



cuHacking 2020

Team Responsibilities

Organizing Team Structure

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Introduction

This document shows all the teams that will make up the cuHacking exec team for 2020, along with each team's responsibilities. There are many positions available, for all skill-sets and commitment levels.

Organizing cuHacking 2019 took an exec team of around 20, working hard from July to February; it is a lot of work to organize such a large event, especially while also attending classes.

We are looking for hard-working individuals, that love being a part of something bigger than themselves, and are also passionate about making their community a bit better.

At cuHacking, we want to empower students to learn about technology, learn how to use it to solve real-world problems and gain confidence in themselves to overcome obstacles when they do encounter them.

Mission

Our mission is to organize and host an annual MLH hackathon at Carleton University, where students can learn practical skills, enhance technical skills, make new friends, and create connections with industry professionals.

Values

Empathy

We will strive to understand the needs and desires of our members, participants, and all persons involved with cuHacking.

Development

We will constantly and continuously seek to improve ourselves and the cuHacking organization; we will promote constant improvement and development of new skills.

Community

We will strive to improve and take part in the community at Carleton University by creating an environment where everyone feels safe and respected.

Positions

Each team will be organized into one director, and several coordinators. The most important traits for every positions are:

1. Communication
2. Ability to get things done
3. Organized

All execs are also responsible for preparing for and training their eventual replacement. Smooth transitions are important for the continued success of cuHacking. Throughout the year execs should document their tasks and issues, in order to facilitate the transition process.

Colead

The coleads are the team leaders of team leaders; they are in charge of making sure each director knows what they're supposed to be doing, delegating tasks, making sure tasks are completed on time, and communicating with the other colead and directors. They organize weekly director meetings. This position requires a major time commitment.

Director

A director a team leader; they are in charge of making sure everyone knows what they're supposed to be doing within a team. They delegate tasks and make sure they are completed on time while communicating with the rest of the directors. They organize regular team meetings as well as meet with the other directors and coleads on a weekly basis. This position requires a large time commitment.

Coordinator

A coordinator is a team member; they are responsible for completing tasks and are the backbone of the cuHacking team. They must be able to overcome challenges and communicate effectively with their team. These positions vary in skill-level and time commitment, and not all positions require attending weekly meetings.

Teams

These are the seven individual teams – plus coleads – that make up the cuHacking organizing team. Each team varies in size from two to six team members, and they all work together to help organize Ottawa's longest running MLH Hackathon.

1. Design
2. Development
3. Hacker Experience
4. Logistics
5. Marketing
6. Operations
7. Sponsorship

Coleads

Organize cuHacking 2020

The coleads are ultimately responsible for the success of cuHacking as an event; they are tasked with ensuring the entire team is focused on the same goals, working together in accordance with our mission and values, as laid out by the [constitution](#).

- Ensure the event is a success
- Manage directors and sub-team responsibilities
- Ensure all execs have the necessary resources and support
- Ensure all tasks get completed

Setting up Director Meetings

It is crucial to hold regular and productive directors meeting to ensure that all tasks are being carried out and to resolve any issues in a timely fashion.

- Creating meeting docs
- Setting up online conference calls
- Booking rooms
- Make sure meetings are productive

Managing Transitions

In order to ensure the continued success of cuHacking, transitions must be well-planned and carried out promptly; old execs will inevitably leave and any knowledge they learned should be passed down to the new execs.

- Making sure information is not lost year-to-year
- Making sure new members know where to ask for help
- Creating a wiki with past knowledge
- Preparing and running exec applications / onboarding

Setting up Slack (execs)

Slack is the main form of communication for the team.

- Needs to be set up with exec transition
- Give appropriate permissions to each user
- Create appropriate channels

Setting up Slack (event)

This workspace that is used to communicate with *hackers / students* during the event.

- Needs to be set up a few weeks before event
- Give appropriate permissions to execs and MLH rep
- Create link for hackers to join
- Create appropriate channels

Design

Creating Design Language

To ensure we present a consistent and professional image, we must define what we want that image to be; we must present a common design language across all our publications.

- Create a colour scheme
 - *Light*
 - *Dark*
- Define typefaces / fonts

Creating Designs

You will have to work with all the other teams to figure out what they need, and perhaps give them new / better ideas.

- Create assets for:
 - *Emails*
 - *Invoices*
 - *Merch*
 - *Mobile apps*
 - *Posters*
 - *Social media*
 - *Sponsorship package*
 - *Stickers*
 - *Swag*
 - *Website*
 - *etc.*

Development

Managing Privacy Policy

We need to make sure all hacker information is protected, used appropriately, and destroyed once we no longer need it.

