

# 2009 EXECUTIVE BOARD & COMMITTEE CHAIR DESCRIPTIONS

## EXECUTIVE BOARD

**Director of Communications:** Oversees Media and Community Affairs, Campus Promotions, and Historian; responsible for distribution of DM's mission and events to FIU and the local community; presents creative ideas in promoting the cause of DM; establishes and maintains relationships with organizations to get them involved in Dance Marathon

**Director of Funding:** Oversees Finance, Marketing, and Special Events chairpersons; manages all efforts to solicit donations from local, national, and international businesses/organizations to benefit Dance Marathon; presents creative ideas in promoting the cause of Dance Marathon; uses creative and innovative ideas to establish fundraising events; responsible for editing and updating annual Marketing Packet

**Director of Morale (2):** Oversees planning and execution of theme hours at the marathon; oversees development of line dance, relevant efforts and materials used to entertain dancers outside of scheduled entertainment for DM; works with 30 Morale Captains to create DM awareness and spirit on campus; involves Morale Captains in all recruitment activities; leads planning of three special events throughout the year; develops and maintains morale of the DM 2008 steering committee; Works with morale assistants to ensure further morale for the event.

**Director of Planning:** Oversees Catering, Entertainment, Events Management & Security, and Decorating chairpersons; organizes all logistics-scheduling, maintenance, etc., for the annual marathon; supervises contact with all external companies/sponsors dealing directly with entertainment; works with chairpersons to provide relevant service at special events throughout the year

**Director of Recruitment:** Oversees Family Relations, Dancer and Organizations Liaison, and Registration chairpersons; responsible for leading recruitment of participants for Dance Marathon including dancers, morale assistants, and volunteers; fosters and maintains relationship with participants and organizations involved in Dance Marathon and its events; manages all efforts for participants from registration and check-out at the event; maintains and updates dancer and morale assistant registration packets

## CHAIRPERSONS

**Alumni & Volunteer Chair:** Organizes and helps with recruitment of volunteers; Makes list of where volunteers are needed; Maintains communication with volunteers signed up; assigns volunteers a schedule time for the event.; works with Alumni Relations to involve alumni in DM, its mission and activities.

**Campus Promotions (2):** Works closely with campus organizations, fosters relationships with groups and promotes their participation in DM; creates, implements, and assures campus-wide promotional awareness of DM; creates and updates flyers, banners, calendars for the organization; works closely with Special Events Chairs and Recruitment committee to promote and encourage attendance to all DM events.

**Catering:** Creates a catering schedule, contingency plans, set-up & clean-up, and shifts for the marathon; solicits sponsors for each meal; consults with Health and Wellness Center to make sure food is adequate for event; assists Special Events with catering throughout the year; executes all meals at the event with assistance of steering committee; communicates with Dancer Relations chair to arrange special meal needs

**Dancer & Organizations Liaison:** Creates and distributes dancer and morale publications and paperwork; responsible for dancer and morale registration prior to and during the marathon; maintains and updates dancer handbook ; works with Director of Recruitment to create, update, and implement Miracle Cup Program; runs effective DGR meetings; relays pertinent information to all interested and registered participants and organizations on a regular basis; attends and helps with registration drives/recruitment events; establishes and fosters relationships with organizations on campus; ; provides storage area for dancers and morales to keep personal items in during DM

**Decorating:** Responsible for decoration of all DM events and marathon; works closely with Special Events, Entertainment and Morale Chairs to determine decorating needs; responsible for major clean-up efforts of DM venue; works with local companies to attain decoration supplies

**Entertainment (2):** Recruits and confirms all entertainments and acts for the marathon-bands, speakers, comedians, DJs, entertainment groups and side activities; coordinates stage and announcement schedule for DM; coordinates all electrical wiring, set up needs, and performance areas for sound and groups; creates contracts and provides all entertainment groups needs; works with Directors of Morale to schedule theme hours; creates master schedule for DM; assists and provides entertainment at special events; maintains records of received entertainment via in-kind donations; responsible for follow-up with all acts before and after the marathon

**Events Management & Security:** Designs facility layout of DM; works with Director of Recruitment to secure and coordinate set up and break-down for all events related to DM; returns all materials from DM to appropriate location; secures equipment needed for any DM related event; provides secure atmosphere during DM; keeps close contact with venue staff; secures headsets for committee during DM; develops schedule to assign security personnel tasks at different times throughout the 25 hours of DM; recruits and provides EMT (Emergency Medical Technician)/First Aid at main event

**Family Relations:** Ensures miracle children and families are an integral part of DM; serve as the primary contact with the CMN Director and Miami Children's Hospital Foundation; works closely with CMN/MCHF to organize hospital tours and playroom visits; designs ways to involve families before and during DM; serves as Miracle Family Host/ Hostess during the marathon; executes Adopt-a-Family Program; ensures MCH Foundation participation at DM events prior to marathon

**Finance:** Maintains accurate and updated records of all DM finances and transactions- canning, special events, donations, committee/MC totals; works with finance committee to attend and collect canning proceeds; attends all special events to handle collections; creates and updates financial database with Dir. of Funding; responsible for all accounts receivable and payable beyond the day of the marathon; provides financial feedback to committee and participant organizations

**Historian:** Maintains accurate documentation of Dance Marathon events including the annual marathon; serves as the organization webmaster updating photos, upcoming events, contact information, and involvement opportunities; responsible for creating the slideshow at DM; collects and exhibits all printed material relevant to DM; responsible for designing, printing, and distribution of annual DM Memory Book

**Media and Community Affairs:** Establishes and creates partnerships with area business, schools, organizations, and public media (TV, radio, internet, and local newspapers) to promote DM and issue updates throughout the year; works closely with Beacon Newspaper to cover DM events and updates for the year; creates publications needed by the steering committee (i.e. newsletter, brochures, press kits, etc.); provides all media communication and promotional opportunities (through press release, appearances); builds awareness strategies for the community; secures media coverage for main event

**Registration:** Creates and updates dancer and morale assistant databases weekly; communicates recruitment progress to steering committee regularly; responsible for supervising committee and morale captains' recruitment of dancer teams; responsible for planning and executing registration drives throughout year

**Special Events (2):** Develops, coordinates, and implements promotional-fundraising events prior to DM to create; works closely with the funding and planning committees to meet all events' needs; contacts businesses/organizations in the area to solicit awards for special events; works alongside all marketing and public relations chairpersons to promote these events on and off campus

**Sponsorship Chair:** Develop corporate sponsorship contacts; Organizes mailings to previous and potential sponsors; pursues grants, cash, and in-kind sponsorships for DM; responsible for awarding all sponsors due incentive via the marketing packet; works with steering committee to determine needs list for donation solicitations; devises incentive plan for sponsors, participants, and steering committee members