

2022-2023 GBSA Board Positions

President

The role of the GBSA President is to represent the Daniels graduate student body and Daniels student groups and to provide support by way of student fund allocation, marketing support, and any additional support as needed. Candidates should plan for 5 to 10 hours of work per week. The responsibilities are listed in order of importance to ensure the most effective means of representing the graduate student body and their interests through this position:

- Manage GBSA executive board by scheduling, organizing, and facilitating board meetings
- Drive key strategic goals set out by the GBSA leadership board
- Schedule and facilitate monthly meetings with the Presidents from the other Daniels organizations
- Represent the graduate community to the Daniels and DU administration
- Represent Daniels graduate student groups at orientation
- Attend bi-weekly Graduate Student Association meetings to communicate updates, concerns, and information about Daniels to the wider DU graduate community
- Oversee and respond to all inquiries in the GBSA email account
- Complete an impact report for the Daniels administration, communicating the impact of the Daniels graduate community initiatives
- Encourage the growth and the Daniels-wide participation of GBSA through regular attendance at Daniels graduate sponsored events
- Plan and run elections for the incoming GBSA board
- Train successor and provide tools and documents needed before vacating the position

Vice President (Appointed by President, not an elected role)

The role of Graduate Business Student Association Vice President is to represent the board and the graduate student body of Daniels College of Business in support of the president. The Vice President will work with the President and serve as an official stand in for GBSA President in their absence. The Vice President will act as the Historian for the board by maintaining meeting minutes, organizing shared documents, and creating standard operating procedures to improve the efficiency for future boards. The Vice President should expect to attend all GBSA board meetings and accompany the president to necessary meetings with faculty, student group heads and University staff as needed and requested by the GBSA president.

Additional responsibilities of the Vice President include:

- Work together with the president to support executive board strategies and initiatives
- Recruit and support new GBSA board members
- Review the constitution and by-laws to ensure GBSA is operating in line with current guidelines and present suggestions for changes to the executive board
- Represent GBSA at orientation and encourage graduate engagement
- Document the board and presidential meetings by creating agendas, taking meeting notes, and sending follow ups
- Organize shared places for document storage
- Recommend ways to improve standard operating procedures as it relates to documentation, communication, or other GBSA roles

VP Finance

The role of the VP of Finance is to financially represent Graduate Business Student Association to Daniels student groups. The VP of Finance will support GBSA initiatives through the management of allotted funds. The VP Finance engages with the student groups to support their initiatives by processing and supporting funding requests.

Additional responsibilities of the VP Finance include:

- Manage allocation of GBSA funds to Daniels graduate student groups
- Work closely with the GBSA advisor to manage the quarterly budgets
- Compile and processing of funding requests from GBSA and other graduate student groups
- Collect funding reports from all student groups throughout the quarter and create a quarterly report of graduate student expenditures
- Propose an annual budget to the GSG Executive Council for approval each academic year
- Prepare budget for presentation to GBSA board
- Respond to any graduate student activity fee queries and concerns
- Summarize GBSA spending and impact at the end of the academic year

VP Inclusion:

Liaise with other officers, student organizations, administrators, faculty, ODEI, and the DEI committee of Daniels to increase diverse inclusivity within GBSA and other student organizations across a number of dimensions including program type, learning modality, age, race, ethnicity, and gender.

Primary responsibilities include:

- Partner with VP of Communications to ensure event messaging is inclusive
- Identify any barriers events may present stopping people from going
- Seek advice and approval from any organizations, faculty or students etc. To ensure events celebrating different cultures and traditions are culturally respectful and appropriate and that all information being presented is accurate
- Identify different events or celebrations commemorating different cultures and backgrounds
- Ensure space is being created for all to feel welcome and included (different stations, accessibility, etc.)
- Identify any accessibility needs
- Help create information brochures to help generate comfort with attending events

VP of Events

The role of the VP of Events will manage the logistical aspects of GBSA events, including the planning, integration of vendors, execution, and evaluation of events. The VP of Events will work closely with the VP of Marketing to communicate the event with internal and external partners and stakeholders.

Examples of responsibilities:

- Propose an event calendar for the academic year for GBSA sponsored events through evaluating past events and new ideas
- Ensuring appropriate RSVP, via Qualtrics, of GBSA sponsored events
- Delegating tasks to the leadership board to plan and execute the event
- Managing the event's timeline for marketing, RSVPs, and additional communications
- Keeping tabs of event related checklists and day of event checklists that allow for successful execution of an event.
- Working with the VP of Finance to set and maintain an event budget
- Planning for and purchasing event related equipment, with team.

- Planning for, reviewing, and purchasing food and menu listed items, with team.
- Coordinating with external vendors
- Post Event Survey for feedback on event.
- Creating and maintaining strong relationships with all logistical partners who helped with the event

VP of Communication

This role is focused on building awareness for GBSA. This includes, but is not limited to, planning and executing marketing strategies for GBSA events and initiatives to the student body via appropriate channels. Additionally, this role maintains productive relationships with graduate clubs, program departments, and other key stakeholders. They ensure the Daniels community has the knowledge and opportunity to engage with and participate in GBSA sponsored events.

Primary responsibilities include:

- Craft messaging for events (+ work with DEI to ensure diversity and inclusion)
- Work closely with VP of Events, VP of Inclusion, and VP of Creative to develop and execute marketing strategies
- Share event messaging and details through the following channels and methods:
 - Daniels Newsletter
 - DMBA Newsletter
 - Daniels Event Calendar
 - Communications with Masters' Departments (I.e., Finance, Real Estate, etc.)
 - VP of Creative to execute creative assets
 - Qualtrics "Intro" content for surveys
- Share post-event debrief for Faculty
- Craft content for email (if email becomes a primary channel in the future)
- Act as a marketing advisor to other clubs on submitting best practices for communicating their events via the Daniels Newsletter, Event Calendar, and Masters' Departments
- Connect and maintain strong partnerships with Cohort leaders, MS students, graduate clubs, faculty, and program directors
- Work with staff to maintain a list of recently graduated students that can support our current Daniels student community
- Compile quarterly core class list for each master's program to conduct on-the-ground marketing road shows to support events

VP of Creative

This position supports the other leadership roles by designing, submitting, and publishing all creative assets and collateral. In addition to developing all the creative aspects of marketing communications and tactics. This includes creating messaging strategies, flyers, posters, TV displays, and other design collateral. This role will work closely with the VP of Communication, VP of Events, and VP of Inclusion.

Primary responsibilities include:

- Recommending and executing a design strategy for events, communications, and reports
- Manage the GBSA website
- Develop Flyers (digital and print) to promote events (i.e., newsletter graphic, poster to hang in Daniels, etc.)
- Create Posters (print) at events (i.e., red envelope instructions, lantern instructions, food name displays, etc.)
- Make Posters/Decks (digital) to support events (i.e., lunar new year slide show, etc.)
- Create email templates/design (if email becomes a primary channel in the future)
- Ensure all design elements are executed in their proper channels i.e., on TV displays, on bulletin boards, etc.
- Design, review, and finalize any GBSA reports submitted