



## Wellness Associate Director Positions

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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 Wellness Committee designs and executes engaging programs that foster a vibrant, substance-free campus culture, promote mental health and wellness, and encourage meaningful connections among students. This committee will contribute to events, 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 newer committee within the Wisconsin Union Directorate that launched 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, and creating marketing campaigns that highlight WUD Wellness events, programming, and committee meetings.

- 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 for committee members and the campus community.
- Maintain the Wellness Instagram and Union Calendar page.

#### **Associate Director of Collaboration & Outreach**

The Associate Director of Collaboration & Outreach leads the collaborative programming and outreach efforts 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 sober or sober-curious students and those seeking out substance-free programming. Create and maintain collaborations with other student organizations and initiatives on campus.

- Examples of groups to collaborate with: Badger Recovery, RecWell, WUD Society & Politics, etc.
- Plan and execute collaborative programs and events.
- Work with the Campus Events Services Office (CESO) to book event spaces, submit catering orders, and plan the general layout and flow of events.
- Lead the drafting and submission of Program Funding Requests (PFRs) for event approval.
- Perform outreach to student organizations, faculty, and departments to publicize and facilitate attendance for events.

### **Associate Director of Internal Programming**

The Associate Director of Internal Programming leads in planning and executing 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, community, and empathy. Its audience is primarily focused on sober or sober-curious students and those seeking out substance-free programming. Examples: Planning activities, socials, booking lecturers, workshops, etc.

- Plan and execute internal WUD Wellness programs and events.
- Work with the Campus Events Services Office (CESO) to book event spaces, submit catering orders, and plan the general layout and flow of events.
- Lead the drafting and submission of Program Funding Requests (PFRs) for event approval.
- Monitor and maintain the Wellness email, serving as one of the main points of contact.