

WOMEN IN BUSINESS

2019 - 2020 BOARD POSITIONS



PRESIDENT

POSITION DESCRIPTION :

The President oversees day-to-day and year-long programming, acting as a facilitator and support system for other board positions. He/she acts as the main representative of the organization, both within the College of Business and with industry professionals. This pertains especially to representation at on-campus presentations, meetings, sponsor events, etc. The President must be capable and comfortable with working across disparate teams, committees, and personalities. He/ she is responsible for board development and bonding, helping all board members thrive and grow in their roles while feeling supported by advisors and other board members. The President is also responsible for coordinating and overseeing the board hiring process in the Spring.

Additionally, he/she will assist all board members with general club activities.

Position requirements:

- Required to have served on WIB Executive Board a minimum of 1 year

Questions about the position? Reach out to cpwibpresident@gmail.com

VICE PRESIDENT OF DEVELOPMENT

POSITION DESCRIPTION :

The Vice President of Development is responsible for the development of relationships with alumni, professionals, corporations, and other organizations to further the goals and mission of the Association. He/she will actively work with and manage WIB's Professional Advisory Board in order to cultivate and maintain relationships with professionals and develop programs to reflect the current professional environment.

Tasks of the VP of Development include:

- Contacting advisory board members to coordinate quarterly advisory board meetings
- Creating summary reports at the end of the quarter to present to the board and advisory board summarizing the findings of meeting data collected and demographic information from the paid membership agreement
- Sending out quarterly update emails to alumni and advisory board members recapping the events that the club has put on during the quarter and ways that they can get involved with the club in the future

Additionally, he/she will assist all board members with general club activities.

Questions about the position? Reach out to cpwibdevelopment@gmail.com

VICE PRESIDENT OF ACTIVITIES

POSITION DESCRIPTION :

The Vice President of Activities is responsible for all major internal and external activities of Cal Poly regarding the Women in Business Association. This includes planning the content of and scheduling guest speakers for general monthly meetings, scheduling and coordinating the Women in the Workplace speaker series which includes Conversations with Executives roundtables, and working with local companies.

Tasks of the VP of Activities include:

- Organizing WIB general monthly meetings, which includes all content, presentations, professional speakers, and other activities
- Coordinating Women in the Workplace speaker series and Conversations with Executives roundtables with OCOB and with members of WIB
- Compiling the Club of the Year application through both OCOB and ASI in Spring Quarter
- Overseeing the Entry Engagement Program and the Director of Activities during planning in the spring and execution in the fall
 - Tasked with controlling the big picture organization of the program
- Plan the End of Year Spring Celebration for all WIB members
- Assist Director of Activities with collecting and analyzing various statistics of meeting and workshop attendance

The VP of Activities is to be responsible for assisting the president and assume all powers of the President in the President's absence. Additionally, he/she will assist all board members with general club activities.

Questions about the position? Reach out to cpwibactivities@gmail.com

VICE PRESIDENT OF OUTREACH

POSITION DESCRIPTION :

The Vice President of Outreach is responsible for coordinating and managing all aspects of the Women in Business' outreach to the San Luis Obispo (SLO) community. This includes developing relationships with internal and external community members, organizations and partnering to develop events, as well as creating transitional programming for local high school and community college students. The VP of Outreach also functions as both the visionary and aide for the High School Outreach Program.

Tasks of the VP of Outreach include:

- Establish Cal Poly Women in Business' presence **within** the broader SLO community; this could be, but is not limited to:
 - Connect with local community members and organizations
 - Solicit feedback on WIB programming
 - Identify opportunities for WIB's engagement with the broader SLO community (e.g. professional off-campus events, workshops, panels, etc.)
 - Communicate potential collaboration opportunities to relevant Executive Board members
- Establish Cal Poly Women in Business' presence **outside** the broader SLO community; this could be, but is not limited to:
 - Maintain and further relationships with other Women in Business organizations
 - Identify opportunities to connect, support and collaborate (e.g. hosting Executive Board meetups, publishing an article on the Wire highlighting other WIB contacts)
- Identify and facilitate relevant event programming; this could be, but is not limited to:
 - Organize workshops with relevant entities such as: professors (e.g. Taryn Stanko) organizations (e.g. Google) and other on-campus clubs (e.g. Society of Women Engineering)
 - Host quarterly mental health yoga socials
- Advise the High School Partnerships Director
 - Please see the Director of High School Partnerships job description to understand expectations
 - Serve as an advisor to and visionary for the High School Programming Team
 - Meet regularly with the high school partnerships director to support and review goals for the high school partnership program
 - Develop and maintain professional relationships with high school and community college administrations to identify challenges and

opportunities for growth within high school partnership program
(transitional programming for transfer and high school students)

