



ANDERSON UNIVERSITY

Department of Student Life

Campus Activities Board (CAB): Student Coordinator Job Description

POSITION SUMMARY (10 Positions Available)

The Campus Activities Board (CAB): Student Coordinators are 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.

MISSION OF STUDENT LIFE

The Department of Student Life explores paths for holistic development and helps students navigate their invitation to be co-creators transformed by Jesus Christ for ongoing service to others.

QUALIFICATIONS

- Required: Class standing of Sophomore, Junior, or Senior student during the term of employment.
- Required: Good standing, free of academic or disciplinary probation.
- Required: Must adhere to the standards outlined in the student code of conduct.
- Preferred: 2.5 cumulative GPA.
- Preferred: Demonstrated commitment to a Christian worldview.
- Preferred: Free from chapel probation.

VALUED SKILLS AND TRAITS

- Continually seeks the Lord and is growing in personal relationship with Christ.
- The ability to balance academic work with demands of the position.
- Integrity and ethics in job related and personal experiences, which extends to all holidays and breaks.
- Respect for the worth of individuals.
- Exhibits leadership skills.
- The ability to relate to a diverse spectrum of students.
- Organized and meets deadlines in a timely manner.
- The desire to serve others, tempered with an awareness of personal limitations.
- Skills in establishing rapport along with the ability to relate well.
- The desire and ability to communicate concern for others.
- Compassion toward fellow students, staff and faculty.



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- Emotional maturity, dependability, and responsibility.
- Humbly leading a team of peers.
- Willingness to authentically share one's life story and experiences.

LEADERSHIP EXPECTATIONS/RESPONSIBILITIES

- Achieve a minimum of 9 Student Leadership Points each semester (Fall and Spring). A menu of Student Leadership Point opportunities will be provided.
- Attend one Career and Calling for Student Leaders session each academic year (3 Student Leadership Points).
- Arrive on campus and/or prepare to begin responsibilities up to one week prior to the start of each semester for training, team building, and preparation.
- Actively support and positively contribute to the work of other student leaders.

ROLE EXPECTATIONS AND RESPONSIBILITIES

- 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
- Evaluate and debrief events
- Help distribute Stall Talk and event advertisements

TIME COMMITMENT

- The CAB role is an approximate 10 hour/week role including meetings, training, event preparation and attendance, and other responsibilities.
- Attend all weekly 2- hour CAB meetings.
- Attend all CAB events (Allowed 2 misses)
- Attend bi-monthly one on one meetings with the Director of Student Engagement or designee.
- Cabbies are expected to attend major weekend events including Homecoming, Li'l Sibs Weekend, and Admitted Students Weekend.

SPECIALIZED CAB ROLES:



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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 below for more detailed descriptions of Specialized CAB Roles

Campus Activities Board (CAB):

Creative Marketing & Videographer Coordinator

1. At the beginning of each semester create a brainstorming sheet of potential creative marketing ideas for each event. Post brainstorming sheet in office.
1. Two weeks prior to each event, contact the point team and finalize plans.
2. Present marketing plans in staff meetings. (If there's time)
3. Keep electronic record and/or document each creative advertisement to put in the event folder for future reference.
4. Compile videos of events to promote CAB and for future CAB staff to use to promote upcoming events if they want. Send videos to Social Media coordinator. (Maybe)
5. 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
6. Create and Print event posters.



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Campus Activities Board (CAB): Creative Advertising Coordinator

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.
 1. Two weeks prior to each event, contact the point team and finalize the advertisement plan.
 2. Present advertisement plans in staff meetings.
 3. Have a mix of visually creative and interactive advertisements, but must have one for every event.
 - a. Advertisements 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.
 - b. This also includes a promotional video for each event that is put on the CAB Instagram and Chapel Announcements?
 4. Keep electronic record and/or document each creative advertisement to put in the event folder for future reference.
 5. Advertisements should be in large quantities to be seen around campus.
 6. Create a system for sorting and distributing advertisements to other staff members.

