



## Alternative Breaks Associate Directors 2025-2026

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### Overview

- This position is a volunteer leadership position with the Wisconsin Union Directorate student programming board.
- Each committee of the 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. They will use their leadership to foster inclusive dialogue, challenge injustice, and create programming that reflects the diverse experiences of our communities.
- Each Associate Director is asked to dedicate 10 hours a week to the position. As a thank you for your service, you will receive a \$75/month stipend on your Wiscard for 8 months of the academic year.

### Committee Purpose

The WUD Alternative Breaks program provides UW-Madison students with the opportunity to learn about issues affecting American society and then engage in hands-on work to address the negative impacts. The committee develops service immersion trips/events centered on social issues. The trips should bring students together to work side by side with their peers and the members of the communities they visit in strong direct service. In addition to the trips, the committee facilitates programming on-campus relating to the core issues being explored through their trips. Using education, service, and reflection, the Alternative Breaks Committee strives to create active citizens that expose pressing social justice issues to the campus community while supporting self-awareness, thoughtful dialogue, and the development of others. Note that the Alternative Breaks Committee is returning to active programming after a year of benchmarking and research. We will be exploring our new programming focus and may engage in a committee name change process this year.

### Responsibilities for ALL Associate Director Roles

**Goal Setting:** Collaborate with Director, Advisor, and committee members to develop programming goals for the year.

**Communication:** Maintain regular communication with the Director, fellow Associate Directors, Advisor, and committee members regarding your areas of responsibility.

**Committee Member Engagement & Support:** Involve committee volunteers in developing exciting and engaging programming for our campus audience through training of programming techniques, sharing resources, and delegating tasks. Associate Directors must ensure continued active involvement of committee members in all

aspects of program planning and execution. As an Associate Director, you are encouraged to coordinate with the Director to organize one committee-wide friendship event during the 2025-2026 academic year.

**Modeling Leadership:** Alternative Breaks Committee Leadership is first and foremost a team, so each Associate Director should serve as a model and mentor to committee members through things like:

- Help with marketing
- Actively participate in planning and promoting events beyond individual responsibilities
- Have a willing attitude to go above and beyond general duties when necessary
- Demonstrate a positive attitude toward larger WUD and Wisconsin Union issues and policies

**Marketing:** Communicate programming details for each event with the Marketing Associate Director to maximize effective outreach. Work in tandem with the Marketing Associate Director and help complete various tasks for marketing.

**Meetings/Office Hours:**

- Committee Leadership Team (weekly)
- Committee meetings (weekly)
- General office hour(s) (weekly)

**Training Materials:** Update and improve relevant sections of training resources for next year's associate director.

**Additional Responsibilities:** The Alternative Breaks Committee Director may exercise the option to create a more detailed list of responsibilities for Associate Directors, if deemed necessary and the Associate Director has capacity in their weekly time commitment.

## **Specific Responsibilities for Each Associate Director Role**

### **Research and Programming (2 Positions)**

The AD for Research and Programming focuses on supporting project teams each semester through the development of research tools, data analysis, and programmatic solutions that enhance our work and mission. This position is responsible for directly collaborating with committee members and reliance on well rounded research to streamline efforts and implement effective, innovative programming. Strong applicants will demonstrate exceptional analytical, problem-solving, and teamwork skills. No previous experience with this specific organization is necessary to fill the position. Programming experience preferred but not required.

**Duties & Responsibilities:**

- Work with committee members to develop service trips/events and develop trip/event planning event processes
- Maintain a clear line of communication between AB and community partners
- Develop and help implement educational orientations for trip/ event participants that focus on developing social ties within the group, logistics, and introduce the central issues the service is centered on
- Assist in the application and selection process for trip or event participants
- Research and pull together information on different communities prior to service event

### **Marketing & Community Outreach**

The AD for Marketing & Community Outreach focuses on engaging with the campus and broader community each semester to promote programs, build partnerships, and raise awareness about our mission and impact. This position is responsible for directly collaborating with committee members to develop and execute outreach strategies, manage social media and promotional materials, and plan community-facing events. They also help create educational content that highlights our work and encourages involvement. Strong applicants will demonstrate excellent communication, creativity, and collaboration skills. No previous experience with this organization is necessary to fill the position. Marketing or outreach experience preferred but not required.

**Duties & Responsibilities:**

- Implement marketing and branding efforts for committee, trips and outreach events
- Work with WUD Marketing Department and WUD VP External Relations to promote all aspects of AB programming
- Work with other WUD Marketing AD's to develop a collaborative relationship.
- Foster relationships between AB and other organizations on campus and in the greater Madison community through collaborative events
- Design marketing and promotional materials for trips, events, and committee
- Manage all AB social media pages (Facebook & Instagram) for the committee and trip participants
- Develop outreach techniques to retain old committee members and recruit new committee members
- Collaborate with trip planners and site leaders to prepare background information and orientation packets for each trip

**Application will close May 2nd.**