



Wisconsin Union

Experiences for a lifetime

Vice President - External Relations Of the Wisconsin Union

Overview

- This Officer position is a volunteer, leadership position with the Wisconsin Union Directorate, student programming board and the Wisconsin Union, at large.
- Wisconsin Union Directorate is committed to amplifying the voices of underrepresented communities through thoughtful and deliberate programming that targets societal issues. WUD leaders have an obligation to use the privilege of our organization and the power of our positions to continually educate ourselves and provide the same opportunities to our communities.
- Successful applicants for WUD Leadership positions will demonstrate a commitment to social justice during the interview process and, upon selection, commit to continually highlighting inequalities due to racial, environmental, societal, and any other type of discrimination that our campus, country, and global communities face through their committee processes and programming efforts.
- Given the significant time commitment of Wisconsin Union Officer positions (20 – 25 hours, weekly), a stipend is provided to increase the likelihood these volunteer leadership positions are accessible to all students. An academic stipend includes 80% of yearly in-state tuition based on the prior year will be distributed at the beginning of each semester. Additionally, \$50/month is provided for 8 months in gratitude for each students' service, as is Lifetime Union Membership upon completion of their terms.
- Officer Positions run May – May yearly. Officers are required to return to campus and hold office hours, typically 10 hours weekly, beginning August 1 and expected to participate in the mandatory, two-day training in August.

Overview of Vice President – External Relations Role

The Vice President of External Relations is responsible for educating the campus community about Wisconsin Union Directorate (WUD), which is composed of Officers, Directors/Hooper Council President, Club Presidents, Summer Coordinators, Associate Directors, and committee/club members. Recruitment and student outreach, including coordinating committees with different student organization fairs, are large responsibilities for this position. The VP of External Relations develops overall marketing and promotional plans to assist in WUD-wide activities and overall WUD recruitment. Additionally, this position coordinates the selection process for all Directorate leadership positions while working in partnership with the Leadership Program Director. Along with the other Officers, the Vice President of External Relations serves as a liaison between Directorate and the rest of the Wisconsin Union and serves on Union Council, the governing board of the Wisconsin Union.

Vice President – External Relations General Responsibilities

- Develop and maintain a cohesive outreach, recruitment, and marketing strategy for Directorate as a whole as well as the individual committees.
- Provide marketing training opportunities and assistance to individual committees.
- Direct and manage WUD's digital presence, including but not limited to, social media, the WUD website, and digital signage in the Wisconsin Union buildings.

- Develop and coordinate proposals and reports related to recruitment initiatives for the Wisconsin Union Antaramian Fund. This also includes and is not limited to planning programs that focus on recruitment, special events, and various projects that utilize the Antaramian Fund.
- Coordinate WUD recruitment calendar including marketing presentations and tabling at Student organization fairs, additional resource fairs, and summer opportunities such as marketing at SOAR.
- Promote the various leadership positions within WUD and to the greater campus community, working closely with the VP-Internal Relations to recruit applicants. Responsible for developing and rolling out fall and spring WUD marketing materials.
- Coordinate the weekly WUD email newsletters promoting events for the week on campus.
- Serve as the liaison between staff and Directorate with the programming of Sunburst Festival and Sunset Slam.
- Actively reach out to other UW-Madison student organizations to identify opportunities for collaboration and relationship-building.
- Act as a liaison between WUD and Wisconsin Union Marketing.
- Continue developing and marketing WUD presence in both Union South and Memorial Union.
- Actively pursue potential marketing opportunities outside of the Union to gain greater exposure for WUD events.
- Support and advise individual committee marketing efforts by sharing resources, developing trainings and holding check-in meetings with the appropriate Associate Directors or others.
- Serve as a marketing resource for Hoofers and incorporate Hoofers into the overall marketing plan for WUD.
- Market and oversee the Late-Night Grant process.

Vice President – External Relations WUD Responsibilities

- Chair Directorate and Directorate Executive meetings in the absence of the President. · Work with Program Staff to plan Fall Retreat.
- Actively pursue all forms of diversity and integrity within Directorate programs and committees, and throughout all marketing and recruitment efforts.
- Participate in spring, summer, and fall training events. Plan and implement such training events..
- Meet regularly with Directorate members to discuss programming, issues, and concerns.
- Guide and set directions for Directorate; actively participate in the process to formulate WUD goals and strategies, especially in respect to campus diversity.
- Initiate the annual student organization registration process for Directorate and educate each committee on how to do so.
- Spearhead initiatives to increase WUD's visibility and to strengthen WUD as a connector on campus.
- Provides general oversight of the WUD budget as a member of the WUD executive team.
- Continue development and review of the Officer Transition materials as a mechanism for passing information to the incoming vice president. Ensure that all digital materials are stored on the Union's shared drive.

Vice President – External Relations Union Council Responsibilities

- Coordinate and chair a Union Council subcommittee.
- Serve on the Council Executive Committee.
- Chair Union Council and Council Executive in the President's absence.
- Uphold the Wisconsin Union Constitution and participate in the review and implementation of Union policy.
- Actively promote shared governance and encourage committee awareness of issues that affect student life.

- Serve as a Trustee in Wisconsin Union Association (WUA), the Union's non-profit educational organization.
- Manage Union Council's online presence on the WUD website.
- Communicate decisions of Union Council to local media as needed and requested.

Last Updated: December 2020