



2010-2011 Board of Directors Internship Application

Applications MUST be submitted by **March 31 @ 12pm** to the SAF Office, 333 Union Building
Attention: Advisor - Dan DiMaggio

Name: _____ PID#: _____

Local Address: _____ Permanent Address: _____

Local Phone: _____ Permanent Phone: _____

E-mail: _____ Are you available summer 2010? _____

Cumulative GPA: _____ Expected Graduation: _____

Major: _____ Have you previously applied? _____

How did you originally learn about the Student Alumni Foundation (SAF)? How did you hear about the opportunity to apply for the SAF Board of Directors?

Please list any activities/organizations you are or have been involved in:

Board of Directors positions available (please rank positions you are interested in):

- | | |
|---|--|
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Izzone |
| <input type="checkbox"/> Social Media (New 2010) | <input type="checkbox"/> Slapshots |
| <input type="checkbox"/> Merchandise | <input type="checkbox"/> Spartan Ambassadors |
| <input type="checkbox"/> Technical Services | <input type="checkbox"/> Sparty Mascot Program |
| <input type="checkbox"/> Students for State | <input type="checkbox"/> Parents Association (New 2010) |
| <input type="checkbox"/> Alumni Engagement | <input type="checkbox"/> Traditions Book (New 2010) |

What day(s) is best for you to interview? **(rank 1-4)** Thursday Friday Saturday Sunday

Resume & Essay

Please attach a resume and an essay (not to exceed three pages) expressing why you wish to be selected to the SAF Board of Directors for the 2010-2011 academic year. You are encouraged to include past leadership positions and experiences you feel qualify you for a position. Please include one paragraph explaining what accomplishment you feel most proud of. A sample newsletter is also required for the following positions: Izzone, Slapshots, Traditions Book, and Parents Association.

Interview Notification

You will receive a call on April 1st or 2nd to schedule an interview if you are selected. Interviews will be conducted according to the schedule below. If you have any conflicts with any of these dates, please make a note on the front of your application packet. Please feel free to direct any questions about the application process to a member of the SAF 2010/2011 Executive Council (Shane, Janel, Mike, Devon, or Megan) at 355.4458 or via email to Dan DiMaggio, Advisor at dimaggi2@msu.edu.

Important Dates & Times

Application and Interview

- March 31, 2010 – Board of Directors Application due to SAF Office
- April 7 – 11, 2010 – Board of Directors Interviews (Not all applicants will be granted an interview)
- April 12, 2010 – Board of Directors Notification Letters Available in the SAF Office
- April 14, 2010 – By 12pm (noon) Acceptance Letters Due
- April 15, 2010 – Board of Directors Gathering
- April 21, 2010 – Board of Directors Transition Meeting
- Week of April 26, 2010 – 1st Official 10/11 Board Meeting

Projected 2010 Fall Schedule

- August 20-22, 2010 – SAF Board of Directors Fall Retreat*
- August 31, 2010 - Spartan Spirit Pep Rally @ The Breslin**
- October 2, 2010 - Family Weekend Event**
- October 11 – October 15, 2010 – Homecoming - Float Building @ Spartan Stadium**
- October 23/24, 2010 – Izzone Campout @ Munn Field**
- October 30, 2010 OR November 20, 2010 – SAF Football Road-Trip @ Iowa OR Penn State

* Fall Retreat is mandatory for all Board of Directors and Executive Council members.

**Attendance at the event(s) is mandatory for all members of the Board of Directors and Executive Council. If you cannot attend an event for any reason, this must be approved at least one month prior by the SAF Advisor.

