

# THE UNIVERSITY OF IOWA



**2012**

# **HOMECOMING EXECUTIVE COUNCIL APPLICATION PACKET**

**HOMECOMING EXECUTIVE COUNCIL**

UI Homecoming Executive Council Application 2012- Revised- NH 10/11/11

# 2012

The University of Iowa Homecoming Executive Council is responsible for the coordination and execution of one of the largest student run events, Homecoming. Throughout the year the Homecoming Executive Council works extremely hard to plan a week of great, Hawkeye Themed events.

Being on the Homecoming Executive Council is a big responsibility. It requires a large time commitment during the year. So please consider carefully whether or not you are able to make that commitment. There will be weekly meetings beginning in the fall semester and continuing throughout the spring and into Homecoming week.

**Eligibility: All students are encouraged and invited to participate in The Homecoming Executive Council.** The leadership skills and experience gained by being a member are invaluable for future success and can be applied in various ways in future endeavors.

This election packet contains:

- ✓ **Organizational Chart**
- ✓ **Description of Each Position**
- ✓ **Application**

In order to apply for any position you must have a completed application turned in The Center for Student Involvement and Leadership by Friday, November 11, 2011 at 4:00pm. Please remember to sign up for an interview time when you turn in your application.

- ✓ **Interview**

Interviews for the Executive Director will be Monday, November 14, 2011

Interviews for all Director Positions will be November 15-18, 2011

- ✓ **Notification of Results**

All candidates will be contacted by Monday, November 21, 2011

**Applications are due by 4:00 pm, Friday, November 11, 2011, Center for Student Involvement and Leadership, 145 Iowa Memorial Union. If you have any questions, please contact Nellie Hermanson, [Nellie-hermanson@uiowa.edu](mailto:Nellie-hermanson@uiowa.edu) or Abby Helling, [Abigail-helling@uiowa.edu](mailto:Abigail-helling@uiowa.edu).**

**Interviews for Executive Director will be held on Monday, November 14, 2011. Interviews for Director Positions will be Tuesday, November 15 through Friday, November 18, 2011. Please sign up for an interview time when you turn in your application.**

# HOME COMING 2011

## SCHEDULE OF EVENTS

(Tentative for 2012)

### **Saturday: October 15, 2011**

Kickoff Event Located in IMU, 6pm

### **Sunday: October 16, 2011**

United Way 5K, Lower City Park, 11am

Movie Night, Captain America, MacBride Auditorium, 8pm

### **Monday: October 17, 2011**

Blood Drive, 2nd Floor Ballroom of the IMU, 10am-5pm

Recyclable Boat Races, Field House Pool, 8pm

Outdoor Movie, UI Apartments, Captain America, 9pm

### **Tuesday: October 18, 2011**

Ruckus at the Rec, CRWC, 6pm

Casino Night, Currier MPR, 9pm

Hungry Hawkeyes Alumni Dinner, Levitt Center, 5:45pm

### **Wednesday: October 19, 2011**

Sports Night, UI Athletic Hall of Fame, 6pm

Herky's Homecoming Hunt, Hillcrest Riverview Lounge, 6pm

### **Thursday: October 20, 2011**

Iowa Shout, IMU Main Lounge, 7pm

### **Friday: October 21, 2011**

Parade, Downtown Iowa City, 5:45pm

Coronation and Concert, Pentacrest, After the parade

### **Saturday: October 22, 2011**

Game Day: Iowa vs. Indiana; Kinnick Stadium, 11am



# HOMECOMING 2012 EXECUTIVE COUNCIL APPLICATION

The Executive Director and the Board of Directors make up the Homecoming Executive Council. Homecoming is also under the direct advisement of the Center for Student Involvement and Leadership in addition to an advisory team of members from various campus offices and departments.

**\* Indicates positions in which applicant must (or is highly encouraged) live in Iowa City during the summer due to responsibilities.**

**\*\*Indicates positions which require specific membership in order to be selected.**

**---The listed duties are not intended to be all inclusive; however designed to give applicants a general idea of the duties required---**

**Executive Director\*:** The role of the Executive Director is to coordinate and guide the board of directors for the successful production of Homecoming. *Job responsibilities will include but are not limited to the following:*

