

UNC Homecoming 2018

Application Due Feb. 5



Homecoming Committee Application

Application must be turned in promptly at 5PM on Monday, Feb. 5th. Applications can be emailed to unchomecoming@gmail.com or dropped off in person at the George Watt Hill Alumni Hall Center.

Thank you for your interest in being part of the Homecoming Committee. HoCo offers a limited number of committee positions each year to ensure we get the most qualified, dedicated, and enthusiastic members. This application will allow the current committee to select the best candidates for our available 10 positions. Attached you will find a brief description of each committee member role. **Please rank three positions you are applying for (1 –highest & being the 3-lowest)**

Timeline:

- **Jan. 8:** Applications open at 9AM.
- **Jan. 29:** Interest Meeting in Royall Room at 7PM
- **Jan. 30:** Interest Meeting in Royall Room at 7PM
- **Feb. 5:** Applications close at 5PM
- **Feb. 6-9:** Placement Interviews
- **Feb. 13:** Final Email decisions will go out by EOD
- **Feb. 24:** Please hold the date for a Homecoming Retreat filled with food & good times.

For any questions or concerns feel free to contact:

Seteena Turner
President
seteenss@live.unc.edu
(347) 882-1704

Kaitlyn Fulp
Vice President
kaitlynf@live.unc.edu
(336) 414-7133

Connect with us!

Twitter: @UNC_Homecoming #UNCHC

Facebook: UNC Homecoming (<https://www.facebook.com/unchomecoming>)

Instagram: @unc_homecoming

Tell us who you are! (Please type this application.)

PID: _____

Class Year: _____

Name: _____

Cell Phone: _____

Email: _____

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Committee Positions and Roles

President (This position must be filled by a returning committee member)

- Serve as representative of the Homecoming Committee to the GAA, the University, and community
- Call and preside over all meetings or appoint someone to do so;
- Ensure that the committee is an officially recognized student organization by the University;
- Meet on a weekly basis with the adviser, vice president and chief of staff to discuss issues and plan cabinet meeting agendas.

Vice President

- Plan and administer committee orientation and training for committee members
- Lead the committee in the absence of the president;
- Meet on a weekly basis with the adviser, president and chief of staff to discuss issues and plan cabinet meeting agendas;
- Write an annual report, combining all team reports in his (her) unit into one; and
- Attend all cabinet and full council meetings.

Chief of Staff

- Serve as the secretary for the Homecoming Committee; including taking minutes at all exec and committee meetings
- Sending out copies of the agenda prior to each meeting; setting all calendar appointments
- Coordinating the HC week student assistance schedule
- Meet on a weekly basis with the adviser, president and vice president to discuss issues and plan cabinet meeting agendas.

Royalty Chair

- Serve as a liaison between Royalty Candidates and the Board of Elections;
- Update all application materials with current timeline and requirements;
- Plan and lead all royalty interest meetings;
- Order and obtain all royalty support materials;
- Contact former Mr. and Miss UNC for special appearance;
- Monitor and report the progress of winner's service projects.

Marketing Chair

- Create and implement a digital marketing plan on official UNC Homecoming social media outlets;
- Publicize all Homecoming events on appropriate platforms;
- Price and plan all physical promotional material for Homecoming events;
- Initiate new ways to connect with student body and market HC attendance
- Work closely with executive team, adviser and GAA marketing manager.

Special Events Chair

- Serve as a liaison between campus partners, and sponsoring organizations and
- Work closely to promote the banner competition, banner reveal, and other events that fall outside of the HC pit events
- Plan and facilitate events from logistics to materials needed;
- Serve as point of contact for all special events.
- Plan and execute Homecoming Committee interest meetings and other promotional events;

Pit Event Co-Chairs

- Plan and execute five pit events during HC week ;
- Serve as a liaison between campus partners, sponsoring organizations and vendors for pit events;
- Serve as point of contact for all pit events.

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- Handle risk management of events and T-Shirt sales.

Campus Outreach Co-Chairs

- Serve as initial point of contact for all campus organizations, internal and external;
- Maintain the “Event Proposal Form”;
- Initiate potential partnerships and collaborations.
- Work closely with the executive team and the adviser to establish a timeline for recruitment and new member training;
- Plan and execute Homecoming Committee interest meetings and other promotional events;

Please choose 3 interested positions:

1. _____
2. _____
3. _____

Please answer the following questions on a separate sheet typed:

1. Why do you want to be involved with the UNC Homecoming Committee?
2. What qualifies you for the position(s) for which you are applying?
3. Tell us any experience you’ve had in planning, coordinating, staffing or advertising events. (Campus events, Proms, Dances, Plays, Parties, Retreats, etc.)
4. What homecoming events did you attend in the fall? What did you enjoy the most?
5. Please list the other commitments you have for next year. How would the Homecoming Committee rank in your list of priorities?
6. What is your favorite Carolina tradition and why?

If you are applying for the social media position, please answer these additional questions:

1. What is your favorite social media platform?
2. List two companies or organizations you follow on Instagram that you think have a great platform and tell us why.
3. Do you have a Facebook? How do you use this platform differently than Instagram or Snapchat?
4. If you could make a plan for any of the social media platforms UNC Homecoming already has, what would your first step be and why?