



ANDERSON UNIVERSITY

Department of Student Life

CAB Job Description

Position Summary (10 Positions Available)

The Campus Activities Board is responsible for planning a wide variety of activities for the entire campus. Each person on CAB or "Cabbie" will be responsible for coordinating 4-5 events per semester. The position requires 6 office hours during the week to be completed in the CAB office fulfilling various activities for the office/upcoming events.

Duties:

- Create and facilitate events
- Organize and publicize events
- Reserve facilities and items pertaining to event
- Purchase food, supplies, and decorations
- Retain speaker and/or entertainment
- Debrief and Evaluate events
- Participate in large scale programs such as: Orientation, Homecoming, and Lil Sibs Weekend
- Help in the distribution of Stall Talk and event advertisements

Expectations and Requirements:

- Attend CAB Training and Retreat
- Attend all CAB events (Allowed 2 misses)
- Attend all weekly 2- hour CAB meetings. (Normally Monday or Tuesday)
- Attend bi-monthly one on one meetings with Coordinator or GA of Student Engagement
- Return early for spring retreat in January
- Have a minimum GPA of 2.5
- Meet/exceed chapel attendance requirements
- Complete the Leadership Seminar Course, LART 2900 (Mon. 7-9pm, following Spring Break)

Personal Responsibilities:

These responsibilities are in addition to planning and executing events and are to be worked on during required office hours.

- Creative Marketing & Videographer
- Creative Advertising & Photographer
- Scooter Coordinator
- Off Campus/Weekday Coordinator
- Sound/Outreach Coordinator: Athletics & Academics
- Social Media/Outreach Coordinator: Residence Life
- Chapel Announcements (2)
- Mocha Joes Events Coordinator
- CAB Student Director

See other documents for more detailed descriptions of Personal Responsibilities



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Campus Activities Board (CAB): Creative Marketing & Videographer

1. At the beginning of each semester create a brainstorming sheet of potential creative marketing ideas for each event. Post brainstorming sheet in office.
2. Two weeks prior to each event, contact the point team and finalize plans.
3. Present marketing plans in staff meeting.
4. Keep electronic record and/or document each creative advertisement to put in event folder for future reference.
5. Compile videos of events to promote CAB and for future CAB staff to use to promote upcoming events if they want. Post videos to Social Media.
6. Promo video needs to be for every event and needs to be completed by Thursday by 4pm the week before so it can make the following Chapel Announcements.
 - a. These need to be 30-seconds or less.
 - b. Preferred original content (footage/graphics)-- pull from old CAB pics, videos, or record new material with current campus community



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Campus Activities Board (CAB): Creative Advertising and Photographer

1. At the beginning of each semester create a brainstorming sheet of potential creative advertisement ideas for each event. Post brainstorming sheet in Google Drive.
2. Two weeks prior to each event, contact the point team and finalize advertisement plan.
3. Present advertisement plans in staff meeting.
4. Have a mix of visually creative and interactive advertisements, but must have one for every event.
 - a. Advertisement must be completed and printed on the Thursday before the event so that these are hung with at least one full week to be seen by the community.
5. Keep electronic record and/or document each creative advertisement to put in event folder for future reference.
6. Advertisements should be in large quantities to be seen around campus.
7. Create system for sorting and distributing advertisements to other staff members.

Manage CAB camera taking pictures at each event

1. Bring camera to each event taking pictures throughout event
2. Maintain camera maintenance
3. In the event that the photographer is not present, assign a substitute to manage camera
4. Post and tag pictures on Facebook
5. Keep pictures organized on Google Drive



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Campus Activities Board (CAB): Scooter Coordinator