Questions about the position? Reach out to cpwiboutreach@gmail.com

VICE PRESIDENT OF FINANCE

POSITION DESCRIPTION :

The Vice President of Finance and Advancement is responsible in seeking out fundraising for WIB and establishing a withstanding and coherent platform for corporate funding. He/she will work on building significant financial and community support for the Women in Business Association and will oversee sponsorship for all major events.

Additionally, the VP of Finance will oversee all financial coordination and the reimbursement process with both ASI and the Dean's office. The VP of Finance is responsible in the creation of the budget for the school year for WIB's programming and general club activities. He/she will work closely with all members of WIB to ensure proper reimbursement processes. The VP of Finance will also oversee the Director of Finance.

Tasks of the VP of Finance include:

- Sponsorship
 - Reach out to companies for sponsorship opportunities
 - Update sponsorship packets as needed
 - Present structure to advisory board and seek advice as needed
 - Apply for various grants and funds throughout the school year
- Finances
 - Manage organization finances and keep board updated
 - Provide and monitor budgets for all WIB programming
 - Manage WIB Foundation Fund and IRA reimbursement process
- DHF Conference
 - Oversee assigned committees
 - Organize networking tables
 - Contact sponsors for logistics information
- Assist Director of Finance with collecting detailed statistics on paid members each quarter through the use of analytics forms and/or software

Additionally, he/she will assist all board members with general club activities.

Questions about the position? Reach out to cpwibfinance@gmail.com

VICE PRESIDENT OF EVENTS

POSITION DESCRIPTION :

The Vice President of Events is responsible for organizing and overseeing all logistics for two major events throughout the year, including marketing, programming, sponsorship, and corporate partnerships. These events are the Fall Kickoff Program and Defining Her Future: A Women in Leadership Conference. Additionally, he/she will assist all board members with general club activities.

Tasks of the VP of Events include:

- Fall Kickoff
- Women in Business Spring Conference*
 - Lead the Board and 25+ Conference Committee members
 - Directly manage Conference Committees (including Pre-Conference Event/Scholarship Committee, High School Partnerships, Marketing Committee, Conference Operations, Sponsorship Committee)
 - Work with Corporate and Sponsor partners to organize Breakout Sessions, Keynote, and Speaker Panel
 - Oversee all content, marketing materials, and communication with executives and sponsors
 - Close collaboration with the Director of Finance, WIB's corporate sponsors, and the OCOB Dean's Office

**A committee and assistant(s) will be necessary in planning this event Winter & Spring Quarter*

Questions about the position? Reach out to cpwibevents@gmail.com

VICE PRESIDENT OF MARKETING

POSITION DESCRIPTION :

The VP of Marketing is in charge of managing the brand of Women in Business. The VP of Marketing oversees the Directors of Creative Design and Public Relations to create content for all forms of outgoing communication from the club. He/she serves as the main point of contact between the Marketing Team and other board members, and works with all other board members to promote all events put on throughout the year. Overall, he/she needs to be able to generate content to engage the correct target audience and promote the established WIB brand.

Tasks of the VP of Marketing include:

- Developing strategy for social media campaigns
- Generating creative content, working with the Directors of Creative Design to maintain the WIB brand
- Promote all on-campus events using social media, physical promotion, and/or text announcements as appropriate
- Maintaining and updating the WIB website
- Defining Her Future: The VP of Marketing should work closely with the VP of Events to promote DHF and keep branding cohesive

Questions about the position? Reach out to cpwibmarketing@gmail.com

VICE PRESIDENT OF PROGRAMMING

POSITION DESCRIPTION :

The Vice President of Programming is responsible for organizing and overseeing all major programs run within the Women in Business Association, which include all professional workshops, the Career Development Bootcamp and the Women's Business Leadership Academy*. The VP of Programming will oversee any committees and/or assistant directors necessary to require these programs.

