

The Official Handbook for
The Office of Activities and Marketing

ARTICLE I. ASB Office of Activities and Marketing

SECTION 1.01 Office of Activities and Marketing

(a) Name

(i) The name of this office shall be called "The ASB Office of Activities and Marketing."

(b) Establishment

(i) In compliance with Article I, Section 8 of the "Bylaws of the Constitution of the Associated Students of Point Loma Nazarene University" this Handbook for the Office of Activities and Marketing has been established.

(c) Purpose

(i) The ASB Office of Activities and Marketing exists to provide and inform the Point Loma Nazarene University student body with events and activities that provide a Christian environment, are cost effective, promote community, and enrich the lives of the students and any other guests in attendance. The student group, Campus Activities Board (CAB), exists as an entity of the Office of Activities and Marketing to successfully plan and stage events that coincide with the mission of the Office of Activities and Marketing.

SECTION 1.02 ASB Activities Director

(a) General Responsibilities

(i) Oversee, coordinate, and support the Campus Activities Board (CAB) in the planning and executing of events and activities that follow the university mission and the purpose of the Office of Activities and Marketing.

(ii) Report and communicate planning, and implementation of events and activities to the ASB Activities Advisor, the Assistant Director of Community Life.

(iii) Lead weekly meetings with all CAB Members and weekly meetings with the CAB Marketing Team

(iv) Coordinate the recruitment and selection of all Campus Activities Board Personnel.

(v) Submit requests for publicity three weeks prior to the date when publicity is to begin. Submissions should be detailed with exact information at least two weeks in advance unless such information is not available at that time.

- (vi) Attend all Associated Student Body sponsored events and activities, providing support and assistance. Excusal may be permitted by the Assistant Director of Community Life.
- (vii) Upkeep and manage ASB's storage space. Keeping track of what is being stored and where. Organizing and cleaning the space when necessary.
- (viii) Maintain, oversee, and manage any social media accounts associated with the PLNU ASB organization.
- (viii) The incoming Activities and Marketing will have summer responsibility to plan the upcoming year, meet with the incoming board of directors, and meet and plan in collaboration with the Assistant Director of Activities and Marketing for a maximum of 20 hours a week.

(b) Administrative Responsibilities

- (i) To attend all weekly business meetings with the Board of Directors.
- (ii) To attend a weekly meeting with the Assistant Director of Community Life and bi-weekly meetings with the Director of Community Life.
- (iii) To maintain a consistent record of all forms required of the Office of Activities and Marketing.
- (iv) To work with the ASB Director of Finance to manage a working financial budget for the Office of Activities and Marketing. The budget will be reviewed with the Assistant Director of Community Life at their regular meeting.
- (v) To provide proper management of the Office of ASB Activities and Marketing and Campus Activities Board.
- (vi) Upon completion of both Fall and Spring semester, the Director of Activities and Marketing will appear in front of the Student Senate and report summaries of all activities and events planned and executed throughout the entire year. The Student Senate review appearance shall be completed prior to the final payment made to the ASB Director of Activities and Marketing.
- (vii) To spend a sufficient amount of time in training with the incoming Director of Activities and Marketing and with the ASB Activities Advisor before turnover of the office.
- (viii) Be available to the student body in the form of office hours for at least four hours.

(c) Turnover: Training of a New Officer

(i) Completely and accurately train the incoming officer on the following items:

- Job descriptions for CAB
 - Activities Coordinators
 - Social Media Manager
 - Graphic Designer
 - Photographer
 - Videographer
 - Board Members
 - Rental Coordinator
- Hiring timeline
- Planning the new academic calendar
- Budgeting
- Partnered Work
 - NSLC
 - Work requests for events
 - Media Service Requests
 - Work Order Requests
 - Physical Plant Requests
 - Publicity Requests
- Office Administration
 - Office Hours
 - Email
 - Credit Card Use
 - Reimbursement
 - File Organization
- “Important People”
- Activities Forms for LEAD Training
- Keys and ASB Storage
- CAB Theory and Leadership Training

(d) Turnover: Preparation for LEAD & Fall Activities

(i) The new ASB Director of Activities and Marketing will have the following responsibilities after selection during the Spring semester:

- Training with the current ASB Director.
- CAB Selection
- Attend NSLC
- Attend Board of Trustee obligations as requested

