



Wellness Associate Director Positions

Apply here: https://uwmadison.co1.qualtrics.com/jfe/form/SV_8k9TyWcwHzkfvo2

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 Wellness Committee designs and executes engaging programs that foster a vibrant, alcohol-free campus culture, promote mental health and wellness, and encourage meaningful connections among students. This committee will contribute events to the "Find Your People" initiative and random acts of kindness tied to mental health and wellness promotion. By providing diverse opportunities for students to connect and recharge, the committee plays a vital role in enhancing the university's wellness initiatives. This may be achieved through a variety of program formats, including but not limited to themed monthly events, Tap turnoffs, Game-Day Watch Parties and Tailgates, daytime pop-up events, and monthly late-night events, such as silent discos, game shows, or slumber parties. The committee director works in partnership with the program advisor.*

*The WUD Wellness Committee is a new committee within the Wisconsin Union Directorate that will be launching in the Fall of 2025.

Focus areas of the Wellness Committee include:

Growth & Self-Discovery:

- Sober Socialization
- Sober Curiosity
- Creativity & Self-Expression

Advocacy & Awareness:

- Mental Health
- Physical health
- Healthy coping mechanisms

Community Building:

- Finding a place of belonging
- Building meaningful relationships rooted in connection
- Redefining & empowering the student experience

Associate Director Responsibilities (General)

- Spending approximately 5 hours every week to ensure committee work is being done.
- Attend weekly Wellness leadership team meetings with the Wellness Directorate team.
- Attend weekly Wellness committee meetings.
- Assist in general event planning and leadership.
- Work and communicate with other ADs to promote committee programming.
- Contribute ideas to committee programming and assist with overall event production.
- Have the opportunity to sit on a Union Council Advisory Board as a student representative.
- Attend Wellness's events and engage with committee members.
- Attend the Fall Leadership Retreat (contributes to leadership certificate requirements) in August.
- Assist with recruitment functions such as the Sunburst Festival, Wisconsin Welcome, and the Student Organization Fair.

Associate Director Benefits

- All Associate Directors will be provided a monthly compensation of \$75, directly deposited into their Wiscard accounts for 8 months (September through May).
- The 2025-2026 Wellness Director and Advisor will serve as references or write a letter of recommendation for the Wellness leadership team members.

Associate Director of Creative Marketing

The Associate Director of Creative Marketing strongly supports efforts to promote the WUD Wellness Committee through establishing the WUD Wellness brand, maintaining a social media presence, creating marketing campaigns that highlight events, programming, and committee meetings, as well as performing outreach to facilitate event attendance.

- Work closely with Union Marketing to develop a creative and sustainable brand and marketing techniques.
- Attend marketing-related meetings on a frequent basis and bring back information to the rest of the leadership team.
- Create graphics for posters, digital marketing, social media, and calendar entries.
- Facilitate a weekly newsletter with important updates to committee members and students on campus.
- Perform outreach to student organizations, faculty, and departments to publicize events.
- Create recruitment materials for events such as Wisconsin Welcome and the Student Organization Fairs.

Associate Director of Programming & Collaboration

The Associate Director of Programming & Collaboration leads the programming for WUD Wellness, which aims to connect students with a fun alcohol-free community on campus through events centered on mental health and wellbeing, self-expression, and the like. This programming promotes belonging, safety, understanding, and empathy, and its audience is primarily focused on underage, sober, and sober-curious students.

- Plan and execute events for WUD Wellness.
 - Examples: Planning events, activities, booking lecturers, etc.
- Create and maintain collaborations with other student organizations and initiatives on campus.
 - Examples: Communicating with WUD Cuisine, Badger Recovery, or WUD Society & Politics to collaborate on events.
- Work to complement the current Wisconsin Welcome event portfolio in the fall, focusing on engaging incoming students with alcohol-free socials and easing into a new community.
- Work with the Campus Events Services Office (CESO) to book event spaces, submit catering orders, and plan the general layout and flow of events.