**BOARD OF DIRECTORS
GENERAL DESCRIPTION AND RESPONSIBILITIES**

- 🌳 Shall consist of the following Director(s): Marketing, Social Media, Merchandise, Technical Services, Students for State, Alumni Engagement, Izzone, Slapshots, Spartan Ambassadors, Sparty Mascot Program, Parents Association, and the Traditions Book
- 🌳 Shall establish and chair committees in order to fulfill the goals and commitments of their respective programs and projects
- 🌳 Shall establish committee meetings and communicate with committee members
- 🌳 Shall maintain a comprehensive file of all documents and correspondence pertaining to their specific position and program. This information will be contained in a binder which will be turned over to the new director(s) at the Transition Meeting
- 🌳 Shall be present at all the SAF general member and Board of Directors meetings. Board of Director meetings usually fall on Wednesday or Thursday evenings
- 🌳 Shall establish a minimum of three (3) office hours each week between 8am and 5pm, spanning at least two (2) days during the normal school year. These office hours can change at the start of each new semester. All office hours must be submitted to the VP of Operations before the first board meeting of each semester
- 🌳 Shall attend Spring and Fall SAF Leadership Retreats
- 🌳 Shall attend Welcome Days events including, but not limited to, Spartan Spirit
- 🌳 Shall attend the Family Weekend Pep Rally/Tailgate, aid in Homecoming Float Construction and walk in the Homecoming Parade
- 🌳 Shall maintain open lines of communication with their Executive Council representative on a continual basis
- 🌳 Shall be responsible for the continual motivation of all SAF members towards the Mission
- 🌳 Shall assist in promoting, marketing and fundraising activities for SAF including merchandise sales

**PROGRAM SPECIFIC
DESCRIPTION AND RESPONSIBILITIES**

Director(s) of Marketing *

- a. Shall work with the VP of Marketing on creating all membership appeals and soliciting member benefits from local businesses
- b. Shall assist designated SAF programs in marketing strategies and materials
- c. Shall work with fellow members of the marketing team in establishing a solid and consistent SAF brand
- d. Shall be responsible for all SAF advertising and shall strive to make the organization's name and its logo more recognizable and meaningful to students, alumni, and the community
- e. Shall have knowledge of Adobe Creative Suite
- f. Shall assist other members of the marketing team as needed

Director of Social Media *(New 2010)**

- a. Will be responsible for maintaining SAF social media outlets for all programming
- b. Social media outlets to include, but not limited to, Facebook, Twitter, Linked-In, and YouTube
- c. Will be responsible for SAF event/program photography and compiling event/program videos
- d. Will work extensively with the Director of Technical Services
- e. Will have the freedom to develop programs and campaigns that will expand SAF presence in the social media realm
- f. Shall assist other members of the Marketing team as needed

Director of Merchandise*

- a. Shall be responsible for fulfilling all merchandise orders
- b. Shall maintain a database of all merchandise currently in stock
- c. Shall be responsible for assisting programs with all merchandise needs
- d. Shall coordinate all merchandise sales at all men's home basketball games
- e. Shall follow and maintain University merchandise sales rules and regulations
- f. Will be responsible for identifying merchandise needs and areas for opportunity
- g. Shall assist other members of the marketing team as needed

Director(s) of Technical Services *

- a. Shall maintain and expand SAF website
- b. Shall manage online event registration and e-commerce
- c. Shall have knowledge of Adobe Dreamweaver and Adobe Creative Suite
- d. Shall perform local computer trouble shooting
- e. Will have the creative liberty to expand SAF technical services program as need dictates
- f. Shall perform above responsibilities in conjunction with MSU Alumni Association I.T. staff
- g. Shall assist other members of the marketing team as needed

*Program will be part of the Student Alumni Foundation Marketing Team, reporting to the Vice President of Marketing and Technical Services.

Director(s) of Students for State

- a. Will be responsible for expanding the exposure and increasing the knowledge of SAF programming at Michigan State University
- b. Shall be responsible for implementing and planning SAF membership events, benefit nights, and member social programs
- c. Shall coordinate events around campus that increase SAF exposure
- d. Shall maintain communication with other major student organizations on campus
- e. Shall coordinate SAF Homecoming float construction and Sparty's Flag Find
- f. Shall coordinate with University Activities Board in the planning of Sparty's Spring Party
- g. In partnership with the Marketing team, will coordinate member focus groups to examine the effectiveness of SAF programming

Director(s) of Alumni Engagement

- a. Shall work with the Vice President of Alumni Engagement to help plan programs for students and alumni
- a. Shall work with the Alumni Association, SAF Director/Advisor, and the Student/Young Alumni Coordinator to facilitate the transition from student to alumnus for all MSU students
- b. Shall work with MSU Alumni Association Regional Clubs to promote the mission of the Student Alumni Foundation
- c. Shall be responsible for the planning and implementation of Family Weekend (October)
- d. Shall be responsible for the planning and implementation of the Izzone Alumni Reunion Game (December)
- e. Shall be responsible for coordination of the “Dinner with 12 Spartans” program (year-long) and the SAF Networking Luncheon (April)

