2015-2016 SGA Cabinet Role Descriptions

Below, you will find descriptions of the 2015-2016 SGA Cabinet positions. These positions fall into 4 major areas: Programs, Initiatives, Marketing & Engagement, and Finance.

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

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

PROGRAMS

Assistant Vice President of Programs #1:
• Serve in an advisory role to the Directors and Assistant Directors of The BIG Event, Better Relations Day, Directors of Aubie Program, and Hey Day (4 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 / Asst. Directors of The BIG Event:
• The BIG Event is a community service project geared toward saying “thank you” to the Auburn community
• Responsible for selecting The BIG Event staff and committee members
• Responsible for recruiting all jobsites and volunteers
• Responsible for fundraising and promoting the The BIG Event
• Responsible for maintaining relationships with community members and participants while preparing for the day of service

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

Director / Asst. Directors 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 planning the event hosting the University of Alabama and the University of Georgia
• Responsibilities will include, but are not limited to: Communicating with representatives from each school to schedule a day for the event, set a list of attendees, and developing all parts of the event that will take place at Auburn

**Directors of The Aubie Program (3)** are a part of SGA programs and consist of 3 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 (Peyton Alsobrook).

Other responsibilities of the co-directors 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)
- Attendance at 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

**Assistant Vice President of Programs #2:**
- Serves in an advisory role to the Directors and Assistant Directors of Freshmen Forum, the Homecoming program, and the Miss Auburn University Scholarship 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 / 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:**
- 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
- Directors and Asst. directors will not be allowed to serve on any Miss Homecoming campaign

**Director / Asst. Directors of Miss Auburn University Scholarship Program:**
- Responsible for recruiting and preparing the contestants for the 2016 Miss AU Pageant
- Responsible for planning and executing the 2016 Miss AU Pageant
- Coordinate and accompany Miss Auburn University to various appearances
- Responsible for maintaining Miss AU social media platforms
- Responsible for preparing the winner of Miss AU for the Miss Alabama Pageant
- Responsible for garnering sponsorships for the Miss AU Scholarship Program

**Assistant Vice President of Athletics:**
- Be an ambassador on behalf of the student body when working with the Athletic Department
- Be the liaison between SGA and the Athletic Department.
- 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
Directors of Athletic Programming (2):

- Responsible for planning and coordinating all pep rallies. This includes Camp War Eagle Pep Rallies and pep rallies that are scheduled throughout the school year.
- Responsible for planning and coordinating events like Bodda Getta Bus (bus service to designated away athletic events).
- Brainstorm and plan new Athletic Programs for Auburn students.

Directors of Game-Day Experience (3):

- Responsible for collecting 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 Assistant Vice President of Athletics by being an ambassador to the Athletic Department on behalf of the voice of SGA and all students
- Brainstorm ways to use information collected for the improvement of game-day experiences at Auburn

Director / Asst. Directors of Organizational Seating Program:

- 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 and maintain an updated record of Organization Seating Program point totals
- Recruit new organizations for the Organizational Seating Program
INITIATIVES

External Affairs

Assistant Vice President of External Affairs:
- Oversees all relations between SGA and the State Legislature, the City of Auburn, and the Alumni Association
- Responsible for holding External Affairs directors accountable for upholding their responsibilities
- 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:
- Responsible for planning events like Higher Education Day, Capitol on the Plains and Voter Registration drive
- Responsible for keeping 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 such as 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 Alumni Relations:
- Work with the Alumni Association and Student Alumni Association to better the relationship between SGA and Auburn alumni
- Assist in coordinating events that involve SGA and alumni working together such as Homecoming, Pep Rallies, etc.

Director of Governmental Relations:
- Coordinate Lobby Board selections and meetings
- Maintain strong relationships with our state lobbyists as well as 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
Auxiliary Services

Assistant Vice President of Auxiliary Services:
- Responsible for working with the University’s Auxiliary Services and maintaining 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 the campus dining service
- Respond to student feedback focused on dining

Director of Auxiliary Services:
- Work with the Collegiate Readership Program
- Work to improve residence life for students
- Work to improve housing for Auburn Students
- Respond to student feedback focused on Auxiliary Services

Facilities

Assistant Vice President 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

**Director of Facilities:**
- Work to improve campus with projects, such as 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 such as 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 with the university like the Annual SGA Safety Walk, training sessions for active shooter and emergency preparedness, and "Travel with Care" initiatives

**Academic Affairs**

**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 Academic Affairs Committee within SGA Senate and the senator chairman of that committee
- Serve in an advisory capacity to the Directors of Academic Affairs Projects and Director of Undergraduate Research Board
- Delegate tasks to Academic Affairs Council

**Director of Academic Affairs Projects (2):**
- Plan Honors Ceremony, Final Lecture, 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.
- Responsible for attending regular committee meetings involving academic issues and remaining 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
- Responsible for selecting Undergraduate Research Board members and planning Undergraduate Research Board Meetings

**Student Interests**

**Assistant Vice President of Student Interests:**
- Act as a liaison to the Office of Student Affairs
- Oversee initiatives concerning health & wellness, campus recreation, the international student experience, the game day experience, etc.