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!
 1. *Create a strategic two-week plan for Scooter recruitment. Should include social events and should involve other Cabbies.*
 2. Facilitate Scooter table at Interest Fair



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3. Hold first official meeting by the week after Interest Week in the Fall
4. Collect volunteer contact information
5. Create opportunity for cabbies to know volunteers (Scooter bios or invite them to the tail end of a CAB meeting or Scooter hangs)
6. Maintain good communication w/ volunteers throughout the year
 - a. Send weekly reminder emails to volunteers
7. Track Scooter attendance at each event and include that in the ongoing Scooter Attendance Tracker sheet to be kept in CAB events folder; produce useful data about the volunteers and team.
8. Properly thank all volunteers after each event
9. In the event that coordinator is not present, assign a substitute cabbie to coordinate volunteers
10. Survey active and non-active participants second semester and adjust your communication with them
11. Continue to provide a social support group for scooters 2nd semester
12. *Coordinate with various departments across campus to use scooter program for volunteer opportunities outside of CAB*

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.
 - ii. be sure to get feedback from not just cabbies but other students about events to see what they think needs done as well as cabbies



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2. Partner with social media person to get information about events out to everyone
3. Partner with creative advertising people to create fun and inviting posters for chapel announcements
4. Think of innovative ways to engage the community. May be on and off-campus. Experiment to see what times, days, and types of activities are needed for this group. Consider doing research and surveys to arrange this.
 - a. do events that can bring the community in and raise money for CAB as well
 - b. partner with business majors to create surveys
5. 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
6. Research other colleges and universities for ideas of what works and doesn't work for their campus calendars.
 - a. Don't copy all of another campus events
7. Partner with other majors, organizations, or clubs to create weekday event ideas and have them maybe sponsor an event

Campus Activities Board (CAB): Outreach Coordinator

Athletics & Academic Outreach (NOT NECESSARY)

1. Foster CAB partnerships and connections with academics departments and coaches.
2. Communication
 - a. Create an email list and send out monthly update emails (THIS IS WHAT NEWS LETTER AND ANNOUNCEMENTS ARE FOR) to departments and plan meetings with department chairs and coaches.
3. Collaborate



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- 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.

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

Personal Outreach

1. Work with the under classmen to build acceptance and joy.
2. Work closely with Peer Mentors in Semester 1 especially.

Campus Activities Board (CAB):

Chapel Announcement Corodinator (2 positions)

1. Collect announcements and PP presentations 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 Wednesday 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.



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- c. Have video and Powerpoint slide show ready and edited prior to filming
 - i. 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)
 - ii. Video will play before chapel begins on Tuesday
- d. Video announcements can be up to 45 seconds, and it is up to the announcers on when throughout the 6 minutes it will be shown.
3. Announcements are to be presented in 6 minutes or less
 - a. *Be a good judge of time. If you receive an announcement request after your 6 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 the director 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 people from organizations to see what they may want highlighted in the 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)
7. Send the Powerpoint to other departments on campus who have announcement monitors.
 - a. The library, Cultural Resource Center, and the Alumni Office are all places that are able to do so.

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

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



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Social Media

1. Collaborate
 - a. Work with Chapel Announcers and videographers to get video up by noon on Tuesdays of chapel to Social Media outlets. Film Chapel announcements if need be.
 - b. Work with Creative Advertisers in developing other video or other web-based promotions of CAB?
 - c. Work with CAB staff in promoting their unique events.
 - d. Follow/ share/ retweet events for IMs, Mocha Joes, Social Clubs, Interest Clubs
2. Update all social media accounts:
 - a. Instagram, Tik Tok
 - b. Develop a weekly schedule so that all accounts are effective and frequently used. Post each event the Monday of the event and the day before the event.
 - c. Make sure CAB sponsors are getting appropriate shout-outs according to their Raven package.

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)
Collaborate with PODs
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



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- 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 google form and cab rental email updated.

Campus Activities Board (CAB): Mocha Joes Event Coordinator

Programming

1. Plan Tuesday night events in Mocha Joes
 - a. Every Tuesday 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
 - c. Other academic departments
 - d. Clubs/Orgs
 - e. Mocha Joe’s Manager
3. CAB Staff
 - a. Create a brainstorming sheet at the beginning of each semester with weekly plans/ideas to share with staff.
 - b. Participate in CAB staff meetings with a 5 minute Sharing Section for Mocha’s events each week.



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- c. Start and share a CAB Google Doc/folder and share a calendar of events for each semester.

Collaborate/Partnerships

- 1. Various University Departments
 - a. Communicate partnership ideas and collaboration ideas with anyone who wishes to partner with Mocha Joe's Programming