Tasks of the VP of Programming include:

- Scheduling, planning and executing professional workshops each quarter which may include, but are not limited to:
 - Career fair preparation
 - Resume review
 - Mock interviews
 - Networking training
 - Financial literacy
- Working closely with Director of Programming and OCOB staff in directing the Women's Business Leadership Academy, which includes designing and executing curriculum, scheduling speakers, coordinating corporate tours to the Bay Area, creating activities/workshops, managing the mentor program, assigning homework and overseeing other weekly activities
- Coordinate with company host for the Career Development Bootcamp conducted in the Spring, which includes organizing Fall recruitment, providing support to company host throughout the planning process and attending the 3-day program as a chaperone over Spring Break

Questions about the position? Reach out to cpwibprogramming@gmail.com

DIRECTOR OF ACTIVITIES

POSITION DESCRIPTION :

The Director of Activities is responsible for assisting the Vice President of Activities with all major internal and external activities of Cal Poly regarding the Women in Business Association. This includes assisting with planning the content of and scheduling guest speakers for general monthly meetings, scheduling and coordinating the Women in the Workplace speaker series which includes Conversations with Executives roundtables, and working with local companies.

Tasks of the Director of Activities include:

- Assisting the Vice President of Activities in organizing the Monthly Meetings via working with the VPA on meeting theme/content ideation, slide deck creation, and corresponding with other board members to aggregate programming material
 - Creating and Managing Slide Decks
 - Working with Marketing Team to create/publish material
 - Lead Monthly Meetings with VP of Activities
- Working with the VPA in planning the Entry Engagement Program in the Spring and overseeing the program in Fall. Tasked with controlling the details of the program which include, but are not limited to:
 - Brainstorming and producing curriculum for EE meetings
 - Leading the EE Mentor Check-ins
- Assists the VPA in planning Spring Celebration, which includes logistics relating to venues, catering, and decorations
- Tracking membership attendance at monthly meetings, Women in the Workforce, and other events held by the club throughout the quarter
 - This entails collecting various statistics on members in attendance (i.e. major, year, how they heard about meeting, personal benefit from meeting, etc.) through the use of a form
 - Communication of this information to the board in a timely manner

The Director of Activities is to be responsible for assisting the VPA and the President. Additionally, he/she will assist all board members with general club activities.

Questions about the position? Reach out to cpwibactivities@gmail.com

DIRECTOR OF OPERATIONS

POSITION DESCRIPTION :

The Director of Operations takes on the primary role of scheduling and executing daily operations within the Women in Business Association and is a liaison between the leadership team and event scheduling entities. The Director of Operations is not directly overseen by any specific member of the board, rather is responsible for taking requests from everyone on board and relaying those requests to scheduling entities. This includes, but is not limited to, scheduling and booking the location for club meetings and other events through ASI or OCOB, booking conference rooms in OCOB for weekly Executive Board meetings and communicating with OCOB and Cal Poly staff about event details and logistics.

Tasks of the Director of Operations include:

- Taking minutes/meeting notes at Executive Board meetings (which is to be sent out entire Leadership Team)
- Communicating directly and consistently with ASI to track progress on approval for all scheduled events
- Corresponding with OCOB staff to reserve rooms that are not controlled by ASI
- Understanding how to navigate 25Live (ASI's event scheduling calendar)
- Ordering food for monthly meetings and events
- Booking any facilities required for larger events
- Creating and updating Google Calendar with times and locations of events
- Managing room requests and submissions from members of the Leadership Team *at least 2 weeks prior to the event*
 - Understanding how to book rooms through ASI and acting as the point person for *all* room bookings, which includes, but is not limited to:
 - General monthly meetings
 - Fishbowls (can be booked up to 2 weeks ahead)
 - Professional Workshops
 - Other WIB Events

Additionally, he/she will assist all board members with general club activities.

