

## **ISA Officer Profiles**

### **Director of Internal Affairs**

- To foster social relations among all members and officers of the club by planning social activities
- To plan a yearly Spring retreat and plan inter-council activities during the same
- To organize a formal dinner banquet at the end of every semester

### **Director of External Affairs**

- To foster healthy relations between ISA and other clubs on campus particularly other cultural and South Asian clubs
- To coordinate with other clubs and look for opportunities to collaboratively organize new event
- To coordinate with performance groups and clubs in order to have performances and showcases during relevant ISA events

### **Treasurer**

- To handle reimbursements for receipts related to expenditure pertaining to the organization's activities
- To work on ASUC Funds and MCF and other grants
- To keep track of the organization's finances on Callink

### **Fundraising**

- To obtain sponsorships for ISA from restaurants and vendors by talking to business owners mainly in and around Berkeley
- To further obtain sponsorships from restaurants and companies for specific ISA events such as Holi
- To organize fundraising events for the club and to reach the required budget for all events

### **Logistics**

- To talk to owners and officers that are in charge of venues (including Berkeley's Event Services) in order to obtain the appropriate rooms and halls for ISA events
- To ensure the availability of all equipment that would be necessary during an event (for example microphones, speakers, roundtables, etc)

### **Publicity & Marketing**

- To promote ISA and ISA events via distribution of flyers and through social media particularly Facebook
- To compile a weekly tabling schedule for the club in order to publicize for events a week or two in advance
- To design flyers and profile images in order to promote ISA events
- To further increase the number of club memberships

### **Events Director**

- To supervise on-the-day-of event proceedings and ensure that the event proceeds smoothly
- To coordinate with Logistics and plan the set-up and schedule for an event
- To assign tasks to council members and take care of logistics on the day of the event

### **Secretary**

- To ensure attendance at all events including council and to fine latecomers appropriately
- To keep track of meeting minutes and post them regularly

### **Tech**

- To maintain and update the organization website in order to inform members and interested Berkeley students about upcoming ISA events

- To provide an easy means for Berkeley students to learn more about the organization and subsequently contact ISA council

### **Media Relations**

- To take photographs and possibly record videos at ISA events and to further maintain a portfolio of the same
- To compile albums and work closely with Publicity to publicize ISA's events through our Facebook page
- To compile a teaser video for Holi using pre-recorded videos and images