The Official Handbook for

The Office of School Spirit

Revised April 26, 2023

SECTION 1: Office of School Spirit

**(a) Name -** The name of this office shall be called “The ASB Office of School Spirit”

**(b) Establishment -** In compliance with Article I, Section 8D of the “Bylaws of the Constitution of the Associated Students of Point Loma Nazarene University” this Handbook for the Office of School Spirit

**(c) Purpose –** The purpose of the office of School Spirit is to enhance the PLNU community experience by celebrating the diversity and wholeness of the student body. This office will create awareness and encourage excitement for student clubs, events, performances, and athletics.

**(d) Staff –** The ASB Office of School Spirit has the following staff members:

1. Administrative Assistant to the Director of School Spirit
2. Designer Assistant to the Director of School Spirit

SECTION 2: ASB Director of School Spirit

1. **General Responsibilities**
   1. In collaboration with the Director of Activities and the Director of Student Relations, identify opportunities for the Hooligans to participate in student activities, events, and performances.
   2. In collaboration with PLNU Athletics and S.A.L.T, create incentives, half-time, pre-game, and post-game events to encourage attendance at predetermined sporting events. Oversee the design, planning, publicity, and execution of these events.
   3. Serve as the chair of the Dorm Competition Committee with the Director of Activities and Director of School Spirit, with the following stipulations:
      1. At least one dorm competition shall be non-Athletics related
      2. At least one dorm competition shall occur during Homecoming Week
   4. Oversee recruitment and operations in the Crew and the Hooligans.
   5. Manage a working financial budget for the Office of School Spirit in collaboration with the ASB Director of Finance.
   6. Develop positive relationships with campus services
   7. If requested, present a comprehensive report of activities including written summaries and copies of printed publicity or social media publicity. Self-evaluations, and any other documents as specified by the Director of Community Life or may be required.
   8. Approve all publicity for School Spirit which includes enforcing campus and ASB Publicity Protocol
   9. Attend thepre-determined events for each school year.
2. The athletic events will be determined in collaboration with the Associate Athletic Director at the beginning of each semester
3. All other events will be determined in collaboration with individual student clubs, organizations, and programs.
   1. Attend two Diversity Leadership Scholarship Trainings coordinated by the Office of Multicultural and International Student Services per semester. This requirement shall be reviewed annually with the Director of OMISS.
   2. Maintain the ASB storage space in cooperation with Director of Student Relations and Director of Activities
   3. Ensure equal Hooligan support of men’s and women’s sports. (see section 4D)
   4. Encourage collaboration with Hooligans and other events on campus beyond athletics.
4. **Weekly Tasks and Responsibilities** 
   1. Attend business meetings of the Board of Directors.
   2. Meet every other week with the appropriate representative of Athletics.
   3. Keep ASB School Spirit Staff up to date with upcoming games/events through the use of meetings, email, or text. This task is to be performed weekly.
   4. Meet with the Director of Community Life every other week
   5. Maintain at least 4 office hours per week.
   6. Submit all major games/events to be advertised through the Director of Communications
5. **Additional Spring Semester Responsibilities**
   1. Collaborate with the Director of Student Activities or Director of Community Life to hire and train the incoming Director.
   2. Coordinate with the incoming Director of School Spirit on the recruitment and selection process for the Administrative Assistant to the Director of School Spirit, the Designer Assistant to the Director of School Spirit, and the Hooligans.
6. **Summer Responsibilities** 
   1. Plan the upcoming year for a maximum of 5 hours a week.
   2. Prepare for their roles during Welcome Week and he ASB Board of Directors NSO Event
   3. The incoming Director of School Spirit will communicate the Welcome Week schedule and expectations to the Hooligans
   4. Collaborate with Athletics to identify the two most important games for each team
   5. Meet with the Director of Finance to discuss the budget for the year.

SECTION 4: ASB Assistant to the Director of School Spirit

1. **General Responsibilities**
   1. Assist the Director of School Spirit with administrative tasks.
   2. Develop positive relationships with Reprographics, Chapel Staff, Campus Publicity, Creative and Marketing Services, Campus Facilities, and Building managers following their policies and procedures. Exceptions to these policies must be pursued through the Director of Community Life.
   4. Attend meetings held with the athletic department as needed.
   5. Assist the Director of School Spirit with recruiting and managing theHooligans and the Crew.
   6. Update the Hooligans’ google calendar invitations
   7. Coordinate with the School Spirit Designer Assistant and ensure all Green Sea social media up to date and accurate.
2. **Weekly Responsibilities** 
   1. Attend weekly one-on-one meetings with the Director of School Spirit

SECTION 5: School Spirit Media Chief

1. **General Responsibilities**
   1. Keep all School Spirit social media up to date and accurate.
   2. Complete all assigned publicity and submit for approval to ASB Director of School Spirit as needed.
   3. Submit publicity for assigned activity to the Lomalink or Chapel Slides as needed.
   4. Operate and manage the PLNU Green Sea Instagram & other School Spirit social media platforms
   5. Design merchandise for the student body
      1. All use of PLNU Athletic branding on merchandise or publicity must be approved by the Associate Athletic Director.
2. **Weekly Tasks and Responsibilities**
   1. Attend weekly one-on-ones with the Director of School Spirit

SECTION 6: Green Sea Hooligans

1. **General Responsibilities**
   1. Attend the pre-determined major games and events for each year. These selected games will be determined by the Director of School Spirit at the beginning of each semester.,
   2. Assist in setup, teardown, and operations of all school spirit events.
   3. Attend all meetings called by the Director of School Spirit.
   4. Attend events separate from the predetermined major games and events as assigned by the Director of School Spirit
   5. Lead a designated Crew throughout the year.
   6. Plan and facilitate at least 1 Crew event per month.
   7. Attend monthly all Crew events each month.

SECTION 7: Hooligans

1. **Purpose** – The purpose of Hooligans is to include and inspire the PLNU student body. This is a volunteer-based position, made up of enthusiastic, passionate, and proud students from all classes dedicated to celebrating all students on the PLNU campus. This group is meant to cultivate a culture that makes all students feel welcome as part of the PLNU family.

SECTION 8: The Crew

1. **Purpose** – The Crew is a means of student involvement with school spirit. The Crew will serve as an extension of the Hooligans that aids in cultivating a culture that makes all students feel welcome as part of the PLNU family.
   1. Each crew shall be led by a pair of Hooligans designated by the Director of School Spirit