Mission

All Executive Committee members will help to plan and implement the USC Early Outreach (REACH) Leadership Conference while promoting the values and benefits of increased access to, and participation in post-secondary education.

The REACH Conference is a USC outreach initiative that takes place in May for ‘at-risk’, socio-economically disadvantaged youth in the city of London. The Conference recognizes that many students decide their future educational pathway at an early age, and hopes to provide youth with information and tools to help them make well-informed decisions. The Executive Committee works with representatives from the Thames Valley District School Board, the City of London and Middlesex County to target schools that have been deemed to have a higher population of students that may believe post-secondary education is out of their reach. The Executive team works from October 2017 until May 2018 to plan, organize and implement a 3-day conference that takes place during either first or 2nd weekend of May. Members of the Executive Committee, along with a team consisting of approximately 50-60 Western students called Leadership Developers, act as leaders and mentors for the grade 7 and 8 Conference delegates. The Conference provides an understanding and appreciation of the different post-secondary opportunities that can be pursued, as well as guidance and motivation from both leaders and invited speakers. In addition, the Leadership Developers provide the delegates with a positive perception about challenging and empowering themselves, and reaching beyond their comfort zone.

Position Descriptions

Each of the following positions works under the general direction of the Early Outreach Coordinator and as part of a dedicated and cohesive executive team, demonstrating commitment and initiative in carrying out the broad responsibilities of their portfolio and assisting other executive team members as assigned by the Coordinator. The Early Outreach Committee is in need of people who are passionate about the conference and making a difference in the lives of youth from around the community. Your preferences on your application will most definitely have an effect on your position if you are chosen to the team however, most of all we are looking for passionate individuals who we feel are going to help make this conference great, regardless of what position they are in! That being said, applying to the executive team is just that, it is applying to be a part of the team.

Applicants should be aware that there will be weekly meetings all year leading up to the conference. It is expected that the committee members be here in London the week leading up to the conference, as this is when the bulk of planning and execution will occur.

We are so excited that you are interested in being part of our team 😊
**Administrative Co-coordinator (1)**
This position will work very closely with the coordinator to ensure smooth communication among committee members and the coordinator. Closely works with the coordinator to problem solve and implement new initiatives. Working closely with portfolios to make sure they are achieving their goals in a timely manner. Assists in planning Executive weekly meetings, and acts as the director in the meeting in their absence. This person will be part of all forms of online communication with the co-coordinator and the different committee members. This person should be flexible in this role, as the role may change as different needs arise during conference planning process with the coordinator. Making sure administrative processes occur and are maintained. Previous experience on Exec team is seen as a huge asset to this role.

**Conference Registrar (1)**
This position requires well-developed planning and organizational skills, as well as an attention to detail, in handling all of the registration information for the Conference. You will be responsible for: liaising with schools to arrange for student registration for the Conference and the completion of paperwork to confirm their participation; creating delegate groups, to promote diversity and inclusion; booking overnight accommodation for the delegates through Western’s Conference Services; acting as an initial information contact point for delegates and their parents.

**Leadership Development Directors (3)**
These positions work together to interview, select, train and manage the team of Leadership Developers — Western student volunteers who provide direct guidance and mentorship to the Conference delegates. You will offer support to the Leadership Developers throughout the Conference weekend in dealing with difficult or sensitive issues as revealed by delegates themselves or due to inappropriate behavior, and you will be responsible for directing the daily activities and actions of the Leadership Developers and the delegates.

**Programming Directors (3)**
These positions will work to ensure that Conference programming addresses the mission of the Conference and needs of the delegates by providing a broad overview of post-secondary educational opportunities. You will be responsible for: organizing creative and informative games and workshops to be delivered during the Conference; inviting and arranging for guest speakers and professors; organizing meals and social events; planning and arranging for locations and equipment needed to meet the requirements of the Conference agenda.

**Finance/ Community Relations Director (2)**
These two directors will work very closely with each other in preparing and maintaining the Conference budget and financial reports, and helping to secure additional funds by identifying and seeking public and private sector funding opportunities and fundraising initiatives. This year, there will be a huge focus on sponsorships, especially campus departments (such as faculties, housing). Additionally, they will cultivate partnerships with community stakeholders. This position will also prepare a presentation for the delegates on government and institution-specific financial assistance programs, including scholarship, loan, bursary, and work-study opportunities in an interactive, exciting manner.
**Strategic Planning Director (1)**
This position requires “thinking outside the box” and being adaptive to change, as the strategy for future planning will change with the conference. You will be responsible for: developing plans and initiatives which will help to expand upon and broaden the impact of the Conference; Assist the coordinator and administration coordinator in expanding the conference to other schools, while also identifying additional needs as opportunities for growth; working together with the Programming Directors to incorporate those identified needs into future program initiatives; initiating and maintaining follow-up with schools and delegates. Experience with in school government is an asset.

**Marketing Director (1)**
This position will work to raise awareness of the Conference in the community, and to enhance the perception of the value and benefit of the Conference. This position will work closely with the campus recruitment director to ensure marketing is running smoothly. This position will be responsible for local advertising initiatives by producing materials for use in local community centers, libraries, schools, churches, community newspapers, social clubs, and charitable organizations. Throughout the conference this positions is responsible for photography and videography, which will be put together for the closing ceremonies video for the last day of the conference. This position will also look to expand recognition of the Conference to the greater London-Middlesex region.

**Campus Recruitment Director (1)**
This position, working together with the Leadership Development Directors and the Marketing Director, will seek to raise awareness of the Conference, and the need for volunteers, on Western’s campus. You will develop a recruitment campaign and supporting materials that can be used through various media initiatives, including social media promotions, booths in the UCC, on Western Radio and in Western newspapers. Following the selection of all Leadership Developers, you will oversee the Spirit Sub-Committee (selected from the pool of successful volunteer applicants), which works to establish various cheers, videos, and promotional materials intended to generate excitement among delegates throughout the Conference.