

Coordinator Application for:

Overall Student Coordinator (x2)

Promotional Coordinator

ABOUT HOMECOMING COALITION

Homecoming Coalition | University of Kentucky

**MISSION STATEMENT**

The Homecoming Coalition exists to unify the UK community through programmatic efforts, bringing forward a celebration of tradition, spirit and university values.

**ORGANIZATION STRUCTURE**

The Homecoming Coalition was formed in February 2010, and has since worked diligently to better coordinate many organizations’ individual programming into one, unified Homecoming Schedule. The Coalition is comprised of representatives from the Student Activities Board, the Black Student Union, the Center for Community Outreach and DanceBlue, Student Government Association, Students Today, Alumni Tomorrow and TEAM WILDCAT and the National Pan-Hellenic Council (NPHC).

These organizations assist in the coordination of a week-long schedule of events including (but not limited to): DanceBlue 5K, Paint the Town Blue, Banner Competition, Homecoming Royalty Showcase, Kitty Karnival, Mr. and Miss Black UK, Homecoming Street Fair, and NPHC Step Show.

More information about Homecoming Week can be found at [www.ukhomecoming.com](http://www.ukhomecoming.com).

**TERMS OF POSITION**

All Coordinators have full office privileges and are expected to maintain office hours and attend the bi-weekly (spring semester) and weekly (fall semester) meetings. Coordinators are expected to set-up bi-weekly 1:1 meetings with the Coalition Advisor(s). They will serve various office hours between January-April and August-December and terms will last from January 2016-December 2017. Coordinators will not be paid for their work in the summer.

**APPLICATION PROCESS**

Candidates should complete and sign the attached application as well as any other application materials listed under “Position Description.” **All required application materials are to be submitted via email to** [**ukhccoalition@gmail.com**](mailto:ukhccoalition@gmail.com) **or in person in the envelope on the door of room 377 in Blazer Dining, no later than December 5th at noon.** The office is Courtney McCalla’s, the Homecoming Coalition Faculty Advisor. The selections committee is not required to consider late or incomplete applications. Information about all applicants and interviewees is kept confidential.

**INTERVIEW PROCESS**

All candidates who meet eligibility requirements (2.5 minimum cumulative GPA, full-time UK student status) will be contacted to schedule an interview during December 7th-9th. It is the candidate’s responsibility to make him or herself available for an interview and to respond to contact efforts. The selections team is not required to interview a candidate who, after a reasonable effort, cannot be contacted or who cannot arrange a reasonable interview time. Upon interviews it is up to the selections committee when they will transition into their new role.

POSITION DESCRIPTION

For 2016 Coalition Coordinators

**OVERALL STUDENT COORDINATOR (2)**

**SPECIFIC DUTIES**

* Coordinates and facilitates bi-weekly (spring) and weekly (fall) Coalition meetings
* Both Overall Coordinators wok together to plan the Coalition’s shared Homecoming events
  + Including but not limited to Kitty Karnival, Paint the Town Blue, Banner Competition, Homecoming Royalty, Wildcat Cup
* Assists in coordination of Coalition Member Retreat in Spring semester
* Support all member organizations in event coordination and execution
* Assists all members in programming a full calendar of financially responsible and diverse events
* Coordinates all additional volunteer needs for the week between organization representatives
* Facilitates and supports coordination of overall promotional plan

\*Potential to receive academic credit through JAT, COM, EXP during Fall semester

**EXPECTATIONS**

* Keep the minimum required weekly office hours and have realistic availability via cell phone and e-mail outside the established office hours.
* Respond to correspondence via phone, e-mail, and written response in a timely manner.
* Uphold responsibility to the student body for the successful execution of events.
* Understand the purpose and core values of the Coalition and actively pursue them through position.
* Attend and support Coalition events and week of Homecoming events.
* Conduct self professionally when representing Coalition.

