



# USC Early Outreach (REACH) Committee 2024-25

## Executive Position Descriptions

### Finance Directors [2 positions]

- Create and maintain a conference budget, manage reimbursements
- Seek and apply for grants within the London community, faculty councils, local funds, and from other community partners
- Create and distribute sponsorship packages to secure sponsors for food, delegate packages, etc
- Plan all snacks and food for training and conference weekend
- During the conference weekend:
  - Create and present a finance presentation for the delegates (grade 7/8 students)
  - Act as a flexible team member, providing assistance in different areas as needed.
  - Step in to offer help during sessions, presentations, and other related activities.
  - Provide support to both students and team members to ensure the smooth running of the conference.

### Leadership Development Directors [3 positions]

- Interview, select, train and manage a team of 55-65 Leadership Developers (Western students who volunteer at the conference)
- During the conference weekend:
  - Act as the primary point of contact for Leadership Developers regarding their well-being during the conference.
  - Provide emotional support and guidance, ensuring LDs feel supported in their roles. Identify signs of stress, burnout, or other challenges, and offer resources or interventions to promote mental health and well-being.
  - Conduct nightly debrief meetings with all LDs to review the day's activities, address concerns, and provide a space for open communication.
  - Take responsibility for any escalated student issues, including behavioral problems, homesickness, mental health concerns, or physical injuries.

### Programming Directors [4 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 the conference agenda
- Collaborate with Fanshawe College to create a full day of programming at the London college campus
- During the conference weekend:

- Oversee the setup of all conference activities, ensuring that rooms, equipment, and materials are ready on time.
- Supervise delegates and ensure that all planned activities are executed effectively.
- Organize and manage the flow of events during the conference weekend to keep everything on schedule.

### Conference Registrars [2 positions]

- Act as the primary liaison between schools, parents, and the conference
- Work closely with the local school boards
- Manage delegate sign-up, create delegate groups, and organize students into residence rooms
- Organize the move-in/out procedure during the conference
- Maintain accurate paperwork to track delegate participation while ensuring safety & accessibility is met
- During conference weekend:
  - Act as the main point of contact for parents throughout the conference weekend, addressing any issues or concerns in a timely and professional manner.
  - Manage any early or late student pick-up requests, coordinating with parents and ensuring that the process is handled smoothly and safely.

### Administrative Assistant [1 position]

- Report directly to the coordinator to support the implementation of various tasks and initiatives, following their direction and assisting with any assigned responsibilities to ensure successful project execution.
- Taking and distributing minutes of every meeting
- Organizing executive team socials & a meeting schedule
- Work with the coordinator to support and check in with the team on a regular basis and ensure everyone is on track
- Coordinate with the USC survey intern to distribute surveys, using the report prepared by the intern to create an end-of-year summary
- During conference weekend:
  - During the conference weekend, you will serve as the primary support to the coordinator, acting as their right-hand person.
  - This role requires flexibility and adaptability, assisting in various tasks as needed to ensure the smooth operation of the event

### Marketing Directors [1/2 position(s)]

- **Required skills:** Canva proficiency and artistic vision
- Plan and manage social media and promotion pages
- Promote collaborations with other teams on campus and in the London community

- Help create supporting materials for media initiatives
- Create and execute a fundraising initiative
- Coordinate with productions crew for web/tech on conference weekend
- Prepare Canva graphics for our social media accounts and other portfolios as needed
- Design and create a delegate handbook featuring important information, a conference schedule, helpful resources, etc
- Plan items to purchase for the delegate goodie bag
- Help incorporate the chosen theme throughout the conference by creating posters/props, organizing decorations
- During conference weekend:
  - Assist the photography and videography team in capturing high-quality photos and videos of conference activities and events.
  - Help with editing and compiling footage to create a short, engaging video summarizing the conference weekend.

#### **Photography & Videography Director [1 position]**

- **Required skills:** Videography and photography (must have access to a DSLR)
- Brainstorm and create an executive introduction video for conference weekend, emphasizing the conference theme
- Work with the marketing director to create 1/2 outreach videos as needed
- During conference weekend:
  - Photograph and film the conference weekend, preparing a short video to be displayed as the capstone to the conference

**If you have any questions, please email the Coordinator, Arani Harimohan at [earlyoutreach@westernusc.ca](mailto:earlyoutreach@westernusc.ca)!**