Questions about the position? Reach out to cpwiboperations@gmail.com

DIRECTOR OF HIGH SCHOOL PARTNERSHIPS

POSITION DESCRIPTION :

The High School Partnerships Director is responsible for coordinating and managing all aspects of the Women in Business' outreach to high schools in San Luis Obispo and Santa Barbara County in collaboration with the VP of Outreach. In order to successfully execute the high school committee, the High School Partnerships Director may recruit a 'High School Partnerships Committee' for outreach help if s/he would find it helpful.

Tasks of the High School Partnerships Director include:

- Collaborate with the VP of Outreach to create a program that facilitates events and interactions between local high school students and Women in Business Members. This could be, but is not limited to:
 - Professional and personal workshops on Cal Poly's as well as the high school campuses
 - A mentorship program
 - Cal Poly tours and field trips to campus
- Lead the High School Outreach committee for the Defining Her Future Spring Conference to recruit local high school student attendance from a diverse array of schools. *Responsibilities include:*
 - Conducting outreach to local High Schools
 - Creating and polishing program proposals
 - Interfacing with Executives and Cal Poly Admissions to select and plan High School programming at the Women's Leadership Conference
 - Facilitating day-of logistics for the visiting high school students.
- Lead the High School Outreach committee for the Wander With WIB program where conditionally admitted female Business, Economics, and Industrial Technology and Packaging students shadow current Cal Poly students for these respected majors by attending their classes, club meetings, and professor office hours. This program also includes social activities.

Responsibilities include:

- Conducting outreach to conditionally admitted female Business, Economics, or Industrial Technology and packaging students by working with Cal Poly admissions
- Conducting the overnight stay program by working with University Housing
- Developing social activities for the students later in the evening.

Examples of activities include:

- Busy Business Woman Presentation
- Scavenger Hunt
- Movie/Board Game Night

- Partnering with SWE High School Outreach Director for social activities

Questions about the position? Reach out to cpwibhighschools@gmail.com

DIRECTOR OF FINANCE

POSITION DESCRIPTION :

The Director of Finance is responsible for assisting with all financial coordination for the club including working with ASI, recording budgets, and filling out reimbursement forms. They will also be in charge of tracking membership for the club. He/she must be detail oriented and extremely organized with WIB's finances. In addition, the Director of Finance will work directly with the OCOB Dean's office, the club advisor, and the VP of Finance and Advancement in all Women in Business matters regarding finances. He/she will work closely with the VP of Finance and Advancement on the logistics of major event and program fundraising/sponsorships.

Tasks of the Director of Finance include:

- Membership
 - Track paid members, type of membership, and polo sizes
 - Make sure members fill out both the PayPal and the membership agreement form
 - Organize and distribute polos to members
 - Set up PayPal buttons (renew each school year)
- Finances
 - Manage PRF process and tracking on budgets
 - Obtain yearly ASI funding (\$500 club funding and \$1150 co-event funding)
 - Assist with applying for grants and funds throughout the year
- Charter
 - Renew charter for 2019-2020 school year
 - Authorized individuals (to sign PRF reimbursements) include: President, VP Finance, Mary Kelting (advisor), Mallory Stoffel (co-advisor), and Kathy Carpenter (second person who can approve reimbursements)
- DHF Conference
 - Assist VP of Finance with sponsorship contact
 - Ask companies for logo to send to Marketing for the Sponsorship poster
- Collecting detailed statistics on paid members each quarter through the use of analytics forms and/or software

- This task will be done in conjunction with the VP of Finance to send out an official membership agreement form that will inform members of WIB's core values along with questions they will answer regarding their demographics to help aid yearly programming

Questions about the position? Reach out to cpwibfinance@gmail.com

DIRECTORS OF CREATIVE DESIGN

POSITION DESCRIPTION :

The Directors of Creative Design are the point of contact for all creative materials. They are responsible for designing advertising material, forging and executing social campaigns, and creating graphics for publication and website use. They work closely with the VP of Marketing and the Director of Public Relations to create in depth collateral for various events, programs, and general club marketing. The Directors of Creative Design are capable of creating club designs that exude creativity, while properly adhering to the Women in Business branding guidelines. There are two positions open for this role.