**PROMOTIONAL COORDINATOR (1)**

**SPECIFIC DUTIES**

* Attends all Coalition Meetings in spring and fall semesters
* Attend and assist in facilitation of Coalition Member Retreat in Spring semester
* Facilitate creation of comprehensive promotional plan that includes theme selection, logo development
* Responsible for maintenance and updating Coalition social media marketing accounts
* Coordinate promotional item orders with support from Coalition Advisor
* Liaison to OSI Graphic Designer to coordinate all design needs
* Coordinate, train and solicit Homecoming Coalition Liaisons that solicit support and participation from student organizations across campus
* Coordinate weekly meetings with the Coalition Liaisons during the semester to follow up on their promotions for homecoming week, contact with organizations to participate in homecoming and new additions moving forward.
* Assists Overall Coordinators as needed during Homecoming week.
* Reports directly to Overall Student Coordinators

\*Potential to receive academic credit through JAT, COM, EXP during Fall semester

**EXPECTATIONS**

* Keep the minimum required weekly office hours and have realistic availability via cell phone and e-mail outside the established office hours.
* Respond to correspondence via phone, e-mail, and written response in a timely manner.
* Uphold responsibility to the student body for the successful execution of events.
* Understand the purpose and core values of the Coalition and actively pursue them through position.
* Attend and support Coalition events and week of Homecoming events.
* Conduct self professionally when representing Coalition.

**DESIRED SUCCESS FACTORS**

The Coalition represents a variety of personalities and life experiences. Being a member of the Coalition requires:

* Commitment to continuing the Coalition’s growth and success.
* Ability to think critically in evaluating and fulfilling the programming needs of the campus.
* Ability to approach new challenges with creativity and insight.
* Excellent oral and written communication skills.
* Ability to work with a variety of personalities.
* Team-player attitude.
* Creativity as it relates to marketing events to the university community.
* Creativity in solving problems.
* Using data effectively to support decisions and recommendations.
* Strong organizational skills.
* Willingness to take responsibility for actions.
* Commitment to diversity.
* Creativity at continued increase of organization participation
* Desire to learn new things and take on new challenges.

**OFFICE HOURS**

It is recommended that the majority of office hours be scheduled during regular business hours (9am – 5pm). Hours may be rescheduled. Hours are flexible around class schedules & other obligations.

*Overall Student Coordinators:* required ten (10) office hours per week minimum

*Promotional Student Coordinator:* required at least five (5) office hours per week minimum

**COMPENSATION**

All Coordinator positions are compensated in the form of a bi-weekly paycheck of minimum wage at a maximum of ten (10) hours a week for the Overall Student Coordinators and five (5) hours per week for the Promotional Coordinator. Additionally coordinators are strongly encouraged to utilize their position to earn internship credit. It is the student’s responsibility to facilitate the for-credit process. Staff can serve as internship supervisors.

**ACADEMIC REQUIREMENTS**

* Be a Full-Time UK Student.
* Must have and maintain a GPA of 2.5 or higher.

**APPLICATION MATERIALS**

* Completed Application
* Current Resume
* Application Essay (Overall Coordinators ONLY)
* Application Project (Promotional Coordinator ONLY)

**IMPORTANT DATES**

The following is a list of event dates that coordinators will be expected to attend:

* January/February 2017- Homecoming Coalition Retreat
* October 2017 – Week of Homecoming Events

APPLICATION ESSAY

**For 2017 Overall Student Coordinators**

**ABOUT THE ESSAY**

The Selections Committee would like to get a feel for your understanding of the role of tradition on campus and how Homecoming represents that tradition.  The content of your essay will most likely be discussed during your interview.

**ESSAY PROMPT**

In no more than 3 pages, double-spaced, respond to the following quote and how it relates to tradition on UK’s campus and answer the following questions.

*“There is no one way to celebrate a campus’s culture.*

*Rather, tradition must fuse the foundations of the past with the building of memories for the future.*

*It is true that change is never easy, but it surely beats standing still.”*

*How do you think UK can create a collaborative community?*

*What are some ideas you have to reach out to the student body to engage them about Homecoming 2016? Please include thoughts regarding non-greek organizations, freshman, living learning communities, and off campus students.*

**RULES:**

* As a courtesy to our selections committee, you are limited to 3-page, double-spaced, 12 pt. Times New Roman font, with 1” margins on all sides. Don’t worry about the eloquence of your writing; keep it simple.

APPLICATION PROJECTS

**For 2017 Promotional Coordinator**

**ABOUT THE PROJECTS**

This assignment is meant to give us a feel for your style and creativity in the hypothetical role of the Homecoming Coalition’s Promotional Coordinator.  Below is the information on an event that the Homecoming Coalition hosts every year during Homecoming Week.  First, conduct some research on both the Coalition as well as the event.  Use the information you gather to then compose the following four items:

* **Contact List:**

Compile a detailed list of all contacts that you think should be sent information on this event in order to get the word out to those who might be interested.  This might include Lexington media outlets, campus media outlets, academic departments, professors, student organizations, Lexington community organizations, government organizations, etc.  Keep in mind: many of these will be contacted through e-mails, phone calls, and sending them some press materials through mail. Therefore, a contact list should also include phone numbers, a point contact person, e-mail address, mailing address, etc. Choose 2-3 of these contacts and write mock e-mails regarding the event; it is important to carefully consider wording, presentation, and intended audience for this exercise.

