

Early Outreach Executive Committee Roles 2022-23



Role Descriptions

Campus Recruitment & Marketing Directors [2 positions]

- Develop a recruitment campaign and supporting materials for media initiatives
- 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
- Manage social media and promotion pages

Conference Registrar [1 position]

- 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

Finance Director [2 positions]

- 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 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

Leadership Development Director [3 positions]

- 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

Programming Directors [3 positions]

- 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 to create a full day of programming at the London college campus

Strategic Planning Director [1 position]

- 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
- Establish a more consistent method of communication with delegates following the Conference

If you have any questions about the roles and responsibilities of the Early Outreach executive committee, please contact Tristyn Snow, Early Outreach Coordinator (earlyoutreach@westernusc.ca)