



## Application Guidelines Dance Marathon 2016 Overall Team

Applications are due via email to Nha-Uyen Hua at [nhua@floridadm.org](mailto:nhua@floridadm.org), by 5pm on Monday, March 23<sup>rd</sup>. Please include a one-page resume, answers to the questions listed below and a picture of yourself. When you turn in your application, Nha-Uyen will send you the link to sign up for an interview time. Interviews will be held Wednesday, Thursday, and Friday, March 25<sup>th</sup> – 27<sup>th</sup>. Please bring your application fee of \$20 to your interview (cash or check made payable by check to Children's Miracle Network). Members of the Overall Team are required to make a yearlong commitment to DM at UF. It is strongly suggested that all members remain in Gainesville over the summer, but this will not affect the decision. All directors have weekly time requirements with approximately 20 hours in the fall and 30 hours in the spring; exact time required may fluctuate. Certain financial obligations may apply to your desired position, please consult 2015 Overall Team members for details. Please see the position descriptions for more information. If you have any questions regarding the requirements of a particular position, please feel free to contact the 2015 Overall Directors.

There is a transition meeting scheduled for March 30<sup>th</sup> at 8:00pm that you will be required to attend if chosen for a position.

Name:

Student ID Number:

Major and Classification:

Polo Size:

UFL Email Address:

Alternate E-mail Address:

Local Address:

Permanent Address:

Phone Number:

Emergency Contact:

Please list your first and second choice for Overall Team positions:

1. \_\_\_\_\_

2. \_\_\_\_\_

Please answer the following questions for both your first and second choice positions.

1. Please tell us your Dance Marathon and/or Children's Miracle Network Hospitals story about why you continue to be involved in supporting our cause.
2. What changes to the position would you like to implement if you are chosen?
3. What suggestions or improvements can you offer to the actual event for next year?
4. What are your time commitments for the 2015-2016 academic school year? How much time do you envision your position will entail?
5. Please list what skills you have obtained from previous experiences and leadership roles that would be applicable to the position you are applying for.
6. How would you plan on managing your Captains and team members, if you are chosen?

7. Please provide any additional information you think would be pertinent to your application.

### **Description of Positions**

*The Overall Directors meet weekly as a team, weekly with their respective manager and weekly or bi-weekly with their individual teams, in addition to other meetings, phone calls and/or emails as needed. Overall Directors are expected to view themselves as a member of the Overall Team first and a member of their respective team second. Overall Directors are expected to recruit and select committed and capable captains to ensure their team's success. Appropriate leadership, communication, time management and delegation skills are required for all positions.*

**Community Events Director:** The Community Events Director is responsible for planning and executing all campus and community events prior to and during Dance Marathon. These events include Bowling, Kickball, FT5K, Kick-Off Barbeque, Food Truck Rally and Jailbreak. The Community Events Director is responsible for tracking progress of the planning of these events over the course of the year. Experience in event planning and leading a team setting are highly recommended for this position.

**Creative Development Director:** The Creative Development Director is responsible for the Dance Marathon website, mobile applications on iOS and Android, and managing the Dance Marathon email and listservs. This director is also in charge of all graphic design needs (e.g. social media campaigns outsourced through Facebook events and cover photos, Instagram graphics, website graphics, t-shirt proofs, newsletters, calendars, etc.) throughout the year. The Creative Development Director is expected to work closely with the Internal Communications Director in planning the event timeline and at-event content shown on the jumbotrons, such as Dancer Walk information and meal slides. The Creative Development Director will have to be fluent in the Adobe Creative Suite, specifically within Illustrator, InDesign, and Photography. It is recommended that the Overall have basic knowledge of HTML, CSS, Javascript, Java, PHP, and C-Sharp/Swift.

**Dancer Relations Director:** The Dancer Relations Director is responsible for the coordination and implementation of the Delegate program that relays information to volunteers and their respective organizations through emails and biweekly meetings. They work with the Finance Director to allocate all dancer and bonus spots. The Dancer Relations Director is also responsible for Dancer Registration, the spirit point competition, the medical room, the study room, guest passes, swim/shower shifts, visitor check-ins and Dancer appreciation packages. They should be proficient in Excel. Efficient time management and the ability to delegate tasks and relay information are critical for this position.

**Entertainment Director:** The Entertainment Director is responsible for soliciting a variety of entertainment acts for Dance Marathon, taking care of the entertainers at the event, communicating with the DJ, and organizing cameo presentations. The Entertainment team is also in charge of booking entertainment for community events such as the FT5K, Kick-Off and benefit concerts opportunities.

**Family Relations Director:** The Family Relations Director serves as the liaison between Dance Marathon and the Miracle Families, which includes initial contact and maintaining relationships with the Miracle Families. The Family Relations Director works closely with the CMN Advisor to recruit

families from the CMN Ambassador program and to gain additional access to the pediatric units. The Family Relations Director also organizes the pen pal program (including organization dinners), attendance of Miracle Families at all Dance Marathon events, events at UF Health Shands Children's Hospital, the family room and the family dinner at Dance Marathon. Outstanding interpersonal skills and the proven ability to work well with diverse populations are necessary for this position.