Tasks of the Directors of Creative Design include:

- Designing and handling outsourced promotional material ie: posters, banners, stickers, water bottles, etc.
- Creating promotional material for campus-wide events including, but not limited to:
 - General monthly meetings
 - Professional Workshops
 - Women in the Workforce
 - Week of WIB
 - Entry Engagement Program
 - Fall Kickoff
 - Weekly newsletter
 - General WIB events
 - High School Programming
- Collaborating with all board members and generating content as well as marketing material for general club activities when requested
- Coordinating and ordering printed collateral from printing facilities in a timely manner

Position Requirements:

- Experience with Adobe Creative Suite and other related software

- Photoshop
- Illustrator
- InDesign
- Portfolio showcasing primarily digital design material
- An understanding of time-management for campaign development and marketing implementation

Questions about the position? Reach out to cpwibmarketing@gmail.com

DIRECTOR OF PUBLIC RELATIONS

POSITION DESCRIPTION :

The Director of Public Relations is focused on promoting upcoming events and speakers on behalf of the club through Facebook, Instagram, and the WIB Weekly emails. He/she work with the VP of Marketing to market and promote speakers and events on Media platforms. Specifically, the Director of Public Relations will be in charge of updating social media for each week's meeting (Facebook, LinkedIn, Instagram, Snapchat, etc.), updating and distributing promotional materials (stickers, keychains, lanyards, t-shirts) to prospective club members, and other tasks to grow WIB's presence in the Orfalea College of Business and Cal Poly as a whole.

Tasks of the Director of PR include:

- Promote club activities, events, and programs on all WIB social media platforms (Facebook, Instagram, Snapchat, and LinkedIn) as means of member outreach
- Documenting all events through recaps, photographs, and other mediums as necessary
- Working with the VP of Marketing to develop content and strategies for posting.
- Managing the WIB email and direct inquiries where necessary, sending weekly emails, and responding to any incoming mail (or allocating responses). Emails can include:
 - Weekly news
 - Club and external announcements
 - Minutes from general monthly meetings (Gets from Director of Operations)
- Participating member of marketing committee for Spring Conference

Monthly Position Expectations:

- Craft club emails on a weekly basis

- Schedule social media posts as needed for WIB events
- Ensure that all external communication and marketing materials are scheduled are executed in a timely manner and adhere to previously set deadlines
- Meet with VP of Marketing & Director of Creative Design on a weekly basis
- Assist in copywriting for all marketing materials
- Take notes at all E-Board meetings

Additionally, he/she will assist all board members with general club activities.

Questions about the position? Reach out to cpwomeninbusiness@gmail.com

DIRECTOR OF PROGRAMMING

POSITION DESCRIPTION:

The Director of Programming is responsible for supporting the VP of Programming in planning and executing the Women in Business Leadership Academy during Winter Quarter. In addition, the Director will help plan a professional workshop per quarter.

Tasks of the Director of Programming include:

- Assisting the VP of Programming throughout WBLA
 - Assisting in organizing fall WBLA recruitment
 - Coordinating various logistics for the program
 - Create mentor meeting material and lead meetings
 - Design a case study for the WBLA Final Project along with logistics for the event
 - Assisting with catering each WBLA meeting
 - Brainstorming ideas for WBLA in the summer and fall
 - Plan and execute WBLA Finale
 - Purchase small gifts (usually Starbucks giftcards) and write thank you cards for guest speakers during meetings
- Assist VP of Programming in creating and running various Professional Workshops (at least 1 each quarter)
 - Brainstorm ideas to develop new workshops and make connections/plan the workshops
- Assist VP of Programming in creating and running the multiple-day Career Development Bootcamp, hosted at a company
 - Communicating with company contacts and Mary (advisor) regarding logistics, supporting VP of Programming

Questions about the position? Reach out to cpwibprogramming@gmail.com

THANK YOU FOR YOUR INTEREST IN JOINING THE WOMEN IN
BUSINESS FAMILY! FOR ANY GENERAL BOARD APPLICATION
QUESTIONS, CONTACT CPWOMENINBUSINESS@GMAIL.COM.