- ◆ Be at every Homecoming related event, this includes meetings, orientations, student org fairs, fundraisers, sponsored events, etc.
- ◆ Lead the Homecoming Board of Directors
- ◆ Coordinate the Homecoming Executive Council activities
- ◆ Hold regular board of director meetings
- ◆ Oversee ALL phases of Homecoming
- ◆ Prepare and distribute “Homecoming Information Packet”
- ◆ Assist directors when needed
- ◆ Work with a wide variety of people from students to university and local officials
- ◆ Work closely with IMU Marketing and Design for approval of designs, press releases, etc.
- ◆ Be present and authoritative at every home football tailgate
- ◆ Work with other university departments, hold meetings, and represent Homecoming in any necessary capacity
- ◆ Coordinate with the Iowa Athletic department for pre-game announcement, football tickets, and potential programmatic collaborations
- ◆ Coordinate Homecoming involvement with FryFest
- ◆ Knowledge of the university and the local area is helpful, as is experience with large-scale events
- ◆ The success or failure of this position is dependent upon the Executive Director’s ability to communicate, delegate, and motivate a large team of peers
- ◆ Please read all other position descriptions. The Executive Director must be comfortable assisting all members of council.

## ***Board of Directors***

**Finance Director\***: *Job responsibilities will include but are not limited to the following:*

- ◆ Serve as a member of the Homecoming Board of Directors
- ◆ Develop the master budget for Homecoming 2012
- ◆ Responsible for assisting directors with positional budget proposals
- ◆ Responsible for filling out ALL the necessary paperwork for purchases and events
- ◆ Responsible for tracking all purchase requests, this includes credit card requests
- ◆ Responsible for signing on all financial paperwork
- ◆ Create, track, and maintain all budgets for the council
- ◆ Make sure all fiscal paper work is completed properly
- ◆ Submit fiscal budgets to UISG and request supplemental funding as appropriate
- ◆ Serve as the liaison between The Center for Student Involvement and Leadership's Student Organization Business Office (SOBO) or the Fraternity Business Services Office and the executive council
- ◆ This person should have an interest in finance or accounting
- ◆ A working knowledge or willingness to learn about the FBS, SOBO, spreadsheets, and databases is strongly desired

**Community Service Director (2 Positions)**: *Job responsibilities will include but are not limited to the following:*

- ◆ Assist with fundraising for Habitat for Humanity
- ◆ Communicate with the Iowa Valley Habitat for Humanity Staff
- ◆ Coordinate community day fundraisers with various downtown businesses
- ◆ Work with Sweepstakes Directors to coordinate fundraising portion of competition

**Alumni Events Director**: *Job responsibilities will include but are not limited to the following:*

- ◆ Work with the Alumni Association to ensure Alumni knowledge of all Homecoming events
- ◆ Initiate programming to incorporate Alumni into Homecoming events
- ◆ Responsible for the expansion of the Hungry Hawkeyes alumni networking dinner
- ◆ Responsible for the coordination of the Alumni Welcome Tents during the parade
- ◆ Responsible for the coordination of the Tours of Kinnick Stadium
- ◆ Work with S.T.A.T and their advisory staff to develop other new events incorporating Alumni

**Parade Director (2 Positions)\***: *Job responsibilities will include but are not limited to the following:*

- ◆ Organize, and coordinate all aspects of the parade; marching band units, judges for bands, floats and any other paid entrants of performers
- ◆ Arrange transportation for all Honored Guests, Grand Marshall, and the Homecoming Court
- ◆ Supervise the parade application process and line up
- ◆ Conduct the pre-parade meeting
- ◆ Serve as the liaison to the Iowa City Police Dept. and Parking Division
- ◆ Liaison to the UI marching band and University Box Office
- ◆ Facilitate the parade route set-up, security arrangements, and day of parade execution
- ◆ Secure invited entries such as University Bands, special entries, and performers

**Iowa Shout Director:** *Job responsibilities will include but are not limited to the following:*

- ◆ Responsible for coordinating Iowa Shout- A large song and dance competition involving Fraternities, Sororities, and student organizations
- ◆ Coordinate all backup plans (room reservations, sound, lights, technology) in the case of inclement weather
- ◆ Set schedule of performances
- ◆ Screen performances to assure appropriateness and quality
- ◆ Work with Sweepstakes to ensure a healthy variety of participants
- ◆ Work with technology coordinator on development of video and audio for the night
- ◆ Create script for entire program
- ◆ Create PowerPoint/technology for program
- ◆ Create judging sheets

**Sports Night Director:** *Job responsibilities will include but are not limited to the following:*

- ◆ Plan and implement Sports Night at the University of Iowa Athletics Hall of Fame
- ◆ Secure UI Athletic teams for Sports Night event
- ◆ Liaison to UI Hall of Fame Management
- ◆ Coordinate “pep rally” activities

**Ruckus at the Rec Director:** *Job responsibilities will include but are not limited to the following:*

- ◆ Plan Ruckus at the Rec in collaboration with Recreational Services and CRWC staff
- ◆ Responsible for the coordination of logistics and events surrounding Ruckus at the Rec
- ◆ Coordinate with the Sweepstakes Directors to organize the points portion for the competition

