

2018 Homecoming Commission Positions

Executive Commissioner

The Executive Commissioner is responsible for leading the Commission Directors, General Commission members, and the overall USC student community in planning and executing the Homecoming Week of Events.

Other responsibilities include:

1. Challenge the General Commission members in effective goal setting and communication.
2. Meet 1-on-1 with the Homecoming Advisor(s) and keep them up-to-date on the progress of the commission as a whole.
3. Meet with Vice Commissioners weekly for concept meetings.
4. Maintain open communication with the Vice Commissioners at all times.
5. Initiate correspondence with student organizations, departments on campus, and other campus partners to gain insight and ideas for setting the direction of the week's events.
6. Hold conversations with the Homecoming Commission regarding their contribution to the week of events and holding them accountable for their work.
7. Facilitate/moderate productive discussions during weekly commission meetings.
8. Conduct the primary management of external relations for the commission.
9. Monitor financial planning and financial documents; make financial suggestions to the commission, encouraging adherence to university policies and procedures.
10. Provide annual budget information to the commission for members' approval.
11. Review and resolve any internal commission conflicts and work with individuals not in adherence with commission standards.
12. Attend every event during Homecoming Week.
13. Recruit, invest, and engage all members of the Homecoming Commission and General Commission.
14. Create/maintain a transition plan binder for future Executive Commissioners and following-up to ensure all Homecoming Commission members complete their transition materials as well.
15. Determine communication, meetings, rules, and responsibilities regarding participating in Homecoming events.
16. Other duties as assigned.

Vice-Commissioner of Events

Responsibilities include:

1. Oversee all Event Chairs and assist them in planning their events.
2. Conduct 1-on-1 meetings with all Event Chairs.
3. Meet with Executive Commissioner weekly for concept meetings.
4. Ensure that all Homecoming Events are well-planned and run as smoothly as possible.
5. Teach Event Directors the basics of event planning and volunteer management to aid them in the planning of their events.
6. Meet 1-on-1 with the Homecoming Advisor(s) and keep them up-to-date on progress of all Event Chairs.
7. Coordinate production needs and costs with Advisor for all Homecoming Events.
8. Ensure that all Homecoming events are planned out and run as smoothly as possible.
9. Ensure Event Chairs are staying on budget and sticking to their budget plan.
10. Find/contact judges for each event, including application reviewers and judges for try-outs with the assistance of the Vice-Commissioner of Communication & Marketing,
11. Pick out, order, and transport trophies for each event of Homecoming (*if applicable*).
12. Order thank you gifts for judges.
13. Create/maintain a transition plan binder for future Executive Vice-Commissioner of Events.
14. Other duties as assigned.

Vice-Commissioner of Communication & Marketing:

Responsibilities include:

1. Oversee the Marketing & Giveaways Chair, Social Media Chair, Rules & Community Outreach Chair, Sponsorship Chair, and General Commission Lead.
2. Conduct 1-on-1 meetings with all chairs and lead.
3. Meet with Executive Commissioner weekly for concept meetings.
4. Meet 1-on-1 with the Homecoming Advisor(s) and keep them up-to-date on progress of all chairs under their supervision.
5. Create a cohesive marketing plan for Homecoming (this includes not just the advertising of the week of events, but recruiting members, volunteers for Homecoming Events, and the general image and brand of USC Homecoming).
6. Assist and supervise the Community Outreach and Recruitment Chair in compiling Homecoming points throughout the week of events, making sure to update the scores on an ongoing basis, and attending every event during Homecoming Week to collect all point allocations and scoring sheets.
7. Assist the Vice-Commissioner of Events in securing judges for events.
8. Attend competitions with the Community Outreach and Recruitment Chair to plug judges' scores into a spreadsheet to determine winners of events.
9. Assist in the design of Homecoming t-shirts and the Homecoming logo.
10. Assist the Social Media Coordinator in responding all inquiries via Social Media and the HC email.
11. Answer inquiries from individuals, journalists and other forms of media regarding the Homecoming week of events in conjunction with the Social Media Chair.
12. Coordinate the production and ordering of Homecoming T-shirts (*if/when applicable*).
13. Create and submit the press release(s) regarding the week's events.
14. Create/maintain a transition plan binder for future Directors of Marketing & Outreach and supervisees (Marketing & Giveaways Chair, Social Media Chair, Rules & Community Outreach Chair, and Sponsorship Chair).
15. Other duties as assigned.

