



# Distinguished Lecture Series

Wisconsin Union Directorate

## Distinguished Lecture Series Associate Director Roles (3)

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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 Distinguished Lecture Series Committee (DLS) is charged with a mission to present a diverse range of viewpoints from highly respected, prominent people who will both stimulate discussion and challenge current ideals and values. The role of the committee is to create a truly diverse series of topics and ideas with speakers from different racial, cultural, ethnic, and gender backgrounds. The DLS committee strives to create programming that primarily focuses on a lecture series that hosts at least four lectures per year. Traditionally, DLS events have been held in Shannon Hall, Varsity Hall, and various other venues across campus.

### Responsibilities of All Associate Directors

Goal Setting: Collaborate with Director, Advisor, and committee members to develop programming goals for the year that encompass a broad spectrum of social and political issues

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 to ensure future support for the committee.

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

- Committing to regular duties like flyering and event hosting
- Contributing ideas to committee programming and overall program production
- Actively participating in planning and promoting committee events and demonstrate a positive attitude with larger WUD and Wisconsin Union issues, policies, and programs
- Having a willing attitude to go above and beyond general duties when necessary
- Fostering a comfortable, friendly, and open environment within the committee, where all members are able to share and discuss their thoughts and disagree in a civil manner
- Upholding fiscal responsibility while managing the committee's programming budget

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 (~1 hour weekly)
- Committee meetings (~1 hour weekly)
- General office hours (~2 hours weekly) to provide time for completion of the week's tasks and to hold space for additional meetings as necessary
- Meetings w/ committee advisor (~.5 hour weekly)
- Co-facilitate subcommittee/project meetings as needed

Training: Attend WUD-wide training opportunities and Update and improve relevant sections in the committee training materials (on Team Drive) for future associate directors. Additional training on the responsibilities for event coordination and marketing will be provided

Additional Responsibilities: Committee Director may exercise the option to create a more detailed list of responsibilities for Associate Directors, if deemed necessary and the AD has capacity in their 10 hours per week time commitment

Term and Dates to Hold: For each position, the term is May 1, 2026 to April 30, 2027; involvement from May 1 to August 1 is optional. Please hold the following dates: August 27 for WUD Leadership Training, August 30 for Sunburst Festival, August 31 for Terrace Takeover, and dates TBD for the Registered Student Organization Fair.

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

### Associate Director - Internal

Create and promote opportunities for committee members to be involved and deepen their engagement with WUD DLS

1. Facilitate and oversee the day-of-event volunteer roles for committee members; being sure to encourage new committee members to volunteer for event roles
2. Manage additional details for lectures, including booking additional event spaces, ordering catering for receptions and additional required supplies, coordinating with the speaker and their team on-site, etc.
3. Administer the review of speaker suggestions submitted WUD DLS in a way that allows committee members to shape the future program direction
4. Create leadership opportunities for members to support committee needs and deepen member engagement
5. Oversee recruitment and retention efforts throughout the year, with an emphasis on increased efforts at the beginning of each semester
6. Edit and send weekly email to committee mailing list
7. Work with Outreach AD to coordinate opportunities for committee members receive media training as needed
8. Work with Director to facilitate committee community and engagement through non-programming events
9. Foster a comfortable, friendly, and open environment within the committee, where all members are able to share and discuss their thoughts and disagree in a civil manner

### Associate Director - Marketing & Social Media

Work with the committee leadership and committee members to develop effective marketing strategies that communicate program goals and opportunities

1. Utilize principles of graphic design, outreach, and networking to communicate the mission of WUD DLS and generate interest in both WUD programming and committee involvement
2. Work closely with leadership team to create a marketing schedule
3. Submit Union website event calendar entries for each program
4. Design and print flyers; coordinate committee member distribution of flyers
5. Plan a social media content calendar and create relevant & engaging social media content
6. Monitor social media analytics on all platforms
7. Foster a comfortable, friendly, and open environment within the committee, where all members are able to share and discuss their thoughts and disagree in a civil manner

### Associate Director - Outreach

Manage the WUD DLS community outreach efforts

1. Manage external communications related to DLS programming, including writing and issuing press releases
2. Coordinate with student groups, departments, and other University bodies to increase outreach, with a strong emphasis on student organization engagement
3. Manage RSVP process for pre-lecture private receptions
4. Work alongside the AD of Marketing and Social Media, the Wisconsin Union Marketing Department, and the WUD Vice President of External Relations to promote lectures on campus and in the community through responsibilities including, but not limited to, ensuring posters, flyers, and other physical promotional materials for DLS are made and effectively distributed
5. Actively manage the official DLS outreach email account
6. Work with Internal AD to coordinate opportunities for committee members receive media training as needed
7. Foster a comfortable, friendly, and open environment within the committee, where all members are able to share and discuss their thoughts and disagree in a civil manner