1. Organize sign-ups for prospective volunteers (advertise at New Student Orientation, chapel announcements, and Interest Week). Be very intentional in the beginning of the year to recruit!
2. Create strategic two-week plan for Scooter recruitment. Should include social events and should involve other Cabbies.
3. Facilitate Scooter table at Interest Fair
4. Hold first official meeting by the week after Interest Week in the Fall
5. Collect volunteer contact information
6. Create opportunity for cabbies to know volunteers (Scooter bios or invite them to the tail end of a CAB meeting or Scooter hangs)
7. Maintain good communication w/ volunteers throughout the year
 - a. Plan and host bi-monthly staff meetings for scooters to prep for Cab events, but also have speakers in from across student life.
 - b. Send weekly reminder emails to volunteers
 - c. Plan monthly social events for scooters and cabbies to connect outside of work
8. Track Scooter attendance at each event and include that in ongoing Scooter Attendance Tracker sheet to be kept in CAB events folder, produce useful data about the volunteers and team
9. Properly thank all volunteers after each event
10. In the event that coordinator is not present, assign a substitute cabbie to coordinate volunteers
11. Survey active and non-active participants second semester and adjust your communication with them
12. Continue to provide a social support group for scooters 2nd semester
13. Coordinate with various departments across campus to use scooter program for volunteer opportunities outside of CAB (at least two a semester)



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Campus Activities Board (CAB): Off-Campus/ Weekday Coordinator

1. Organize one off campus and weekday event per month. These events do not need to be attended by CABBIES, just promoted and advertised.
 - a. Make contacts, order tickets, publicize, etc
 - b. At the beginning of each semester create a brainstorming sheet of potential off campus events.
 - c. Possibly keep a section of the website/ social media updated with several ideas of things to do off campus
 - d. Evaluate and archive each event.
 - i. Participation #'s, key contacts, costs, etc.
2. Partner with Social Media Expert in creating small or no cost events during the week to bring attention to Student Activities Office.
3. Think of innovative ways to engage the community. May be on and off-campus. Experiment to see what times, days, and types of activities is needed for this group. Consider doing research and surveys to arrange this.
4. Organize one AU exclusive discount per month
 - a. Research and or create local and Indiana located discounts for AU students.
 - b. Work w/ Stall Talk person to have a designated section in Stall Talk to advertise deals
5. Research other colleges and universities for ideas of what works and doesn't work for their campus calendars.



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Campus Activities Board (CAB): Outreach Coordinator

Athletics & Academic Outreach

1. Foster CAB partnerships and connections with academics departments and coaches.
2. Communication
 - a. Create an email list and send out monthly update emails to departments and plan meetings with department chairs and coaches.
3. Collaborate
 - a. Partner with IM Student Director to promote one featured event for every men and women's athletic team. Can be both active and passive planning.
 - i. Plan a schedule for each semester to ensure that all teams have programming and that the programming is spread out across the semester.
 - ii. Must have good communication with all coaches for planning/ highlighting events.
 - iii. Athletic event examples: Mascot race, halftime contest, theme days for fans, etc.

Clubs, Organizations, and Residence Halls Outreach:

1. Foster CAB partnerships and connections with Residence halls.
2. Communication
 - a. Create email list and send out monthly update emails to residence halls staff about CAB events/partnerships.
 - b. Send out emails of advertisements, such as video, stall talks, chapel announcements, CAB calendar and of course weekly current event news about programs/activities
3. Collaborate
 - a. If a group is interested in collaborating, meet with the group to discuss expectations, talk to staff and Coordinator to evaluate if it is a good use of time and resources and ways CAB will be willing to help



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Campus Activities Board (CAB): Chapel Announcements (2)

1. Collect announcements and PP presentation and film for announcements.
2. It is typical that one announcer is in control of the slides and the other writes the script.
 - a. Requests are to be sent to the Team Drive, the Tuesday of the week before they are shown by 5pm.
 - b. Keep a STRICT deadline. If you get a special request from someone of a higher position - take that into consideration.
 - i. Only for EXTREME cases should you accept this and at that point, it may be necessary to do a live presentation of that particular announcement before the video is played.
 - c. Have video and Powerpoint slide show ready and edited prior to filming
 - i. PowerPoint can be created/edited by any who we've shared google doc folder with
 - ii. Ensure that all PPT entries make sense, include all necessary info (If this is not the case you'll need to contact the submitter to clarify or re-submit)
 - iii. PP will play before chapel begins on Tuesday
 - d. Video announcements can be up to 30 seconds, and it is up to the announcers on when throughout the 5 minutes it will be shown.
3. Announcements are to be presented in 5 minutes or less
 - a. Be a good judge of time. If you receive an announcement request after your 5 minutes is filled respond to the request letting them know that announcements are filled for that week.
 - i. Exceptions could be made for faculty/staff. Ask Coordinator if necessary.
4. Only AU sponsored announcements are permitted (we don't advertise for churches, local businesses, outside groups, etc.)
5. Make sure CAB sponsors are getting appropriate shout-outs and slides according to their Raven package. May mean emailing contact person from organization to see what they may want highlighted in chapel.
 - a. Only do one sponsor at a time and keep an updated Google doc to keep track of who has been highlighted each semester and when.
6. With the exception of special events, non-CAB announcements will be read only one time (though they can remain in the power point several times)

