



SuperBull XIII Homecoming Executive Board Application

*****Please attach your one page resume to your application*****

Name: _____

Date of Birth: _____

Address: _____

Home Phone: _____

City: _____

Cell Phone: _____

State: _____ Zip: _____

Cumulative GPA: _____

USF Classification: FR SO JN SN GRAD

U Number: _____

Email _____

- Please rate you top 3 positions (1 being most desired)
- Are you willing to accept a position other than the one(s) you checked? Yes No

___ **Executive Director**
___ **Director of Marketing**
___ **Director of Public Relations**

___ **Director of Events**
___ **Director of Outreach**

*** Interviews will be held on November 19-21, 2008 ***

Please indicate below your availability on the days of November 19-21 between 10:00 – 4pm
IF you need a different time please contact us.

November 19th: _____

November 20th: _____

November 21st: _____

By signing below you acknowledge that you have read the attached position description and agree to fulfill all duties if hired. You also attest that the information on this application and all supporting documents are correct and permit the Office of Student Activities to access your academic and judicial records with the University of South Florida.

Signature of Agreement: _____ **Date:** _____

Please return your **completed application** to the Office of Student Programs front desk,
Marshall Student Center 2306, no later than 5pm, **Monday, November 17, 2008.**

For more information, please call Jill Lindblad (813) 974-5940 or Christina Ring-Hillard at (813)974-7901

Homecoming Executive Board Employment Guidelines:

- Students must be enrolled at least half-time, have and maintain an overall USF GPA of 2.5 and be free of holds.
- **All members of the executive board must be local throughout the summer break.**
- The term of office will be January 1st, 2009-December 31st, 2009.
- All executive positions will be required to work a minimum of 15 hours a week, except for the week of Homecoming which requires a greater time commitment.
- No individual shall be excluded from membership on the basis of age, race, gender, disability, national origin, sexual orientation, religious beliefs, or political affiliation.
- **Availability for Board Meetings every Tuesday from 6-9pm is mandatory.**

Mission Statement

"The Homecoming Steering Committee is dedicated to providing the students, faculty, staff, and Alumni of the University of South Florida and the Tampa Bay Community, with the most anticipated longest running tradition of Green and Gold Spirit. We are committed to instill a sense of Bull pride and unity among our students. We are dedicated to upholding and building on the tradition from past years, as well as leaving lasting memories.

Our mission is to strive for excellence by abiding by the Constitution, accomplishing individual responsibilities assigned to the position which we serve, listening to the opinions of the student body we represent, and lastly promoting school spirit and tradition in order to better unite this University."

Executive Board Leadership Responsibilities:

These are the responsibilities of the 2009 Executive Board; they serve as an accurate representation of the responsibilities you can expect as a member. These responsibilities are subject change.

2009 Homecoming Steering Committee Leadership Responsibilities for Executive Director

Specific duties of this position include:

- Lead and provide overall direction for directors by acting as a mentor towards professional and personal life issues.
- Facilitate regular activities that motivate and recognize the board (monthly social events, etc).
- Uphold board members to adhere to leadership responsibilities, employee contracts, and general organizational policies.
- Plan and facilitate executive board, programming board and monthly committee meetings.
- Act as Homecoming student representative at Homecoming Advisory Committee meetings.
- Explain and ensure adherence to the Homecoming policy manual and constitution
- Serve as the Tampa campus liaison for regional campuses
- Create and send all correspondence to USF dignitaries and regional campuses
- Plan and produce spring and summer retreats.
- Fulfill all responsibilities of any board position that is not occupied or who duties are not being completed.
- Assist Advisor with the preparation of an upcoming Homecoming budget.
- Orders food for board and committee during homecoming week
- Coordinate efforts (marketing, etc) to recruit and retain directors for next academic year.
- Plan and produce the awards banquet, held at the end of the fall semester.
- Support and model the vision and goals of the Homecoming Steering Committee, Student Activities office and the Marshall Student Center.
- Encourage board members to plan and promote events that meet the diverse needs of the USF campus community. Support them in being open-minded, creative, and willing to try new ideas.
- Assist directors with recruiting and retaining Homecoming's Street Team. Encourage directors to include committee members in the planning, marketing, and implementation of their events.
- Understand and adhere to the Homecoming policy manual and constitution.
- Meet weekly with your Homecoming advisor, attend weekly board meetings and attend bi-monthly committee meetings.
- Other duties as assigned by the staff of the Office of Student Programs.

2009 Homecoming Steering Committee Leadership Responsibilities for Director of Events

Specific duties of this position include:

- Support all Homecoming directors and assist with the creation of their event vision, goals, planning, implementation and reflection
- Connect monthly with each director to assess their job progress and provide support. Assist directors with reservation process, hospitality needs, day of show, event logistics, day of show committee plan, etc. Collect and distribute event descriptions for use on calendar and websites.
- Responsible for organizing and contracting all logistic vendors on and off campus (MSC reservations, waste management, physical plant, parking and transportation, spotlights, street signs, flowers, radios, etc)
- Facilitate the process of entering and submitting purchase requests to Advisors.
- Select, secure, and monitor spending on blanket accounts. Distribute bi-weekly printouts of event budgets to all directors.
- Compile and distribute important date calendars to board

- Compile Master day of show for Homecoming week
- Fulfill all responsibilities of the Executive Director position if needed
- Support and model the vision and goals of the Homecoming Steering Committee, Student Activities office and the Marshall Student Center.
- Encourage board members to plan and promote events that meet the diverse needs of the USF campus community. Support them in being open-minded, creative, and willing to try new ideas.
- Assist directors with recruiting and retaining Homecoming's committee. Encourage directors to include committee members in the planning, marketing, and implementation of their events.
- Understand and adhere to the Homecoming policy manual and constitution.
- Meet weekly with your Homecoming advisor, attend weekly board meetings and attend bi-monthly committee meetings.
- Other duties as assigned by the staff of the Office of Student Programs.