**Hospitality Director:** The Hospitality Director is responsible for planning, soliciting and serving a continuous and consistent flow of healthy snacks and meals to the dancers for the duration of the 26.2-hour event. They work year-round with local restaurants to coordinate monthly hospitality fundraising nights for Dance Marathon. The Hospitality Director is also responsible for any food-related needs for pre-event activities at community events. Strong communication and organization skills are highly suggested for this position.

**Marathon Relations Director:** The Marathon Relations Director is responsible for advising and attending Dance Marathon at UF's high school dance marathons. The Marathon Relations Director and team energizes and supports these marathons by teaching the line dance and educating students on Children's Miracle Network Hospitals and DM at UF's history and culture. The Marathon Relations Director focuses on strengthening relationships with high schools around the state while helping them to plan and put on their marathons, as well as recruiting new high schools to join the dance marathon family. Additionally, the Marathon Relations Director maintains relationships with, and answers questions for, and hosts other collegiate dance marathons. Public speaking, communication and organization skills are essential to this position.

**Merchandise Director:** The Merchandise Director is responsible for all Dance Marathon at the University of Florida merchandise and stores, in addition to running the Silent Auction at event. This director is also responsible for creating an official product offering for DM at UF apparel and accessories, running the DM Store in Turlington every Wednesday and at community events, facilitating pre-orders with Delegates and organizations, taking inventory, and organizing check-in shirt and event shirt orders. The Merchandise Director is responsible for all uniform ordering for the Overall Team, Captains, Delegates and Staff. The Merchandise Director is also responsible for the ordering of Dancer Bag items as well as stuffing the bags. Merchandise Captains will help the Sponsorship team facilitate Marketing Days. Should an online store be created, the Merchandise Overall will also manage the store and fulfill orders.

**Morale Director:** The Morale Director is responsible for planning activities, games and contests to keep the Dancers entertained and motivated throughout the 26.2-hour event and all events throughout the year. They facilitate the creation of the "line dance," planning and execution of various theme hours, downtime activities, and the Dancer Walk. The Morale Team is responsible for attending all Dance Marathon events to keep spirit high. A positive, enthusiastic attitude and experience working with a team are critical for this position.

**Multimedia Director:** The Multimedia Director is responsible for videography and photography throughout the year and the event. The director is expected to edit, sort and upload videos and photos regularly to YouTube and Facebook, respectively. The Multimedia Director is responsible for the acquisition of equipment for all filming and photography including all software involved for editing videos and photos. This director would work hand-in-hand with the Morale Overall Director in editing and mixing the linedance song. The Multimedia Director also works closely with the Creative Development Director to select pictures needed for graphics and other photographic

needs. This director will be responsible for the Dance Marathon YouTube channel, as well as the Live Stream and Live Feed at the Event. It is strongly recommended that this Overall has experience with the Adobe Suite and/or other editing software.

**Operations Director:** The Operations Director is responsible for all communication with the O'Connell Center staff prior to and during Dance Marathon. The Operations Director makes all room reservations on campus and secures all necessary University of Florida and City of Gainesville permits for Dance Marathon activities and events. They are responsible for assisting the Community Events Director with event set-up. The Operations Director also designs all floor layouts and is in charge of all set-up, maintenance, strike and security for the main event.

**Public Relations Director:** The Public Relations Director is responsible for the promotion of Dance Marathon and all associated events and activities to the University of Florida campus and the Gainesville community. They are responsible for developing and maintaining yearlong relationships with media outlets, as well as securing all media sponsors for Dance Marathon. The Public Relations Director is also responsible for creating all social media and public relations campaigns. The Public Relations Director is responsible for working closely with the External Director on any and all communication that occurs between Dance Marathon, the University of Florida, UF Health Shands Children's Hospital, and Dance Marathon alumni. The Public Relations Director will work closely with the Creative Development Director on the creation of any print and graphic materials and with the Multimedia Director on the production of videos for Dance Marathon throughout the year. Professional communication skills including writing and in-depth knowledge of social media are required.

**Recruitment Director:** The Recruitment Director is responsible for the recruitment of Dancers, Captains, Staff and new student organizations to participate in Dance Marathon at UF by organizing informational sessions, attending all tabling fairs and making recruitment presentations to organizations across campus. This recruitment extends beyond the first steps of involvement to include engaging organizations in the cause and ensuring members are informed properly Dance Marathon at UF events, deadlines and beliefs. The Recruitment Director is responsible for fostering a relationship with and overseeing communications and outreach with UF faculty and staff. Public speaking skills are highly suggested for this position.

**Sponsorship Director:** The Sponsorship Team and Overall is responsible for soliciting the national and local community for sponsorships ranging from title sponsorships, to in-kind donations for community events and Dance Marathon, to items for the Silent Auction. The Sponsorship Overall creates a streamlined sponsorship program and delegates certain levels and responsibilities of sponsorships to Captains. They are also responsible for fostering stewardship with sponsors through increased communication and the creation of "Sponsor Portfolios," which will show sponsors all benefits received throughout the year.