*Remember you are the most visible part of CAB. Represent us well!



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Campus Activities Board (CAB): Social Media/Rentals Coordinator

Social Media

1. Collaborate
 - a. Work with Chapel Announcers and videographer to get video up by noon on Tuesdays of chapel to Social Media outlets.
 - b. Work with Creative Advertisers in developing other video or other web-based promotions of CAB
 - c. Work with Off-Campus/Weekday Event Coordinator in promoting those unique events.
 - d. Follow/ share/ retweet events for IMs, Mocha Joes, Social Clubs, Interest Clubs
2. Update all social media accounts:
 - a. Twitter, Facebook, Instagram, Snapchat, AU website
 - b. Develop a weekly schedule so that all accounts are effective and frequently used
 - c. Check the Student Activities Page on AU Website and make changes when necessary.
 - d. Make sure CAB sponsors are getting appropriate shout-outs according to their Raven package.
 - e. Make a post every day you are in the office for office hours

Sound Rental

1. Learn equipment and how to set up and operate each sound system
2. Be in charge of updating/organizing Spotify account on the CAB computer
 - a. Make playlists for upcoming CAB events (Only use approved songs)
3. Keep track of all equipment
 - a. Create a way to keep renters accountable for returning all cords, speakers, etc.
4. Train one other staff member on sound equipment to operate in your absence
 - a. General set up knowledge/How to properly roll cables
5. Oversee sound rental
 - a. Create a requisition for other groups that want to rent sound
 - b. Respond to emails in a prompt manner for rental requests
 - i. Check daily and respond within 24 hours
 - c. Complete an invoice ("requisition") for rental payment
 - d. Be aware of dysfunctional equipment or equipment that we need to purchase.
 - e. Be in communication with the Mocha Joe's Events Coordinator
 - i. Check before borrowing Mocha Joe's equipment
2. OTHER RENTALS: (including popcorn machine, coolers, lights, decorations, etc)
 - a. Keep rental folder updates and current and know who is renting

1100 E. 5th Street, Anderson, IN 46012 -3495

Academic and Christian Discovery



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Campus Activities Board (CAB): Mocha Joes Event Coordinator

Programming

1. Plan Thursday night events in Mocha Joes
 - a. Every Thursday preferred
 - b. Make sign ups sheets for event a week prior, if necessary
2. Create advertisements for events
 - a. Advertise events in stall talks, chapel announcements, and CAB social media
 - b. For some events, turn in request for Mochas to make special drinks for it

Communication

1. Departments/Organizations
 - a. Dr. Becky Chappell- Oranghaus concert series
 - c. Other academic departments
 - d. Clubs/Orgs
 - e. Mocha Joe's Manager
2. Programming
 - a. Homecoming Theme
 - b. Lil Sibs Weekend Mochas Event
 - c. CAB "coordinators"
 - d. Sound storage and inventory
3. CAB Staff
 - a. Create Brainstorming sheet at the beginning of each semester with weekly plans/ideas to share with staff.
 - b. Participate in CAB staff meeting with a 5 minute Sharing Section for Mocha's events each week.
 - c. Start and share a CAB Google Doc/folder and share a calendar of events for each semester.

Collaborate/Partnerships

1. Oranghaus
 - a. Partner with them for Mocha Joes Concerts
 - b. Passive Programming
 - i. Vision/Re-vision
2. Various University Departments
 - a. Communicate partnership ideas and collaboration ideas with anyone who wishes to partner with Mocha Joe's Programming