**Operations Director\*:** *Job responsibilities will include but are not limited to the following:*

- ◆ Oversee all equipment rentals for the entire executive council
- ◆ Secure rooms and grounds for all Homecoming meetings and programs
- ◆ Coordinate services rentals and contracts for the Executive Council
- ◆ Work closely with the finance director to make sure that all rentals and purchases have been approved
- ◆ Contact Joe Photo to take group and candid photos at various events through the week
- ◆ This person needs to possess great organization skills

**Volunteer/Blood Drive Director:** *Job responsibilities will include but are not limited to the following:*

- ◆ Responsible for all volunteer recruitment & working with other Exec. Council Directors in identifying volunteer needs
- ◆ Coordinate all volunteers and security on day of parade
- ◆ Present to lecture halls and work with Marketing team to solicit volunteers for homecoming events
- ◆ Coordinate the blood drive with Mississippi Valley and deGowin blood centers

**Sponsorship Director:** *Job responsibilities will include but are not limited to the following:*

- ◆ Speak with representatives from local businesses
- ◆ Prepare mailings to local businesses
- ◆ Develop and execute a sponsorship plan for Homecoming
- ◆ Deliver said “rewards” to sponsors

- ◆ Responsible for thank you and appreciation items on behalf of Homecoming to sponsors
- ◆ Continue partnership with the UI Alumni Association in the solicitation of large sponsorships

**Honors Director:** *Job responsibilities will include but are not limited to the following:*

- ◆ Oversee King and Queen application and interview process
- ◆ Develop and implement the King and Queen Coronation along with the UI Marching Band prior to the concert
- ◆ Responsible for creating awards, plaques, and other honors as deemed necessary
- ◆ Coordinate the selection of Judges for all events including Iowa Shout, Parade, Court, and any additional judging needs
- ◆ Revise and promote the annual Homecoming Scholarship Program
- ◆ Oversee the selection of the annual Homecoming Scholarship
- ◆ Select and coordinate logistics for Honored Guest/Grand Marshall for Parade

**Greek Sweepstakes Director:** *Job responsibilities will include but are not limited to the following:*

- ◆ Organize and conduct meetings for Greek organization representatives
- ◆ Oversee the points system for Greek Sweepstakes
- ◆ Hold weekly Greek Representative meetings with at least two members from each chapter
- ◆ Work closely with the Student Org Sweepstakes Coordinator and the Residence Hall Sweepstakes Coordinator
- ◆ Serve as the primary resource for members in the Greek community for Homecoming
- ◆ Coordinate letter check-in and points accumulation during Homecoming Week
- ◆ Secure downtown businesses to place Greek pairing banners for Homecoming Week
- ◆ An understanding or participation in the Greek system is highly beneficial to this position

**Student Organizations Sweepstakes Director:** *Job responsibilities will include but are not limited to the following:*

- ◆ Recruit participation from student organizations
- ◆ Organize and conduct meetings for student organization representatives
- ◆ Oversee the points system for Student Org Sweepstakes
- ◆ Prepare regular communication to student organization leaders
- ◆ Hold weekly Student Organization meetings
- ◆ Work closely with the Greek Sweepstakes Coordinator and the Residence Hall Sweepstakes Coordinator
- ◆ Serve as the primary resource for members in Student Organizations to engage in Homecoming
- ◆ Coordinate points accumulation during Homecoming Week
- ◆ Secure downtown businesses to place student organization banners for Homecoming Week
- ◆ Past participation within other student organizations is highly beneficial to this position

**Marketing and Sales Director\*:** *Job responsibilities will include but are not limited to the following:*

- ◆ Assist with the marketing and distribution of the 2012 button and t-shirt
- ◆ Create contracts with the University, non-Greek organizations, and local businesses to promote the button and t-shirt
- ◆ Oversee summer orientation sales

- ◆ Work closely with IMU Marketing and Design to create and edit all posters, flyers, and publications
- ◆ Serve as liaison to the UI Box Office
- ◆ Coordinate Saturday game day button sales
- ◆ Sell buttons and t-shirts at I-Club breakfasts on Friday morning before all home football games
- ◆ Coordinate all public relations material for the Council
- ◆ Write press releases for all local media
- ◆ Set up press conferences as necessary
- ◆ Develop and create an insert in the Daily Iowan
- ◆ Serve as a liaison to the Daily Iowan
- ◆ Serve as a liaison to UI News Services and Publications department
- ◆ Arrange radio broadcasts for Homecoming events
- ◆ Coordinate DITV coverage for all Homecoming events
- ◆ Strong journalistic writing/editing, and graphic design skills are desired for this position, as well as a working knowledge of the local media.
- ◆ This person should be highly enthusiastic, persistent, and motivating, excellent sales skills are the key to this position.

