and cover which Senate meetings and other SGA events
- Work closely with graphic designers, photographers, webmaster and other positions under the EVP of Marketing and Engagement to provide any material needed to promote SGA in a positive light
- Maintain a positive and professional external image of SGA
- Ensure that all external communications reflect the organization's mission, goals and vision as determined by Exec
- Proactively report and create content on what is going on in SGA

*Director of print media applicants are highly encouraged to bring samples of their work to their interview or email them ahead of time to the EVP of Marketing and Engagement, Taylor Wood, at taylorw@auburn.edu*