**Director of Health and Wellness:**
- Work regularly to improve Mental Health on Campus
- Continue to promote 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 International Student Relations:**
- Attend International Student Organization (ISO) meetings regularly
- Better the existing relationship between SGA and ISO
- Promote opportunities for students to become involved in the international student community
- Lead the efforts in welcoming international students into the Auburn Family

**Directors of Auburn Answers (2):**
- Maintain and respond to Auburn Answers on a daily basis
- Filter responses to directors, AVP’s and Exec
- Consistently promote the Auburn Answers system on the concourse
- Plan an Auburn Answers week
- Prepare reports when necessary

**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:**
• Gather feedback through after-action reports
• Create surveys to gather feedback from students on various issues
• Research projects that have been implemented by peer institutions and report these to SGA

**MARKETING & ENGAGEMENT**

**AVP of Digital Engagement:**
• Manages Digital Engagement Team comprised of photographers, videographers, web developer, and webmaster
• Responsible for allocating work orders to insure work requests are being filled in a timely and appropriate fashion
• Communicate with the EVP of Marketing and Engagement regarding current and future projects
• Oversees SGA website
• Oversees AU Involve page
• Responsible for overseeing general maintenance and continual updates of SGA website and AU Involve page
• Delegates work orders to his/her team

**Videographer (2+):**
• Responsible for filming, editing, and releasing all SGA promotional videos for Programs, Initiatives, Senate and any general informational videos
• Responsible for communicating with the AVP of Digital Engagement regarding the scope of the project as well as communicating with the person who submitted the work order request to ensure all goals of the project are being met
- Responsible for producing professional videos that maintain a positive image for SGA

**Photographer (3+):**
- Responsible for capturing and editing photos taken at all SGA events
- Responsible for communicating with the AVP of Digital Engagement regarding the scope of projects as well as the person who submitted a work order request to ensure all goals of the project are being met (All photos that are needed are being taken)
- Responsible for producing professional photos that capture the spirit of Auburn and portray a positive image of SGA

**Web Developer:**
- Responsible for design and maintenance of the SGA website and the AU Involve page
- Responsible for accomplishing tasks laid out by the AVP of Digital Engagement and completing all work orders in a timely manner
- Responsible for any major additions to the website

**Webmaster:**
- Responsible for monitoring the SGA website and AU Involve page
- Responsible for regularly posting 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 External Communication team
- Responsible for communicating with the web developer on any design adjustments needed to keep website current

**AVP of External Communication:**
- Responsible for improving SGA’s efficiency and effectiveness regarding external communication
- Manages External Communication team comprised of Director of Social Media, Graphic Designers and Directors of Public Relations
- Responsible for issuing work orders to the External Communication team to ensure that SGA’s message is being communicated to the public and to the student body
- Ensure that all external communications reflect the organization’s mission, goal and vision as determined by Exec
- Communicates with the EVP of Marketing and Engagement regarding current and future projects
• Responsible for the maintenance of all relationships outside of SGA
• Communicates with student media sources as well as general public regarding SGA projects and initiatives
• Better utilize university media outlets such as the AU Weekly
• Responsible for delivering materials to external sources

**Director of Social Media:**
• Responsible for the maintenance of all social media accounts (Twitter, Facebook, Instagram, etc.)
• Responsible for posting updates to all social media outlets regularly that contains information that is current and accurate
• Responsible for maintaining a positive image for SGA throughout all social media platforms
• Actively strives to engage students through posts on social media accounts
• Works to increase number of followers on all social media platforms
• Communicates frequently with EVP and AVP to post about what is going on in all branches of SGA and other SAP’s

**Directors of Public Relations (2):**
• Responsible for 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 and any other promotional materials
• Responsible for writing SGA blog posts and newsletter
• Responsible for communicating with the AVP of External Communication regarding the scope of projects, as well as with the person who submitted a work request to insure all goals of the project are being met
• Works in tandem with graphic designers, photographers, webmaster and other positions under the EVP to provide any material needed to promote SGA in a positive light
• Maintains a positive and professional external image of SGA
• Ensure that all external communications reflect the organization’s mission, goal and vision as determined by Exec
• Proactively report and create content on what is going on in SGA

**Graphic Designer (3):**
• Responsible for the design of all logos, fliers, pamphlets, printed media, digital media and any other graphic needs of SGA Programs, Initiatives or Senate
• Responsible for communicating with the AVP of External Communication regarding the scope of projects, as well as with the individual who submitted a work request to ensure all goals of the project are being met
• Responsible for producing professional work that effectively represents the project while maintaining a positive image for SGA

FINANCE

Assistant Vice President of Finance:
• 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
• 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)
• Assist the Treasurer in any capacity necessary

Balfour Rings Chairperson:
• Continue the strong relationship between SGA and Balfour, Inc.
• Work directly with Balfour and SGA in expanding the traditions of the Auburn University Ring and ring night 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
• Manages a team of Balfour Ambassadors

Questions: Please contact us at sga@auburn.edu

Application: SGA cabinet and AVP applications can be submitted online through AUinvolve. Upon submission of your application, please sign up for an interview in Suite 3130 of the Student Center.

You may access the cabinet application here: https://auburn.collegiatelink.net/form/start/63311

You may access the AVP application here: https://auburn.collegiatelink.net/form/start/63316