Marketing & Giveaways Chair

1. Create a marketing plan for off-campus targets such as businesses along the parade route, local community groups, families, alumni, students utilizing off-campus housing, etc.
2. Organize and design promotional flyers, handbills and event programs in coordination with Student Media and the Leadership and Service Center's graphic designers.
3. Submit information to any and all appropriate listservs, speak at U101 classes, plug in information to campus event calendars, connect with The Daily Gamecock, WUSC, etc.
4. Prepare and supervise the production of promotional giveaways, handouts,
5. Prepare and supervise the production of promotional videos, photographs.

Social Media Chair

1. Manage all social media accounts prior to, during, and after the Homecoming week of events (Facebook, Instagram, Twitter).
2. Create a Social Media Marketing plan for marketing General Commission and all other Homecoming events/programs/initiatives.
3. Update and maintain the Homecoming website (www.homecoming.sc.edu).
4. Assist the Vice-Commissioner of Communication & Marketing in responding all inquiries via Social Media and the HC email.

Community Outreach and Recruitment Chair

1. Prior to and during homecoming week, serve as a liaison between student organizations/residence halls/individual students and the Homecoming Commission.
2. Take minutes at weekly Homecoming meetings.
3. Compile Homecoming points throughout the week of events, making sure to update the scores on an ongoing basis, and attending every event during Homecoming Week to collect all point allocations and scoring sheets.
4. Attend competitions to plug judges' scores into a spreadsheet to determine winners of events.
5. Oversee and coordinate the recruitment process of the 2019 Homecoming Commission. (Commitment extends one month after Homecoming Week)

Sponsorship Chair

1. Coordinate and gather sponsors for Homecoming events.
2. Create sponsorship packet and letter to distribute to potential contacts.
3. Coordinate the sponsorship process from start to finish (collecting the information from the company,
4. Making sure all parts of the sponsorship agreement are completed (i.e. banners displayed, logos displayed, etc.)

Director(s) of Events

Depending on the number of planned events each year, there can be anywhere from five (5) to ten (10) Event Director Positions. Each Director will provide oversight for the event to which they're assigned, as well as support to the other events taking place during Homecoming week. The Event Directors will be selected based on general knowledge, skills, and relevant experience.

Once the Homecoming Commission has decided on a direction to go for the week, Event Directors will rank which event(s) they are most interested in. Based on their preferences, skill sets, and the amount of time involved with each event, Directors will be assigned to an event by the Executive Commissioner.

"General" Responsibilities for Director(s) of Events include:

1. Coordinate the entire event from the planning stages to the end. This may or may not include: creating schedules and activities, placing orders for supplies and services, and tracking progress and results in accordance with your assigned event.
2. Work collaboratively with the Vice-Commissioner of Events and fellow commission members to work out logistics of assigned events.
3. Collaborate with the Vice-Commissioner of Communication & Marketing to ensure the event is marketed as intended.
4. Maintain relationships with all productions staff, venue staff, campus partners, companies, etc. used for the event.
5. Supervise and manage General Commission members into a sub-committee to assist in planning and prepping for the event.
6. Meet with Homecoming advisor(s) bi-weekly.
7. Answer inquiries from individuals regarding the specific day/event you oversee.
8. Create/maintain a transition plan binder for future Event Directors.
9. Other duties as assigned.

General Commission Lead

1. Plan and execute the recruitment of the General Commission.
2. Coordinate with the Social Media Chair on all marketing for the General Commission.
3. Assign General Commission members to events.
4. Coordinate weekly meetings with General Commission Members.
5. Meet with the Vice Commissioner of Communication and Marketing bi-weekly in the spring and weekly in the Fall.