- Make sure all data used is kept secure
- Make sure all data is destroyed after the event

Managing Website

This is where most people will get their first impression of cuHacking; we want to impress them. We also want this to be a place where they can find answers to common questions or get in contact with us.

- Keep website up to date with:
 - *General Updates*
 - *Application Links*
 - *Sponsor logos*
 - *FAQs*

Managing Mobile App

A mobile app will help attendees know what is going on during the event, and where. Another one can also speed up registration and provide accurate attendance numbers at events throughout the hackathon.

- Develop iOS / Android versions
 - Publishing on app stores
- Implement QR scanner for attendees
 - To track attendance for:
 - *overall / meals / workshops / activity*

Managing Hacker Applications

This is a challenging task; we need to be able to go through over 1000 applications and select a hackers / students from different skill-levels – in a transparent process. We want to make sure anyone can apply and feel like they have a fair chance of getting in.

- Create application forms
 - And analyze responses
- Create registration spreadsheet
 - For accepted hackers and walk-ins

- Track attendance during event
 - *At meals / workshops / activities*
- Creating hacker lists:
 - *accepted / rejected / waitlisted*

Hacker Experience

Student Club Outreach

We want to make cuHacking a campus-wide event where students from all programs feel welcome; one way we can do this is by increasing student club involvement at cuHacking.

- Reach out to other student clubs
- Increase club involvement at cuHacking
- Help run joint events during the school year

Organizing Events (school year)

We want to increase our involvement and presence on campus throughout the school year. This could include hosting joint workshops with other student clubs or even sponsors.

- Organize:
 - *Workshops*
 - *Social events*
 - *Volunteer Appreciation Party (VAP)*
- Coordinate with IEEE / CCSS with MLH Local Hack Day

Organizing Events (event)

It will be up to you guys to figure out the schedule for the day-of and communicate / coordinate with the other teams.

- Organize Opening / Closing Ceremonies
 - Coordinate with IMS
- Organize:
 - *Workshops*
 - *Destresser Activities*
 - *Expo*
 - *Judging*

Organizing Prizes

Make sure we have prizes for the event and challenge winners.

- *Top teams*
- *Secondary prizes*
- *Challenge prizes*
- *Activity prizes*
- *Sponsor prizes*

Managing Devpost

Make sure all hackathon information is posted on Devpost so that *hackers/students* can present their projects.

- Ensure hackers can post their projects
- Assign tables to teams
- Assign judges to tables

Managing Volunteers

Running all the events on the day-of requires various volunteers to ensure everything goes smoothly; there is a lot of improvement we can make here.

- Recruit new volunteers
 - Collect volunteer contact information
- Prepare / manage volunteers
 - Create volunteer shifts
 - Ensure all volunteers know their tasks / roles
 - Ensure all volunteers have all necessary information

Managing Photography

Attendees like having pictures of themselves at events and also it allows us to post it on social media and use photos in our sponsorship package.

- Reach out to:
 - *Photographers*
 - *Carleton University Photography Club (CUPC)*
- Ensure we have pictures from events

Logistics

Managing Finances

We need to make sure that we are spending our money wisely and that we've evaluated all options available to us.

- Apply for CUSA funding / grants / etc
- Keep budget sheets up to date
- Ensure spending is appropriately allocated
- Pay for bookings (*through CUSA*)
- Issuing invoices to sponsors
- Set up bank account signatories

Managing Bookings

We need to host 400 students, and as such we need to make sure that we book enough rooms, and a location appropriate for a hackathon.

- Coordinate with:
 - *Conference Services*
 - *Student Experience Office*
 - *Faculty (SCS / SCE / DOE)*

Placing Orders

We need to make sure orders are placed well in advance, so they arrive on time.

- Organize orders for the event:
 - *Swag (shirts / stickers / swag bags / etc)*
 - *Promotional materials (posters / business cards / bookmarks)*
 - *Meals*
 - *Venue*
 - *Etc.*

Create Event Swag

Work with the Design team to order swag for the event.

- *Shirts*
- *Stickers*
- *Swag bags*
- *Banners*

Manage Merch Shop

Create a selection of merch we can sell to *hackers / student* before and during the event.

- Figure out products
- Figure out payment methods
- Figure out distribution methods

Managing Meals

Create meal plans for the event, coordinate with dining service, and accommodate dietary restrictions – coordinate with the Development team.