Director(s) of the Izzone

- a. Shall be responsible for the planning and implementation of the spirit cheering section at men’s basketball games
- b. Shall organize at least one trip to an away basketball game
- c. Shall act as liaison between SAF and the men’s basketball office
- d. Shall be responsible for the orientation/awareness campaign to inform its members of their role as a component of SAF – its opportunities and obligations
- e. Shall be responsible for all aspects of the annual Izzone Campout
- f. Shall be responsible for all Coaches vs. Cancer charity events and fundraising
- g. Shall maintain section attendance database
- h. Shall coordinate game day newsletter and promotional items
- i. Shall coordinate an “Izzone Day of Service”
- j. Shall organize and run an effective committee of section leaders

Director(s) of Slapshots

- a. Shall be responsible for the planning and implementation of the Slapshots cheering section at Spartan men’s hockey games
- b. Shall organize at least one trip to an away hockey game
- c. Shall act as liaison between SAF and the men’s hockey office
- d. Shall be responsible for the orientation/awareness campaign to inform its members of their role as a component of SAF – its opportunities and obligations
- e. Shall organize and run an effective committee of section leaders
- f. Shall coordinate game day newsletter and promotional items
- g. Shall coordinate a “Slapshots Day of Service”

Director(s) of Spartan Ambassadors

- a. Shall schedule and coordinate tours on campus for prospective students, current students, and alumni
- b. Shall create a budget and properly allocate all funds
- c. Shall be responsible for the Ambassador application process which shall take place during the Spring Semester of each academic year
- d. Shall be responsible for running the Inside MSU program
- e. Shall be responsible for the recruitment and training of all Inside MSU “Insiders”
- f. Shall plan the educational programs and retreat for the Spartan Ambassadors and Inside MSU “Insiders”

Director of the Sparty Mascot Program

- a. Shall be responsible for the planning and implementation of the Sparty Mascot program
- b. Shall be responsible for mascot costume upkeep and inform the advisor when it needs to be cleaned
- c. Shall be responsible for Sparty's committee of escorts
- d. Shall be the only representative at escort meetings
- e. Shall maintain weekly contact with mascots
- f. Shall oversee participation in the National Mascot Competition
- g. Shall be responsible for maintenance and upkeep of the Sparty golf cart
- h. Shall oversee special Sparty projects assigned by the Alumni Association and SAF as needed

Director(s) of the MSU Parents Association (New 2010)

Note: This is a new program within SAF. The Director(s) chosen will have the creative liberty to shape and mold the program while keeping the purpose in mind at all times.

- a. Purpose: To keep parents of MSU students up to date on what is happening on campus and what is important to their student
- b. Shall be responsible for the planning and implementation of the MSU Parents Association
- c. Shall work with the SAF Advisor/Director, Student/Young Alumni Coordinator, and the MSU Alumni Association in the planning and implementation process
- d. Shall be responsible for the creation of all program materials in conjunction with the MSUAA Director of Marketing and Membership
- e. Shall be responsible for maintaining "PA" membership database
- f. Shall be responsible for creating and distributing a scheduled email communication
- g. Shall be responsible for planning a quarterly newsletter to all members
- h. Shall be responsible for planning PA member events throughout the year

Director(s) of the MSU Traditions Book (New 2010)

- a. Shall be responsible for the creation of a "guide" to MSU traditions and campus highlights
- b. Shall coordinate a committee of volunteer writers to assist in all aspects of the process
- c. Shall be the lead in the editing and illustration process
- d. Shall lead the effort to garner campus wide support for the initiative
- e. Will work closely with the SAF Advisor/Director, Student/YA Coordinator, and the MSU Alumni association
- f. Assist in establishing the guidelines for use and programming surrounding the Traditions Book
- g. Strong writing and editing skills required; prior experience desired
- h. Knowledge of design software desired

Special Note: Please understand that a position on the SAF Board of Directors is a Michigan State University endorsed internship. All positions are unpaid internship positions. The professional experience you will gain, the connections you will make, and the opportunities you will have, are rare and not available to all students. We work hard and have a lot fun doing it!

Reminder: Applications MUST be submitted by **March 31 @ 12pm**. Please return all sealed applications to: Dan DiMaggio, Advisor - 333 Union Building - SAF Office - 3rd Floor of the Union

**Thank you for your interest in leading the 2010-2011
Student Alumni Foundation!**