(ii) The new ASB Director of Activities and Marketing is required to stay in San Diego over the summer to complete the following (20 hours/week):

- Plan Welcome Back events
- NSO's ASB Event preparation
- LEAD Training preparation
- Clean out and organize ASB storage

(iii) The new Director will not be able to have a another job during her/his summer working term that is greater than 20 hours a week in order to be fully invested in the summer training and planning

(iv) The new director will be chosen by a selection committee composed of the Current Director of Activities and Marketing, the Director of Community Life, and the Assistant Director of Community Life

- The current Director of Activities and Marketing and the Director of Community Life will each receive 1 vote and if the vote is split the tie breaker will go to the Assistant Director of Community Life

SECTION 1.03 ASB Office of Activities and Marketing Personnel

(a) Campus Activities Board (CAB)

(i) The Director of Activities and Marketing may create a CAB board structured in any way that they believe will allow them to plan and execute all ASB Activities for the upcoming school year. With this responsibility, each outgoing Director of Activities and Marketing will work closely with the incoming Director of Activities and Marketing, with oversight from the Assistant Director of Community Life. This structure will also require the collaboration of the incoming Director of Finance to ensure the structure is in line with the budget for the upcoming year.

(II) The Office of Activities and Marketing will hire one Assistant to help in the duties of the Director.

(b) Assistant

(i) Assistant is responsible for all the duties of their position as stated in the handbook of the Office of Activities and Marketing.

(ii) Plan and execute all activities that they are assigned by the Director of Activities and Marketing.

(iii) Attend the weekly CAB meetings, weekly CAB marketing meetings, and bi-weekly website planning committee meetings

(iv) To maintain a consistent record of all forms required of the Office of Activities and Marketing which include receipts, invoices, and any relevant paperwork that pertains to their assigned events determined by the Director of Activities and Marketing.

(v) Maintain a level of professionalism when conversing with vendors, faculty, students, clients, and CAB.

- (vi) Be able to manage a budget assigned to their event. Coordinators must ensure that their assigned events are cost effective.
- (vii) Utilize Lomalink, the Toilet Paper, Chapel Slides and other resources to market upcoming events.
- (viii) Will be paid hourly contingent upon ASB budget.
- (viii) Work with the website Manager under the office of the executive secretary.
 - i. Meet weekly (or as needed) with other BoD assistants
 - ii. Provide all necessary information from the office of Activities and Marketing for the website.

(c) Campus Activities Board (CAB) Members

- (i) CAB Members are responsible for all the duties of their position as stated in the handbook of the Office of Activities and Marketing.
- (ii) Attend weekly CAB meetings. During meetings, CAB Members work to plan and coordinate upcoming activities assigned to them by the Director of Activities and Marketing and to give feedback on previous activities.
- (iii) Attend and be an active participant in the setup of assigned activities under the leadership of the Director of Activities and Marketing. Setup shall begin at least two hours before the start time of the activity, unless otherwise stated by the Director of Activities and Marketing.
- (iv) Attend and be an active participant in the cleanup of all activities under the leadership of the Director of Activities and Marketing. Cleanup shall begin immediately after the conclusion of the activity.
- (v) Assist in publicizing all upcoming activities through word of mouth marketing and social media platforms when appropriate.
- (vi) Will be paid a stipend determined by the Director of Finance at the end of each semester upon completion of all their duties.

(f) General Responsibilities

- (i) Unexcused absences at meetings, event set ups, and event clean ups will be dealt with in a three-strike manner. The first unexcused absence will result in a warning. The second unexcused absence will result in possible stipend reduction. The third unexcused absence will result in employee being relieved from their position.
- (ii) Absences are only excusable if it is an emergency. Multiple excused absences can still result in a reduction of the employee's stipend.

(iii) The Campus Activities Board represents ASB Activities. Each employee is required to uphold the PLNU Community Living Agreement and must act with integrity as a part of the Campus Activities Board. Failure to do so may result in the employee being relieved from their position.

(g) Application Process and Interviews

(i) Applications for all positions should be posted on the ASB Website before interviews.

(ii) All applicants are to be interviewed and informed of the hiring decision within two week's time.

(iii) Current Campus Activities Board Personnel are required to reapply for each upcoming academic year. Acceptance will be based on previous attendance, participation, and willingness to be a part of the CAB team.