**2009 Homecoming Steering Committee
Leadership Responsibilities for Marketing Director**

Specific duties of this position include:

- Designs and implements a specific semester long marketing plan to advertise Homecoming on and off campus
- Work with graphic artist to create marketing materials for Homecoming as a whole and its events.
 - Brochure, banners, realtor signs, flyers, posters, marquee messages, door hangers, table tents, PowerPoint slides, etc
- Design and coordinate Oracle and off campus print media ads.
- Create and distribute press releases
- Update Homecoming's website on a regular basis
- Has a working knowledge of a page-layout/design and programs such as Adobe PageMaker
- Facilitates the designing and ordering of the Boards polo's, committee t-shirts and nametags
- Works closely with the Marshall Student Center Marketing Coordinator to increase awareness of Homecoming
- Support and model the vision and goals of the Homecoming Steering Committee, Student Activities office and the Marshall Student Center.
- Encourage board members to plan and promote events that meet the diverse needs of the USF campus community. Support them in being open-minded, creative, and willing to try new ideas.
- Assist directors with recruiting and retaining Homecoming's committee. Encourage directors to include committee members in the planning, marketing, and implementation of their events.
- Understand and adhere to the Homecoming policy manual and constitution.
- Meet weekly with your Homecoming advisor, attend weekly board meetings and attend bi-monthly committee meetings.
- Other duties as assigned by the staff of the Office of Student Programs.

**2009 Homecoming Steering Committee
Leadership Responsibilities for Public Relations Director**

Specific duties of this position include:

- Seeks and secures sponsorship support from national and local companies
- Create and distribute the Homecoming Team Handbook
- Oversee and serve as the main contact for the Team competition, including events and meetings.
- Update the following...
 - Prior to Homecoming week...
 - Update visual displays
 - bulletin boards, office windows, etc
 - Promo table display

- Week of Homecoming...
 - Hang team banners at specific events
- Create and correspond with distribution list individuals with weekly email reminders.
- Check email account and voice mail on a daily basis. Distribute messages to all directors.
- Maintain organization in the office and lower level storage room
- Coordinate University Experience presentation schedule and correspondence
- Market Homecoming to student organizations and the university community. Promote Homecoming on average to at least 1 student organization each week (attend meetings, promote upcoming events, etc).
- Assist Outreach Director with Homecoming's involvement with student organization showcases
 - Round-up, Org Fairs, Orientation etc
- Support and model the vision and goals of the Homecoming Steering Committee, Student Activities office and the Marshall Student Center.
- Encourage board members to plan and promote events that meet the diverse needs of the USF campus community. Support them in being open-minded, creative, and willing to try new ideas.
- Assist directors with recruiting and retaining Homecoming's committee. Encourage directors to include committee members in the planning, marketing, and implementation of their events.
- Understand and adhere to the Homecoming policy manual and constitution.
- Meet weekly with your Homecoming advisor, attend weekly board meetings and attend bi-monthly committee meetings.
- Other duties as assigned by the staff of the Office of Student Programs.

2009 Homecoming Steering Committee Leadership Responsibilities for Outreach Director

Specific duties of this position include:

- Create, motivate, and retain committee members to assist with on and off campus marketing (Street Team). Utilize Spirit Director to accomplish below responsibilities.
 - Prior to Homecoming week...
 - Distribute marketing materials to USF students and university departments
 - Flyers, posters, table tents, a-boards, etc
 - Chalks, wear Homecoming T-shirts, paint USF shuttles, etc
 - Staffing on and off campus teasers
 - Week of Homecoming...
 - hang sponsor banners, put out realtor signs, staff promotional give-away tables, etc
- Compile and maintain Homecoming's volunteer committee database. Correspond with committee on a regular basis and act as their main contact.
- Assist Director of Public Relations in obtaining prize items for teasers.
- Plan and implement off-campus teaser to promote Homecoming. Responsible for making the initial contact with off-campus establishments and assisting your committee with the implementation of the off-campus teasers.
- Update weekly CenterCast and RHN PowerPoint slides
- Coordinate volunteer schedule for the office during Homecoming week (answer phones, etc)
- Coordinate Homecoming's involvement with student organization showcases
 - Round-up, Org Fairs, Orientation etc
- Support and model the vision and goals of the Homecoming Steering Committee, Student Activities office and the Marshall Student Center.
- Encourage board members to plan and promote events that meet the diverse needs of the USF campus community. Support them in being open-minded, creative, and willing to try new ideas.
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