

December 2011

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Self-Evaluation: Editor In Chief, International Relations Review.

Tasks:

- Coordinating all Meetings: this includes, staff meetings, advertising meetings and other meetings with outer resources. Setting the dates and time, sending the emails or delegating some of the process's communication to the Managing Editor. It also includes presiding over the weekly IRR Meetings.

- Managing the Application Process: this includes reviewing all the applications, maintaining communication with all applicants through email. Also, setting up the calendar for interviews, doing a model or rough questionnaire for the applicants, scheduling each applicant's time slot, and taking the time to interview each applicant. The interviews will be done with the presence of the Editor in Chief and the Managing Editor. Finally, analyzing all applications, taking into account the initially submitted form, the interviews and the submitted material -corresponding to the requirements. This analysis process is done with feedback from the Managing Director and the rest of the Senior Staff. Once the new Staff is chosen, it is also my job to inform them and set up the first meeting.

- Overseeing the Editing Process: this includes overseeing attendance, and making sure all essays, articles, letters to the editor and other editorial content is being edited properly and has one person within the editing staff who is responsible. Fact checking and approval for all the edits from the authors, is also taken into account.

- Overseeing the Blog: designating the corresponding staff for this new division within the International Relations Review. Once these responsible are designated, they will work with certain autonomy, but the Editor in Chief, is constantly checking the Blog Manager's tasks. With regards to the Blog, the Editor in Chief of the IRR, will be more of an overseer than an intervening figure. Although the staff will meet

at the same time and any major change on our determined creative plan will need permission from the Editor In Chief.

- Coordinating the printing process: this includes contacting the printing company, sending in the order for print and receiving the order once it is delivered. This also includes the finances; paying through SAO with the Treasurer's signature.

- Overseeing Advertising and Marketing of the IRR: this includes designating the Advertising Manager and discussing the semester's advertising and marketing strategy, dividing tasks (giving staff members classes and teachers to email), coordinating the flyers and other material (printing and delivering around campus), setting up a table at the GSU (at the beginning of each semester), as well as constantly brainstorming with the staff and Managing Editor for new ways to get the IRR out there!

- Coordinating the IRR account: this is done with the help of the Managing Editor. It includes answering and keeping the email account updated. Making sure there are no unanswered emails, keeping it organized.

- Final Edits and Layout: this is also done with the Managing Editor. It includes working for two weeks on the layout of the IRR, making sure the standards are followed and the issue is balanced. It also includes, reviewing all pieces that will be printed for details that might need correction, and creating new features when needed.

- Photography: this includes choosing all pictures that will be paired with the articles, essays and research pieces, as well as emailing any potential student for submissions when needed. The Editor in Chief also chooses the photojournalism spread taking into account the rest of the issue's content, the photographic quality and regional balance within the Issue.

- Distribution: Finally, once the issue is printed, the Editor In Chief is responsible for uploading the IRR onto the BUAAA webpage through issu. Also, he/she is responsible for distribution with the help of the staff.

- Liaison with BUAAA and the Eboard: this includes attending Weekly meetings and advertising the IRR within the BUAAA community, as well as attending all Eboard meetings and contributing with whatever is needed within the club.

Self-Evaluation

- Coordinating Meetings: with this task I believe I did a good job at being clear and understanding with all the staff. Even though we didn't have many meetings, as there will be next semester, they worked really well and attendance was great from all staff. For next semester I intend to be more constant especially towards the end of the semester, once the IRR has been finished.
- Managing the Application Process: I think this was one of the semester's strongholds. The only thing I thought needed improving was the communication with the Guest Bloggers and Writers, this being for the time we took to develop the blog. Next year it will be easier because the Blog is already up and running.
- Overseeing the Editing Process: I thought this area was overall well done, and for next semester we have in mind to do an editing workshop to improve the Staff's editing skills as well as to answer any editing questions the staff has.
- Overseeing the Blog: Again, the main issue here was that we took so long to create the concept and coordinate all the details for the Blog. This pushed the entire process a few months into the semester. Besides this, we will need to put a lot of work into polishing it next semester, as it is starting this month.
- Coordinating the Printing Process: I think this task was done well, the one thing I would've changed was to ask for a proof before printing. When I worked with Ed, it wasn't to my knowledge that this option was available, but for next semester I will definitely take this opportunity! Next semester we will need to look for other options in terms of printing companies, as Arlington Swifty Printing is very expensive.
- Overseeing Advertising and Marketing of the IRR: This task was not very developed this semester, as we just hired our Advertising Manager. Next semester I will need to work harder to keep track of classes and teachers contacted, as well as to establish stronger relationships with academic departments and the admissions office, looking for more advertisers within the IRR (print adds), and getting the IRR around campus.

- Coordinating the IRR account: this task will need improvement for next semester. The Managing Editor was indispensable, without her I could not have kept track of all the emails that needed to be sent and all the responses we had to write. I hope that for next semester we will be able to divide tasks better within our Advertising Manager, our Blog Manager, the Managing Editor and me.

- Final Edits and Layout: this is another area that needed improvement. I realized that the final edits and the layout was way too much work for only Steph and me to do in a week. To improve this we have devised that this task will need two weeks in the future, instead of one. Also, the Senior staff will contribute. The reason why only Steph and I took care of this is because Steph is in charge of layout – since she is the most familiarized with the program and the process – and I am in charge of making the final editorial decisions. This had worked in the past between the Editor in Chief and the Managing Director because the issues were half the size.

- Photography: I think this task was also performed well. The one thing I would improve for next semester is expanding our pool of submissions to CFA. Trying to have more photography submissions – because this is what we get the least of.

- Distribution: This task was also performed well.

- Liaison with the BUJIAA and the Eboard: this is perhaps what I did worst at ☹. I think that having in mind Ed's role last year in the club, I came in with my head in the wrong head. Many things changed for the role of the Editor in Chief from what it was in the past two years, and I haven't done such a good job at getting accustomed to these changes. Next semester I will improve my attendance and participation within the club. I am sorry to all Eboard members I wasn't as involved as could have been, I promise to do a better job next semester.

Conclusion:

I think overall I did a good job as Editor In Chief of the IRR, but improvements are needed in many areas: the first being the liaison with the Eboard and BUJIAA, the second “final edits and layout,” and the third “Advertising and Marketing”. Some of the strong points was the Application process, the creative concepts behind the blog and this issue, and the overall editing of the pieces, essays, research pieces.

For next semester I intend to be better at delegating and at organizing my time to participate more within BUIAA. Also, I intend to work during the Winter break to set up next semester's calendar, devise the advertising/marketing plan and create an email database.

Finally, it is very important for me to mention that the Managing Editor has been extremely important for the IRR this semester. Without her, we might have not been able to accomplish half of the things we have. She was great with layout and emails, as well as by giving a hand whenever it was needed.