



Society & Politics Committee

Wisconsin Union Directorate

Society & Politics Associate Director Roles (3)

Apply here: https://uwmadison.co1.qualtrics.com/jfe/form/SV_cG94zfKCusnMF4a

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 Society and Politics (SoPo) Committee develops and implements informative programs that address contemporary issues and stimulate political and social discussions within the university community. The nonpartisan committee focuses on current social and political issues across the ideological spectrum such as elections, religion, identity, pop culture, social movements, media, human rights, and more. Programming has included lectures, debates, panels, forums, discussion groups, and digital media (i.e. video series and podcasts).

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 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 - Marketing (1)

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

- Utilize principles of graphic design, outreach, and networking to communicate the mission of WUD SoPo and generate interest in both WUD programming and committee involvement
- Edit and send weekly email to committee mailing list
- Work closely with leadership team to create a marketing schedule
- Submit Union website event calendar entries for each program
- Design and print flyers; coordinate committee member distribution of flyers
- Plan a social media content calendar and create relevant & engaging social media content
- Visually document our programs for future marketing and promotional purposes (photography, videography, etc.)
- Create leadership opportunities for committee members to support marketing efforts. Examples may include event-specific marketing captains, a social media manager, etc.
- Create innovative additional marketing materials and tactics
- Collaborate with fellow Associate Directors to coordinate events to promote programs
- 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 - Programming (2)

AD 1 : Electoral Politics | AD 2: Societal Issues

Work as a curatorial team with the committee leadership team to strategize program content areas for the upcoming year. Each AD will focus on a subset of program areas for initial research & program pitches, working with the SoPo Committee as a whole to build a diverse and innovative slate of high-quality programs, aiming to host one event per month. The AD of Electoral Politics will focus on programming political speakers, voting events, and current political events. The AD of Societal Issues will focus on programming popular topics, current events, and connecting with professionals and professors for panels and speaker events.

- Identify program ideas, potential presenters, develop budgets, book available spaces, confirm all details of events, and day-of logistics
- Uphold fiscal responsibility in program planning and administer a multi thousand dollar program budget
- Thoroughly evaluate each program with an open mind to react with necessary changes
- Help with the organization/coordination of committee meetings, including assisting the director with materials for weekly discussions

- Reach out to other WUD and on-campus organizations as well as academic departments that align well with SoPo's programming and ideals and help create programming/collaboration opportunities
- Maintain ongoing and cultivate new relationships with other RSOs, campus departments, and campus communities to help promote the committee and programming. Strive to connect the committee with new communities.
- Help market each program effectively. This could include emailing and coordinating partnerships with academic departments, student organizations, and community institutions, as well as ensuring promotional flyers are distributed
- Work to bring new ideas and perspectives to committee programming
- 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