

**The Official Handbook for**  
***The Office of School Spirit***  
Revised May 2021

**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 aid in cultivating a culture of school spirit in which students feel a strong sense of community and ownership of the Point Loma experience. This office will create awareness and excitement for PLNU athletics.

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



**SECTION 2 ASB Director of School Spirit**

**(a) General Responsibilities**

- (i) In collaboration with PLNU Athletics, 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.
- (ii) Oversee recruitment and operations in the Green Sea and Green Sea Hooligans.
- (iii) Recruitment of Freshman Ambassadors (2-4) freshman/ transfers from each hall

- (iv) Create and manage a working financial budget for the Office of School Spirit in collaboration with the ASB Director of Finance.
- (v) Develop positive relationships with campus services and utilize them when possible following their policies and procedures. Exceptions to these policies must be pursued through the Director of Community Life. Common campus services utilized are Catering, Media Services, Move Crew, Motor Pool, Electricians, External Relations, and Athletics and their facilities.
- (vi) Submit all activities to the Master Calendar and Campus Activities Taskforce Calendar for approval to ensure there are no conflicts with other events. Monsters I don't have any he lets do Monday or Tuesday we can't do Thursday because that senior celebration once I have a final and Friday I have commencement taking place on or off campus that day.
- (vii) 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
- (viii) Approve all publicity for School Spirit which includes enforcing campus and ASB Publicity Protocol
- (ix) Attend the 15 pre-determined games for each semester. These selected games will be determined by the Associate AD of Communications, the Associate Athletic Director, the Director of Community Life, and the Director of School Spirit before the beginning of each semester.
- (x) Keep all School Spirit social media up to date and accurate.
- (xi) Develop positive relationships with Reprographics, Chapel Staff, Campus Publicity, Creative and Marketing Services, Campus Facilities, and Building managers following their policies and procedures.

**(b) Weekly Tasks and Responsibilities**

- (i) Attend business meeting of the Board of Directors.
- (ii) Meet Monthly with the appropriate representative of athletics.

- (iii) 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.
- (iv) Meet with the Director of Community Life or Assistant Director of Community Life (bi-weekly).
- (v) Maintain at least 4 office hours per week.
- (vi) Meet with Athletics (bi-weekly)

**(d) Additional Spring Semester Responsibilities**

- i. Collaborate with the Coordinator of Student Activities or Director of Community Life to hire and train the incoming Director.
- ii. Coordinate with the incoming Director of School Spirit on the recruitment and selection process for the Assistant to the Director of School Spirit, the Green Sea Hooligans, and the School Spirit Designer.
- iii. Utilize the deeply coveted Yellow Blazer Spirit Jacket at all important games & ASB events i.e. Homecoming, National Championships, etc.
- iv. Coordinate with S.A.L.T to organize one event per semester (i.e. dodgeball tournament or beach volleyball tournament)

**(e) Summer Responsibilities -**

- i. The incoming Director of School Spirit will prepare for LEAD week, the ASB NSO Event, and other school spirit related activities that take place in the beginning of the fall semester over the summer. There is no time minimum or maximum, the incoming Director will use as much time as they need to be thoroughly prepared for the fall semester. See Training Manual for additional information.
- ii. Collaborate with Athletics to create a 15 games mandatory schedule.
- iii. The incoming Director of School Spirit will have summer responsibility to plan the upcoming year, meet with the incoming board of directors, and meet with the NSO coordinators for a maximum of 5 hours a week.
- iv. Meet with the Director of Finance to discuss the budget.

## **SECTION 4 ASB Assistant to the Director of School Spirit**

### **(a) General Responsibilities**

- (i) Assist the Director of School Spirit with administrative tasks.
- (ii) 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.
- (iii) Attend significant games/events as needed by the Director of School Spirit.
- (iv) Attend monthly meetings held with the athletic department as needed.
- (v) Help the Director of School Spirit with recruiting and managing the Green Sea and The Green Sea Hooligans.
- (vi) Coordinate with the School Spirit Designer and keep all Green Sea social media up to date and accurate.
- (vii) Manage appropriate music selections that are to be played during timeouts, halftimes, etc. These selections must be submitted to the Associate AD of Communications for approval.
- (viii) Manage what goes on the website

### **(b) Weekly Responsibilities**

- (i) Attend weekly office hours (4 hour minimum per week)

## **SECTION 5 School Spirit Designer**

### **(a) General Responsibilities**

- (i) Complete all assigned publicity and submit for approval to ASB Director of School Spirit as needed.
- (ii) Submit publicity for assigned activity to the Lomalink or Chapel Slides as needed.

**(b) Weekly Tasks and Responsibilities**

- (i) Attend School Spirit Staff Meetings as needed.
- (c) **Qualifications** - Must have a basic understanding of general graphic design programs (Adobe Illustrator, Adobe Photoshop, and Adobe InDesign) and must be capable of brainstorming and executing merchandise design, advertisements, publicity, and visual announcements.
- (d) **Note-** All use of PLNU Athletic branding on merchandise or publicity must be approved by the Associate Athletic Director.

**Section 6 Green Sea Hooligans**

**(a) General Responsibilities**

- (i) Attend the 15 pre-determined games for each semester. These selected games will be determined by the Associate AD of Communications, the Associate Athletic Director, the Director of Community Life, and the Director of School Spirit at the beginning of semester.
- (ii) Assist in setup, teardown, and operations of all school spirit events.
- (iii) Assist in sales and distribution and sales of all school spirit merchandise.
- (iv) Attend all meetings called by the Director of School Spirit.

**Section 7 Green Sea**

**(a) Purpose** –The Hooligans are the HYPE SQUAD on PLNU’s campus. We are a group of students who are extremely energetic, loving, characteristic, goofy, silly, and loud (not in that specific order). We channel this energy to help promote school spirit! You can usually find us in front of the Green Sea (Loma’s student section) at sporting events, promoting other clubs/ events, hosting dodgeball tournaments, or simply making fools out of ourselves around campus. We are committed to making every student feel wanted and welcomed, but most importantly know that they make up and hold a little chunk of what it means to be a Sea Lion.