

## **Senior Class Officer (SCO) Roles and Responsibilities**

**Mission:** To strengthen the connection between all members of the senior class to each other and to the University of Wisconsin-Madison.

### **Required Duties of all SCO's:**

- Attend weekly class officer meetings along with biweekly individual check-in meetings to provide project updates
- Represent the SCO's at various alumni, outreach and campus events
- Collaborate with the Office of the Chancellor, Division of Student Life, WAA and UWF
- Support the Senior Campaign
- Serve as an official representative of the Senior Class, by communicating the importance of philanthropy, school spirit, and class to the student body

### **President & Vice President**

- Work with Senior Class Officers to coordinate both Winter and Spring Commencement
- Research to obtain a list of potential Keynote Speakers to extend invitations while collaborating with the class officers to determine the best speakers for commencement
- Determine speaking roles of SCO's and, if needed, execute a process by which a speaker is chosen from the graduates of that ceremony.
- Work with other SCO's to assist in any campaign strategy.
- Develop strategy and collaborate with UW Partners to execute engagement opportunities for seniors to connect to one another, and the University, throughout the year
- Develop strategy to create, fund, and provide student involvement for a class gift
- Work with SCO's to increase exposure and campus presence
- Develop the strategy and election processes for the spring semester for the new SCO's
- Analyze current processes and develop better methods for efficiency and effectiveness
- Mentor with newly elected SCO's to bring them to speed and update them for the next academic year
- Act as the liaison for the Keynote Speaker during the week of commencement
- Represent the entire student body while always implementing the "Wisconsin Idea throughout the duration of the position. This is including during all of the decision making processes

## **Communications Director**

- Assist with website, email and social media marketing regarding Commencement
- Maintain and expand website and social media presence of the SCO
- Handle all email and social media correspondence
- Develop strategy soliciting new SCOs to declare their candidacy
- Execute survey/election process
- Provide UW Communications and other journalistic partners with information regarding the SCO and its work upon request.

## **Events Director**

- Collaborate with UW Partners to create events oriented towards the Senior class, SCO, and Commencement
- Coordinate events for Keynote Speaker during their time on campus
- Liaison with event hosts and Chancellor's Office staff to coordinate transportation of Keynote Speaker to all events
- Manage correspondence associated with events
- Market events and encourage attendance
- Maintain the SCO budget. Receive proper approval for expenditures, track expenses, and submit documentation. Keep accurate written financial records.

## **Philanthropy Director**

- Serve as the liaison between the SCOs and the WFAA
- Develop strategy for Senior Campaign events and fundraising initiatives
- Support the campaign with event attendance and ensuring SCOs are involved
- Collaborate with the Events Director to create events oriented towards the Senior class
- Develop and execute the Senior Class Gift in collaboration with the SCO team

## **Diversity, Equity, & Inclusion Director**

- Develop and implement initiatives and services that promote diversity, equity and inclusion across all stages of the University
- Serve as a liaison and establish relationships between the Senior Class Office, Multicultural Student Center, DDEEA, and diverse student communities to ensure effective representation and inclusive programming
- Lead the creation of a vision and effective strategy that champions the importance and value of an inclusive campus
- Serve as a member on the Diversity and Inclusion Advisory Board under the Vice Chancellor for Student Affairs