



Vice President - External Relations

Of the Wisconsin Union

Overview

- This is an extracurricular student leadership role with the Wisconsin Union Directorate (WUD) programming board, designed as a hands-on learning experience.
- 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. Upon selection, WUD Leaders will commit to committee process and programming efforts that continually address the inequalities our campus, country, and global communities face due to racial, environmental, societal, and other types of discrimination.
- Given the significant time commitment of WUD Officer positions (20 – 25 hours, weekly), a stipend is provided to increase the likelihood these student leadership positions are accessible to all students. An academic stipend provides 80% of yearly in-state tuition based on the prior year and will be distributed at the beginning of each semester. The stipend amount is based on in-state tuition, regardless of your own student status of in-state or out-of-state. Additionally, \$50/month is provided on the student's Wiscard for 8 months in gratitude for each student's service. Students also receive a 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, three-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/Hoover 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 Director of Student Programs and Events.. 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 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 the annual proposal and end of year report for the Wisconsin Union Antaramian Fund. This includes developing a recruitment initiative plan consisting of, but not limited to, planning programs, special events, and various projects that focus on that focus on recruitment.
- 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 Wisconsin Welcome events.
- Actively reach out to other UW-Madison student organizations to identify opportunities for collaboration, relationship-building, and to promote the WUD Late Night Grant.
- 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 marketing opportunities outside of the Union to gain greater exposure for WUD events.
- Serve as a marketing resource for WUD which includes Hoofers. This involves advising individual committee/Hoofers Council marketing efforts, sharing resources, developing training and holding check-in meetings with the appropriate Associate Directors or others.

Vice President-External WUD Responsibilities

- This position works closely with a program advisor and connects with Wisconsin Union staff and fellow students for ongoing support and development.
- 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.
- Participate in the annual WUD goal process, as developed by the Union President.
- Initiate the annual student organization registration to ensure WUD and each committee is registered.
- 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.
- Participate in planning for the 100th anniversary of Memorial Union to be celebrated October 2027 – October 2028.

Vice President – External Relations Union Council Responsibilities

- Coordinate and chair a Union Council advisory board.
- Serve on the Union Council Executive Committee.
- Chair Union Council and Union Council Executive in the President's absence.
- Uphold the WI 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.

Last Updated: December 2025