

THE UNIVERSITY OF IOWA



2013

HOMECOMING

EXECUTIVE COUNCIL

APPLICATION PACKET

HOMECOMING EXECUTIVE COUNCIL

2013

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 Application 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, October 12, 2012 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, October 15, 2012
Interviews for all Director Positions will be October 16-19, 2012
- ✓ **Notification of Results**
All candidates will be contacted by Monday, October 22, 2012

Applications are due by 4:00 pm, Friday, October 12, 2012, Center for Student Involvement and Leadership, 145 Iowa Memorial Union. If you have any questions, please contact Nellie Hermanson, Nellie-hermanson@uiowa.edu or Bryan Wentworth, Bryan-wentworth@uiowa.edu. Interviews for Executive Director will be held on Monday, October 15, 2012. Interviews for Director Positions will be Tuesday, October 16, 2012 through Friday, October 19, 2012. Please sign up for an interview time when you turn in your application.

Homecoming 2012 Schedule of events

(Tentative for 2013)

Sunday: September 23, 2012

- ❖ United Way 5K
 - 2pm at Lower City Park
- ❖ Picnic
 - 11am-1pm at the UI Apartments
- ❖ Kickoff Event
 - 3-6:30pm Hubbard Park (Rain Location: IMU Main Ball Room)
- ❖ Movie Night
 - W10 PPB
 - Movie at 8pm
 - The Avengers

Monday: September 24, 2012

- ❖ Blood Drive
 - 10am-5pm at North and South room of the IMU
- ❖ Hungry Hawkeyes Alumni Dinner
 - 5:30pm at Old Brick
- ❖ Recyclable Boat Races, 8PM, Field House

Tuesday: September 25, 2012

- ❖ Ruckus at the Rec
 - CRWC, 6PM
- ❖ Casino Night, Currier MPR, 9 PM

Wednesday: September 26, 2012

- ❖ Sports Night
 - 6PM at UI Athletic Hall of Fame
- ❖ Basket Ball and Volley Ball Games
 - 5pm-7pm Basket Ball Courts behind Burge
 - 5pm-7pm Volley Ball Courts in Quad

Thursday: September 27, 2012

- ❖ Iowa Shout
 - 6pm, Rec Building

Friday: September 28, 2012

- ❖ Parade
 - 5:45pm, Downtown Iowa City
- ❖ Coronation and Concert
 - After the parade, Pentacrest

Saturday: September 29, 2012

- ❖ Game Day: Iowa vs. Minnesota, 11am, Kinnick Stadium



HOMECOMING 2013

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.**

---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 weekly 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
- ◆ Coordinate Saturday game day button sales
- ◆ 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.
- ◆ Work closely with Operations Director, to make sure all payments are completed
- ◆ 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: *Job responsibilities will include but are not limited to the following:*

- ◆ Coordinate community day fundraisers with various downtown businesses
- ◆ Communicate with the Iowa Valley Habitat for Humanity Staff
- ◆ Set up and work Rummage in the Ramp
- ◆ 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
- ◆ Work with S.T.A.T and their advisory staff to develop other new events incorporating Alumni

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

- ◆ Oversee and have knowledge of all aspects of the Parade
- ◆ Serve as the primary contact for all things Parade
- ◆ Work closely with the Assistant Parade Director to ensure all logistics are correct and assist them in their duties when necessary
- ◆ Supervise the parade application process and line up
- ◆ Serve as the liaison to the Iowa City Police Dept. and Parking Division
- ◆ Liaison to the HUB
- ◆ Secure invited entries such as High School Marching Bands, special entries, and performers
- ◆ Organize all judges instructions and sheets for entries that are competing

Assistant Parade Director:

- ◆ Work closely with the Parade Director, and assist them in their duties when necessary
- ◆ Work closely with Operations Director to make sure all supplies and equipment are ordered for staking and day of parade
- ◆ Set council schedule for Staking, Re-Staking, and Day of Parade.
- ◆ Update all maps [Staking, Staging, Parade Route, etc]
- ◆ Serve as liaison between UI Marching Band, Alumni Marching Band, and Homecoming Council
- ◆ Arrange transportation for all Honored Guests, Grand Marshall, and the Homecoming Court
- ◆ Facilitate the parade route set-up, security arrangements, and day of parade execution
- ◆ Work with Volunteer Director to ensure Pedestrian Safety along the Parade Route
- ◆ Write Parade Script and information handout for Mandatory Parade Meeting

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
- ◆ Create script for entire 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
- ◆ 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
- ◆ 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 one 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 point 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

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
- ◆ Set up, and meet with “RA Homecoming Advising” team
- ◆ 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

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

- ◆ Assist with the marketing and distribution of the 2013 button and t-shirt
- ◆ Create contracts with the University, non-Greek organizations, and local businesses to promote the button and t-shirt
- ◆ Serve as a liaison between the Homecoming Executive Council and the University Bookstore
- ◆ Work closely with IMU Marketing and Design to create and edit all posters, flyers, and publications
- ◆ 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.

Kickoff / Recyclable Boat Race Director

- ◆ Expand both Kickoff event and Recyclable Boat Races
- ◆ Work closely with sweepstakes to increase participation
- ◆ Work closely with Operations Director & Sponsorship Director
- ◆ Coordinate with IMU staff and Rec Services for space set up

****By being chosen as a member of the 2013 Homecoming Executive Council, you forfeit your eligibility to run for Homecoming King or Queen.**

2013 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:

☐ Finance Director

☐ Alumni Events Director

☐ Parade Director

☐ Assistant Parade Director

☐ Ruckus at the Rec Director

☐ Student Org Sweepstakes Director

☐ Sponsorship Director

☐ Honors Director

☐ Marketing/Sales/PR Director

☐ Community Service Director

☐ Sports Night Director

☐ Iowa Shout Director

☐ Greek Sweepstakes Director

☐ Operations Director

☐ Volunteer/Blood Drive Director

☐ Kickoff / Recyclable Boat Races Director

☐ Residence Hall Sweepstakes Director

Please attach a copy of your resume

SEE FOLLOWING PAGE 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, October 12, 2012, Center for Student Involvement and Leadership, 145 Iowa Memorial Union. If you have any questions, please contact Nellie Hermanson, Nellie-hermanson@uiowa.edu or Bryan Wentworth, Bryan-Wentworth@uiowa.edu. Interviews for Executive Director will be held on Monday, October 15, 2012. Interviews for Director Positions will be Tuesday, October 16, 2012 through Friday, October 19, 2012. Please sign up for an interview time when you turn in your application.