

# **Poly Promotions Board (P<sup>2</sup>B)**

## **Student Activities Programming Board**

*Updated 1/20/16*

### **Purpose:**

The Poly Promotions Board (P<sup>2</sup>B) is an extension of the staff for the Office of Student Activities. P<sup>2</sup>B assists in the planning, development, and execution of social, educational, and service-based events that pique the interest of the general student body at SUNY Polytechnic Institute – Utica, as funded by the Office of Student Activities and the President's Programming Initiative. P<sup>2</sup>B is an additional leadership development opportunity for students interested in getting involved in the planning and implementation of events on campus, as well as affiliating with the Office of Student Activities.

### **Mission:**

P<sup>2</sup>B is committed to serving the general SUNY Polytechnic Institute campus community through the planning, development, and implementation of high-interest events and programs that provide an opportunity for students, faculty, and staff's educational, and service-based engagement.

### **Vision:**

With the guidance of professional staff members in the Office of Student Activities, P<sup>2</sup>B strives to offer another opportunity for SUNY Polytechnic Institute students to get involved with campus initiatives and events in their pursuit of professional and interpersonal development.

For the community served by P<sup>2</sup>B, P<sup>2</sup>B aims to provide events that are of pique interest and programs that serve the educational and social needs of the institution. Through partnerships with college-recognized clubs, organizations, and departments, we hope to offer varying options for co-curricular engagement.

### **Leadership & General Membership:**

Leadership of P<sup>2</sup>B is limited to 5 positions: 3 undergraduate positions and 2 Graduate Assistant positions. All positions will receive compensation. Undergraduates will receive \$200 per semester; Graduate Assistants will be compensated in their regular paycheck. Membership is open to any students interested in volunteering with the board.

#### **Leadership:**

- Events Coordinator (2)
- Marketing Coordinator (1)
- Graduate Assistant (2)
- Advisors (Student Activities staff)

#### **General Membership:**

- Volunteers for Events

#### **Commitment:**

- Attend weekly P<sup>2</sup>B staff meetings
- Attend leadership training for P<sup>2</sup>B staff
- Join/follow all Student Activities social media accounts
- Maintain a 3.0 GPA
- Duties outlined in contract

#### **Compensation:**

- \$200/semester for: Events Coordinators & Marketing Coordinator
- Regularly scheduled pay for Graduate Students

## **Duties & Responsibilities:**

Each Leadership Team Member is expected to maintain a minimum list of duties & responsibilities for the appointment term.

### **Event Coordinator (2):**

- Coordinate and maintain all logistical information for assigned event; this includes, but is not limited to:
  - Completing the Events Support Request (ESR) & Catering Request forms
  - Coordinating all pre-event logistics
  - Working hand-in-hand with the Office of Campus & Corporate Events on all assigned events and programs
  - Securing contracts for speakers, artists, and other guests and sharing contract information with P<sup>2</sup>B Advisors and the Leadership Team
  - Coordinating all day-of event logistics, including the vendors/guests/artists, Leadership Team, & volunteers
- Plan and coordinate the P<sup>2</sup>B/President's Programming Initiative calendar for the following semester
- Host 1 transitional training for incoming Leadership Team Member at the end of either the fall or spring semester
- Work with the other Event Coordinator to create a training manual for the incoming Leadership Team Member
- Participate in all mandated leadership and required federal and/or institutional trainings

### **Marketing Coordinator (1):**

- Develop and implement a sustainable, non-traditional advertising strategy that is unique to P<sup>2</sup>B
- Create visual advertisements that are pleasing to the eye for all Student Activities & P<sup>2</sup>B-sponsored events using the appropriate media from the following list:
  - Electronic Message System
  - Community Mailer/Announcements Blog
  - Table Tents/Napkin Dispenser Inserts
  - Flyers
- Manage all Student Activities social media accounts, including, but not limited to:
  - Hootsuite
  - Facebook
  - Twitter
  - Instagram
- Create multiple social media campaigns in an effort to gain & engage with followers
- Manage a weekly email campaign via MailChimp
- Host 1 transitional training for incoming Leadership Team Member at the end of either the fall or spring semester
- Create a training manual for the incoming Leadership Team Member
- Participate in all mandated leadership and required federal and/or institutional trainings

### **Graduate Assistant (2):**

- Coordinate all assessment efforts at assigned events; this includes:
  - Ensuring that the Event Sign-In is completed by all attendees prior to the start of the program
  - Editing assessment cards to reflect the correct event information and sending to the Print Shop; picking up the cards prior to the event start
  - Passing out 1 post-event assessment card & golf pencil/person at each event
  - Collecting post-event assessment cards & pencils when attendees have completed the survey
  - Inputting all assessment data from the Event Sign-In sheets and the post-event assessment cards in an Excel spreadsheet and sharing with the Advisors
- Work with the other Graduate Assistant to create a training manual for the incoming Graduate Assistant
- Participate in all mandated leadership and required federal and/or institutional trainings