






Design-a-thon 2024-2025

Recruitment Strategy

The goal is to have recruitment FINALIZED by the Start of July (July 10th)

Links

-  **ONBOARDING: Recruitment Strategy**
-  **DAUCI Design-a-thon Recruitment Roster**
-  **Design-a-thon: Leadership Role Descriptions**

-  **DAUCI Recruitment Creative Committee**
-  **DAUCI Creative Committee Design-a-thon Recruitment**
-  **[DAUCI] Marketing Committee Sample Chart**
-  **[Designathon] 2025 Recruitment Marketing Strategy**

2 primary strategies:

1. Reaching out directly to potential leads (people that we think are fit for the role). Think about some friends/acquaintances you know that'd be a good fit, and refer them to this opportunity (either through text or forward them the form/graphic). I encourage you to invite committee members to add friends to the roster, since this will make things exponentially easier bc of personal connection. Visit the recruitment roster here.
2. Traditional chart of marketing channels + graphic deliverables. We will start on this early so we are prepared to ship it out ASAP

Executive Board

Reference this as the source of truth:

Design-a-thon: Leadership Role Descriptions

- Directors (2)
- Sponsorship/Corporate (1)
- Marketing/Outreach (1)
- Graphics/Design (1)
- Operations/Logistics (2)
- Finance (1)

Committee

- Corporate Committee (5)
- Marketing/Outreach Committee (4)
- Graphics/Design Committee (3)
- Operations/Logistics committee (3)
 - Note that this will require the most specialized training! Leads should be ready for this.
 - Fundraising/Budget Specialist

Recruitment Process

The main goal of this process is to gauge alignment between committee roles and the applicant's future goals, to ensure that we can offer growth opportunities.

Applications will not be on a rolling basis.

Application (Forms)	Interview (Zoom)	Training and Onboarding
<p>The Application rounds evaluates the applicant's <u>dedication</u> and starting skills</p> <ul style="list-style-type: none">• Dedication: length and quality of application responses• Experience: event management or leadership• Skill: Take-home assessment (relevant to their applied field)	<p>The interview will assess the applicant's cultural fit, personality, and coherence</p> <ul style="list-style-type: none">• Coffee chat: gauge the person's background, outside ec's, personality• Alignment: assess future career goals and what encouraged them to apply• Thinking process: present scenarios, their decision-making process, and prev	<p>The onboarding process offers accepted applicants an intro to <u>expectations & responsibilities</u>, meant to give them <u>confidence</u> in their role.</p> <ul style="list-style-type: none">• Onboarding session: basic ground-work setting. Establish leadership fundamentals (~1hr zoom session)• Group Training sessions: delve into baseline skills such as excel, emailing, slack

	experience	<p>messaging, corporate outreach (4-6 sessions, 30min-1hr each)</p> <ul style="list-style-type: none"> • Role-specific Training Sessions: intro specialized responsibilities and unique expectations (corporate, log, etc) • Groupchats: one for slack (professional, begin setting comm norms); one for social media (informal, casual chat)
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Recruitment Timeline

These are the tasks requested for each week, Marketing and Creative Directors can decide how to delegate tasks.

Highlighted are the critical deadlines and time benchmarks

Task	Acceptance Criteria	Assigned to	Due Date	Status
Develop google form application	Shippable google form. Check the criteria above.	Designathon ... ▾	June 13, 2024	<input checked="" type="checkbox"/>
Identify 5-10 key platforms to target in the <u>marketing strategy</u>	Identify marketing platforms to target with associated deliverables attached to each one (text announcement, story post, graphic, etc) This can be specific discord servers, instagram stories, or <u>contacting people directly</u> . This will be used to delegate deliverables. Jasmine will leave comments on this directly in the Marketing Strategy Guide	Marketing Dir... ▾	June 16, 2024	<input checked="" type="checkbox"/>
Collect a list of deliverables needed and add to the	Google sheets of specific deliverables needed (ig story graphics, ig graphics, discord announcements) <u>ready to ship</u>	Marketing Dir... ▾	June 16, 2024	<input checked="" type="checkbox"/>

<u>marketing chart</u>	<u>to creative</u>			
Delegate graphics to committee members on the <u>creative chart</u>	Assign committee members graphics	Creative Dire... ▾	June 18, 2024	<input checked="" type="checkbox"/>
Complete marketing messages	Discord, social media messages, etc	Marketing Dir... ▾	June 24, 2024	<input checked="" type="checkbox"/>
Complete Graphic requests	Complete all graphic designs	Creative Dire... ▾	June 26, 2024	<input type="checkbox"/>
Review and Ship	Marketing ships to all social media platforms	Marketing Dir... ▾	June 27, 2024	<input type="checkbox"/>
Applications close	Announcements and post	Marketing Dir... ▾	July 15, 2024	<input type="checkbox"/>
Applications extended	Announcement and post	Marketing Dir... ▾	July 16, 2024	<input type="checkbox"/>
Applications extension close	Announcements and post	Marketing Dir... ▾	July 20, 2024	<input type="checkbox"/>
Interview period	Collect roster of applicants beforehand	Designathon ... ▾	June 27, 2024 – July 20, 2024	<input type="checkbox"/>
All Leads are finalized	All leads are finalized and emails are ready-to-be-shipped	EVERYONE	July 23, 2024	<input type="checkbox"/>
Acceptance period	<i>TBD</i>	<i>TBD</i>	<i>TBD</i>	<input type="checkbox"/>

Handoff

Handoff Sync Meeting (06/30)

- Management
 - Unfamiliar with directing new members (not sure how to train new members)
 - No formal onboarding for expectations and training
- Timing is hard
 - Summer: Committee members (Daniela and Grace) are more busy and going out so constant feedback is difficult to iterate from

- Availability is the biggest issue – this is uncontrollable
 - Deliverables should be assigned at least one week before its due
- Feedback is conflicting and too much critique making things confusing
 - Just have a single piece of feedback. So the feedback channel wasn't a good idea.
- Deliverables need date and time
 - More specific requirements criteria (ex: what is the link to the form?)
 - Deliverables are not very clear.

New Handoff Workflow between Marketing and Creative

- Marketing proposes all the marketing strategy
 - Example of strategy
- Marketing proposes deliverables requirements on a chart
 - Include all links
 - Date and time
 - speaker
 - Include some content requirements to include
- Creative assigns to designers based on availability on a chart
 - Use the requirements to assign specific "aesthetic" requests
- Designers execute graphics
 - Creative director gives feedback and designers iterate
- Creative director hands off designs to jamie