Leadership Assessments

This assessment is designed to test your critical thinking skills and how you **respond to high-stakes or complex scenarios**. This is based on things you will experience frequently in your committees. This will also test your ability to execute high quality deliverables — similar to what your members will be creating.

Take at most **30 minutes** on each assessment. Write on a separate google doc and download as a PDF. Remember, you only need to complete the one based on your **top-choice role**.

Review Roles here: 📄 Design-a-thon: Leadership Role Descriptions

Operations

Scenario: Two days before the event, you learn that several key volunteers will not be able to attend due to unforeseen circumstances. You must quickly find replacements and ensure they are properly onboarded and trained to keep the event running smoothly.

Assessment Task:
- **Develop an Action Plan:** Outline a plan to recruit and onboard new volunteers. Include steps to identify replacements, contact them, brief them on their roles, and specify onboarding and training procedures. Provide a brief timeframe for each step. **(20 minutes)**
- **Communication Strategy:** Draft a communication plan to inform participants and remaining volunteers about the changes, ensuring transparency and maintaining confidence in the event's organization. **(10 minutes)**

Design

Scenario: You are designing the theme for design-a-thon this year, but you are getting a lot of conflicting opinions from your team on what they want to see. How would you resolve this?

Assessment Task:
- **Explain Your Design Process:** Outline your approach to getting stakeholder buy-in while still developing a strong visual brand. Include steps for brainstorming, concept development, design execution, and final review. Provide a brief timeframe for each step. **(15 minutes)**
- **Alignment:** Write a brief explanation of how the new design aligns with the event's updated theme and how it will appeal to the target audience. **(5 minutes)**
- **Design Style:** Add some samples of your previous designs (graphic design, website designs, etc) relevant to this role. Briefly describe your style **(10 minutes)**

Corporate

Scenario: One of your major sponsors has just informed you that they will have to reduce their financial support by half due to unforeseen circumstances. You need to secure additional funding or resources to ensure the event can proceed as planned.

Assessment Task:
- Draft an email to potential sponsors explaining the situation and proposing a new partnership opportunity. Highlight the benefits of sponsoring the event and how their contribution will make a significant impact. **(20 minutes)**
- List three alternative strategies to secure funding or resources without compromising the event's quality. Provide a brief explanation for each strategy. **(10 minutes)**

Marketing

Scenario: You've discovered that the initial outreach efforts to attract participants for the event have not been as successful as expected. You need to quickly develop a new marketing strategy to boost registrations.

Assessment Task:

- Outline a new marketing strategy that includes at least three different channels (e.g., social media, email campaigns, partnerships). For each channel, provide specific tactics and a timeline for implementation. **(20 minutes)**
- Draft a social media post (lay out the vision for the graphic and write the description for the post) that can be used to attract more participants, focusing on the unique aspects of our event. **(10 minutes)**

Finance

Scenario: You've just realized that the current budget plan has underestimated the cost of several key items, putting the event at risk of running over budget.

Assessment Task:

- **Fund Allocation Plan:** Given a hypothetical amount of $10,000 in sponsorship funds, allocate these funds across key budget items (e.g., venue, catering, AV equipment, prizes). Justify your allocation decisions and ensure all critical areas are covered. **(20 minutes)**
- Review the budget allocation spreadsheet from last year (attached below) and identify any discrepancies, errors, or confusing elements. Suggest corrections and improvements to ensure accuracy and financial accountability. **(10 minutes)**