- *Lunch #1*
- *Dinner*
- *Breakfast*
- *Lunch #2*

MLH Hardware Lab

Coordinating with the Operations team to receive and move MLH hardware lab.

- Loading dock
- Overnight storage
- Installation

Managing Buses

Look into and coordinate buses from other cities to diversify attendance.

- *Montreal*
- *Toronto*
- *Kingston*
- *Waterloo*

Marketing

Managing Social Media

It is important to have an active presence on social media since this is the most effective way to advertise our event, and to interact and communicate with *hackers / students*.

- Facebook / Instagram / LinkedIn / Twitter
- Advertise events (during the school year)
- Advertise events (during the event)
- Hype-building
- Preparing and posting Sponsors' posts

Attending Student Awareness Events

These are great events to gain student awareness of cuHacking for finding new hackers and potential volunteers.

- Organizing cuHacking presence:
 - *Club Expo (early Sept)*
 - *Club Fair (start of semesters)*
 - *Networking Events (Net Night / SPAC / Wine & Cheese)*
 - *etc.*

Managing Email Lists + Distribution

We use emails to communicate with applicants / hackers. We use Mailchimp for this.

- Manage mailchimp account + lists
- Create email templates
- Send out emails to all applicants / participants

Managing Hacker Communications

Make sure there is always someone regularly checking and answering any questions sent to cuHacking via any of these channels.

- Respond to questions via email
- Respond to questions on social media
- Respond to questions on Slack (event)

Operations

Coordinating with MLH

It is important to coordinate with MLH so we can get official MLH Event status, make use of their resources, and ensure we can make the best event possible for *hacker / students* – coordinate with Logistics.

- Applying for MLH Member Event Status
- Communicating with MLH Rep
- Receiving MLH hardware lab
 - Requires loading dock
 - Requires storage overnight in a room with double doors
 - Transportation to hacking location
- Figuring out where to store MLH hardware lab overnight

Coordinating with School Departments

It is your job to ensure they are given the opportunity to get involved with cuHacking and to communicate with, and update them throughout the year.

- Communicate with school departments throughout the year
 - *SCS / SCE / DOE*
 - *Recruiting offices*
 - *Coop office*
 - *etc.*
- Ensure they are able to be involved with the event

Organizing High School Participants

It is important to reach out to high school students since they would benefit a great deal from being exposed to university students / departments, in order to help them decide what they want to do and what they would like to study.

- Contact local high schools / school districts
- Increase the involvement of high school students at cuHacking
- Ensure legal compliance
 - With laws + university policy

Maintaining Wiki

Writing down our organizational knowledge will ensure that current execs can pass down information to future execs, and help ensure the continued success of

cuHacking. If any exec were to leave, any one should be able to fill in their role since they would be able to use the Wiki for guidance and specifics.

- Create and maintain wiki of all organization knowledge
 - Containing all tasks related to running a successful hackathon
 - With ideal completion dates
 - Containing all issues and how they were resolved
- Organize and add information

Managing CCR

The Co-Curricular Record is used by the school and some employers to see how involved a student is in extra-curricular activities.

- Adding cuHacking positions to CCR listings
 - *coleads / directors / execs / volunteers*
- Approving CCR submissions

Organizing Team Social Events

It's important for any team to bond and feel like they can count on each other; one important way we do this is through social events. It will be your job to organize and help organize social events. These events are also a great way to destress for the entire team.

- Organizing full team social events
- Helping organize subteam social events

Sponsorship

Getting Sponsorship

In order to create the best event we can, we need to be able to pay for the venue, food, as well as many other things.

- Reach out to potential sponsors via:
 - *Email*
 - *LinkedIn*
 - *Calls*

Coordinating with Sponsors

We need to make sure sponsors' needs are met and they are given all the necessary information, leading up to, and during the event – coordinate with hacker experience.

- Be the point of contact for interested and confirmed sponsors
- Keep sponsors up to date with event progress
- Track confirmed sponsor tiers and perks
- Communicate with sponsors leading up to the event
 - Passing information to sponsors
 - (e.g. schedule / post for approval)
 - Gathering information from sponsors
 - (e.g. number of representatives / post info)
 - Gathering feedback post-event

Creating a Sponsorship Package

In order to give potential sponsors an idea of what cuHacking is, and what benefits they would receive for participating, we need to create a new sponsorship package – coordinate with design.

- Needs to be done before September
- Improving on current sponsorship tiers/perks
- Needs to be easy to modify