**Residence Hall Event Director:** *Job responsibilities will include but are not limited to the following:*

- ◆ Coordinate, with help of an ad hoc committee of residence life staff, various events during homecoming week
- ◆ Create ad hoc committee of residence life staff and meet with this committee on an as-needed basis
- ◆ Work closely with Residence Life Advisor on the coordination of all events

**Residence Hall Sweepstakes Director:** *Job responsibilities will include but are not limited to the following:*

- ◆ Create, coordinate, and maintain a Residence Life Sweepstakes points system
- ◆ Recruit participation in Residence Life Sweepstakes program
- ◆ Communicate clearly and efficiently with all constituents regarding any Sweepstakes program and/or event
- ◆ Work closely with Residence Life Advisor on the coordination of Sweepstakes

**Residence Hall Financial Coordinator:** *Job responsibilities will include but are not limited to the following:*

- ◆ Create and maintain the budget for the Residence Life Team, which includes funds from Homecoming Council, ARH, and potential other sources
- ◆ Keep accurate records of financial expenditures and appropriately allocate the funds within the Residence Life Team
- ◆ Work closely with Residence Life Advisor

**\*\*By being chosen as a member of the 2012 Homecoming Executive Council, you forfeit your eligibility to run for Homecoming King or Queen.**

OFFICE USE ONLY: Date Received: \_\_\_\_\_ Initials: \_\_\_\_\_ Interview Time: \_\_\_\_\_

**2012 Homecoming Application**  
(Please print neatly)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ e-mail: \_\_\_\_\_

Year in school: \_\_\_\_\_ Major: \_\_\_\_\_

Anticipated graduation date (Month/Year): \_\_\_\_\_

All members of Homecoming are required to sell buttons before the home football games before Homecoming. **Will you be available?**  Yes  No

Will you be living in Iowa City this summer?  Yes  No  Maybe

**Please check all positions you are interested in applying for. (You will be considered for all positions in which you check the box regardless of category)**

Executive Director

*Director Positions:*

- |   |   |
|---|---|
| <input type="checkbox"/> Finance Director                 | <input type="checkbox"/> Community Service Director (2 Positions) |
| <input type="checkbox"/> Alumni Events Director           | <input type="checkbox"/> Sports Night Director                    |
| <input type="checkbox"/> Parade Director (2 Positions)    | <input type="checkbox"/> Iowa Shout Director                      |
| <input type="checkbox"/> Ruckus at the Rec Director       | <input type="checkbox"/> Greek Sweepstakes Director               |
| <input type="checkbox"/> Student Org Sweepstakes Director | <input type="checkbox"/> Operations Director                      |
| <input type="checkbox"/> Sponsorship Director             | <input type="checkbox"/> Volunteer/Blood Drive Director           |
| <input type="checkbox"/> Honors Director                  | <input type="checkbox"/> Residence Hall Sweepstakes Director      |
| <input type="checkbox"/> Marketing/Sales/PR Director      | <input type="checkbox"/> Residence Hall Finance Director          |
|   | <input type="checkbox"/> Residence Hall Events Director           |

**Please attach a copy of your resume**  
**SEE PAGE 2 FOR QUESTIONS.**

**Please answer the following typed on a separate sheet of paper:** (Approx 1 page maximum to answer these questions)

1. In a brief paragraph please describe your style of leadership.
2. What is your impression of Homecoming at The University of Iowa?
3. What qualities do you possess which will allow you to be successful with your chosen position(s)
4. How can Homecoming improve from years past? List any ideas that you have for possible new events, revenue sources, and any other ideas.
5. Unless specified in your attached resume, please list campus and community involvement, current employment, if applicable, and previous Homecoming experience, if applicable.

**Applications are due by 4:00 pm, Friday, November 11, 2011, Center for Student Involvement and Leadership, 145 Iowa Memorial Union. If you have any questions, please contact Nellie Hermanson, [Nellie-hermanson@uiowa.edu](mailto:Nellie-hermanson@uiowa.edu) or Abby Helling, [Abigail-helling@uiowa.edu](mailto:Abigail-helling@uiowa.edu). Interviews for Executive Director will be held on Monday, November 14, 2011. Interviews for Director Positions will be Tuesday, November 15 through Friday, November 18, 2011. Please sign up for an interview time when you turn in your application.**