

USC Early Outreach Committee 2021-22

Exec Position Descriptions

The Early Outreach Conference (REACH) is an annual USC initiative intended to introduce approximately 250 youth in London and the broader community to post-secondary education opportunities. This program recognizes that many students begin thinking about their future at an early age, and serves to provide them with the guidance, information, and tools necessary to support their decision-making process. Western collaborates with the City of London, Middlesex County, Thames Valley District School Board, Fanshawe College, and a diverse range of non-profit community organizations to ensure the conference addresses the various needs of students during this transitional time from middle-school to high school.

The USC is seeking undergraduate students in the 2021/22 term to act as executive members on the Committee. These roles include Programming Directors, Leadership Development Directors, Finance Directors, Campus Recruitment and Marketing Directors, Strategic Planning Director, Conference Registrar.

Programming Directors

3-5 hours per week

- Organize engaging games and educational workshops for conference delegates
- Arrange guest speakers and professor presentations
- Organize day-to-day conference scheduling and secure equipment, rooms, and supplies to execute conference agenda
- Collaborate with Fanshawe college and our affiliates HBK to create a full day of programming at the London college campus

Leadership Development Directors

3-5 hours a week

- Interview, select, train and manage a team of 55-65 Leadership Developers (Western students who volunteer at the conference)
- Supporting the Leadership Developers leading up to and throughout the conference weekend
- Monitor and direct daily actions of Leadership Developers and delegates during the conference.

Finance Directors

3-5 hours a week

- Create and maintain a conference budget
- Work with the Early Outreach Coordinator to find and apply for conference funds
- Create and present a finance presentation for the delegates (grade seven/eight students)
- Coordinate public and private sector fundraising initiatives
- Seek and complete grants within the London Community, faculty councils, local funds, and other community partners

Campus Recruitment and Marketing Directors

3-5 hours a week

- Develop a recruitment campaign and supporting materials for media initiatives
- Manage social media and promotion pages
- Oversee Spirit Committee: responsible for establishing cheers and maintaining delegate moral throughout the conference
- Create posters, t-shirts, and basic graphic design
- Organize fundraisers and promote collaborations with other teams on campus, and in the London community

Strategic Planning Director

3-5 hours a week

- Acquire formal feedback from delegates, parents, schools, and Leadership Developers
- Produce an Early Outreach Strategic Report highlighting success and recommended areas of improvement to enhance future initiatives and programming
- Collaboratively set the strategic direction for the Early Outreach Conference for the future using knowledge and experience
- Establish a more consistent method of communication with delegates following the Conference

Conference Registrar

3-5 hours a week

- Act as the primary liaison between schools, parents, and the conference
- Work closely with the local school boards
- Organize the move-in/out procedure during the conference
- Maintain accurate paperwork to track delegate participation
- In charge of taking and distributing minutes every meeting