* **Press Release**

Write a press release for the event.  Keep in mind that a press release serves as an informational and insightful promotions tool as opposed to a persuasive promotions tool.  Press releases are for media release so members of the press and the community-at-large will view them.  The release will be used as an informational tool to provide the media and other interested parties with important details about the event.  If you need tips on writing a press release, refer to this link or similar online resources: <http://www.publicityinsider.com/release.asp>

* **Social Media Content:**

Create a social media campaign about **Homecoming Week** and discuss how you would implement an interactive element with this week of events, such as utilizing TweetWall. Your projects should include the following items:

* Create a Tumblr post regarding Homecoming Week.
* A creative photo for Instagram that would promote the event without a caption.
* A hashtag for the week that is not "#ukhomecoming".
* Ten items that you might include on a "UK Homecoming Week" Pinterest Board.
* A minimum of five sample Facebook posts and a minimum of five sample tweets to use throughout Homecoming Week.

**Event Information**

Kitty Karnival is an event for UK faculty/staff and community members to provide a carnival for children in the area, with booths created by student organizations.  The event took place this past year on Monday, October 3rd from 5:00pm-7:00pm in the Administration Lawn in front of the Main Building.  The Homecoming Coalition sponsored the event.

**If you have any questions about this position or the projects listed above, please contact**

**Homecoming Coalition Advisor, Courtney McCalla at** [**Courtney.mccalla@uky.edu**](mailto:Courtney.mccalla@uky.edu)**. POSITION(S) APPLYING FOR: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **APPLICANT INFO** | | | | | | | | | | | |
| Full Name: |  | | |  | |  | | Student ID: | |  | |
| Last | | | | First | | M.I. | | | | | |
| Local Address: | |  | | | | | | | | | |
|  | | Street Address | | | | | | | | | |
|  | |  | | | | |  | | | |  |
|  | | *City* | | | | | *State* | | | | *Zip Code* |
| Permanent Address: | |  | | | | | | | | | |
|  | | Street Address | | | | | | | | | |
|  | |  | | | | |  | | | |  |
|  | | *City* | | | | | *State* | | | | *Zip Code* |
| Contact Information: | | Cell Phone #: |  | | Permanent Phone #: | | | |  | | |
|  | | Email Address: |  | | | | | |  | | |

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| **ACADEMIC STATUS** | | | | | | |
| College: |  | | | Classification (Fr/So/Jr/Sr/Grad): | |  |
| Major(s): |  | | | Current Cumulative GPA: | |  |
| Minor(s): |  | | | Expected Date of Graduation: | |  |
| Check if Non-Traditional Student *(25 or older)*: | |  | If so, when did you first start at UK? | |  | |

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| **INVOLVEMENT** | | | | | |
| Please list any organizations, internships, employment, and other specific commitments that you plan to uphold during your tenure with the Homecoming Coalition. If more space is needed, please attach additional involvement on a separate sheet. | | | | | |
| *Employer/Organization:* | *Title/Responsibility:* | | | *Avg. Hours/Week:* | *Start/End Dates:* |
|  | | | | | |
|  | | | | | |
|  | | | | | |
| Anticipated course load during the coordinator term, if selected: | |  | Cr/hrs. | | |

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| --- | --- | --- | --- | --- | --- |
| **PROFESSIONAL/ACADEMIC REFERENCES** | | | | | |
| Please provide two (2) professional/academic references. We request that at least one (1) is a professional reference. | | | | | |
|  | | | | | |
| *Name of Reference* | *Title* | | *Phone #* | | |
|  | | Do we have permission to contact this individual? | | YES | NO |
| *Relation to Applicant* | |
|  | | | | | |
|  | | | | | |
| *Name of Reference* | *Title* | | *Phone #* | | |
|  | | Do we have permission to contact this individual? | | YES | NO |
| *Relation to Applicant* | |

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| --- | --- | --- | --- | --- |
| **DISCLAIMER & SIGNITURE** | | | | |
| I hereby certify that the above information is true to the best of knowledge, I have read the Applicant’s Packet, and I authorize the Director of Student Involvement to verify my enrollment and grades. | | | | |
|  |  |  |  |  |
|  | *Applicant’s Signature* |  | *Date* | |