Executive Board Application
2011-2012
The Campus Activities Board (CAB) was designed with the fundamental goals to enrich the educational, cultural, social, and recreational needs for the entire Gustavus community. It is our duty to plan and execute a variety of programs and activities, being sure to satisfy the entertainment needs of the student body. With student input we hope to provide the community with a vast array of entertainment opportunities.

The mission of the Campus Activities Board is to enrich the campus life experience by encouraging the involvement of all students in entertainment that is engaging and enjoyable.

The Campus Activities Board strives for success in a variety of ways but primarily through these common goals: gaining all student input, planning and implementing diverse events, becoming recognized leaders, providing students with a connection to campus, and having fun.
CAB Executive Positions

Arts & Entertainment: responsible for planning and co-sponsoring educational speakers and events, as well as coordinating trips to fine arts opportunities in the Twin Cities. This position is also responsible for the “Big Speaker” every other year (Previous speakers: Frank Warren; Frank Abagnale).

Business Manager: responsible for coordinating and managing the Campus Activities Board budget by tracking bills and statements, filing payments, and working with executives to effectively plan their individual budgets.

Coffeehouse: responsible for discovering, booking, and hosting performers and/or events primarily in the Courtyard Café. This is a highly administrative position.

Concerts: responsible for planning and facilitating medium to large concerts on campus. This position is also responsible for the “Big Concert,” which will occur in the 2011-2012 school year. (Previous acts: Ben Folds; Lupe Fiasco).

Culture & Diversity: responsible for educating students on cultural differences, backgrounds, and issues of diversity. This will include individual programming as well as coordinating with the Diversity Leadership Council and other organizations to share ideas and coordinate co-sponsorship opportunities.

Recreation: responsible for planning and facilitating the Gustie Cup Tournaments as well as arranging and coordinating trips to professional sporting events in the Twin Cities (i.e. Minnesota Wild, Minnesota Twins).

President: responsible for working in coordination with a co-president to foster the development of the executive board, facilitate meetings, and work with executives one-on-one. This position represents the Campus Activities Board to Gustavus community as well as works closely with the Campus Activities Board advisor.

Publicity: responsible for working in coordination with a co-executive to advance the overall brand of Campus Activities Board, and collaborate with peers to develop marketing strategies. The co-executives are the main developers of large event marketing (i.e. Homecoming, Big Concert). Must be able to produce high quality digital publicity and/or have graphic design skills.

Secretary: responsible for distributing and assessing event proposals, event evaluations, and student response evaluations. This position is also responsible for taking in-depth meeting minutes and providing support to all other executives.

Special Events: responsible for working with a co-executive to produce big budget signature events, including but not limited to: Homecoming, Dancing with the Profs, and President’s Ball.

Weekends: responsible for the selection of weekend movies, coordination of showings, and solicitation of student feedback. This position is also responsible for planning approximately one weekend event per month (i.e. Dueling Pianos, SNL).
Selection Process

Open House (Optional)

Monday, March 7, 2011 | 7:00pm | Heritage Banquet Room

The open house allows interested applicants the opportunity to meet with current Campus Activities Executive Board members to ask questions they may have about specific positions and/or the application process.

Application

Due: Friday, March 11, 2011 | 4:00pm | CAB Office, Gustie Den

Fill out the final page of this packet and submit. Include a resume or list of previous leadership experiences and/or extra-curricular activities.

Interview

Co-Presidents: Sunday, March 13, 2011 | Leadholm Conference Room
Candidates: Sunday, March 20, 2011 | Leadholm Conference Room

Applicant candidates (excluding co-presidents) will be notified via email by Wednesday, March 16, if they have received an interview. A selection committee comprised of Campus Activities Board Advisors, outgoing and incoming co-presidents, and past co-presidents will conduct interviews.

Prepare answers for the following potential questions:
- How would a previous manager or supervisor describe you?
- How well do you manage your time? What else are you involved in on-campus?
- What sets you apart from another applicant?
- How do you effectively communicate with others?
- How do you think a position on the Campus Activities Board could impact your future career or other involvements?
- How well do you work on a team or in a shared position? Please provide an example.

Notifications

All applicants will be notified by Wednesday, March 23, 2011 via email as well as a letter sent through your P.O. box.

Training

Attendance at the following dates are mandatory if chosen for the board.
- Welcome Meeting – Monday, April 11 | 7:00-8:00pm
- Spring Retreat – April 29-30 | Depart 3:00pm Fri., Return 5:00pm Sat.
- Fall Planning Meetings
  - Monday, May 9 | 7:00-8:30pm
  - Monday, May 16 | 7:00-8:30pm
- Fall Retreat – September 10
Name: ___________________________ E-Mail: ___________________________

Phone: ___________________________ On Campus (Circle): Fall 2011 Spring 2012

Major(s)/Minor(s): ___________________________ Graduation Year: _________

Position(s) interested in (Please rank your top five choices 1 through 5):

_____ Arts & Entertainment
_____ Business Manager
_____ Coffeehouse
_____ Concerts
_____ Culture & Diversity
_____ Recreation

_____ President
_____ Publicity
_____ Secretary
_____ Special Events
_____ Weekends

Would you be interested in other positions if the selection committee saw fit? (Y/N) _____

As part of the application process and to help us learn more about you, answer the following questions, typed, on a separate piece of paper to be submitted with your application.

1. Why do you want to be a part of the Campus Activities Executive Board?
2. What are your strengths and how can you use them in the position that you are applying for?
3. What qualifications or attributes do you have that would make you a successful addition to the Board?
4. How has the Campus Activities Board impacted your experience at Gustavus? What do you like about what Campus Activities Board does for the student body?
5. Assume you have an unlimited budget, what one event would you program for the student body? Be as creative and detailed as possible.

Please provide either a resume or list of your previous leadership experiences and/or extra-curricular activities.

Please complete this application and submit it to the Campus Activities Board Office in the Gustie Den. Applications are due on Friday, March 11, 2011 by 4:00pm. Please contact the Campus Activities Board Co-Presidents (cab@gusatvus.edu) with any questions or concerns.