

Marketing Director Reflection

First and foremost, I had a blast being Marketing Director this last semester, and have learned an incredible amount. It has provided the best learning experience I could ask for, and I have not only learned how to work through the bureaucracy of BU, but how to successfully work with my peers in a leadership role. (Also, Marketing Director will herein be shortened to MD).

This fall, the duties of the Marketing Director were clarified and, in my opinion, enhanced. First, the Eboard changed around the duties of the Vice President and those of the MD. I was extremely in favor of this idea because as the Constitution stood prior to the changes, the two positions' responsibilities were blurred, and many goals of the Eboard were not accomplished as a result. Over the Summer, Colin revamped the entire web presence of BUIAA. While we are forever grateful for this, it was realized that one position on the Eboard needed to be specifically responsible for the maintenance of the website and other social media. It is now officially the duty of the MD to maintain the website, which is logical since it is through the web that the majority of our marketing occurs. It is also logical to change the unwritten duties of the VP and MD regarding the weekly post. Since the MD writes the weekly email, it is logical to have the MD write the weekly post, as they are usually the same material. The VP is still responsible for the content about the weekly meeting, which I don't ever see as needing alteration. Additionally, it was made Constitutionally clear that it is the responsibility of the VP to take point on BUIAA events and programs outside of the usual weekly meetings. This is important to designate because we came in with great goals this year for outside events, but since no one was officially designated, it was difficult to get the ball rolling. Obviously, the VP won't be doing these events all by his/her lonesome, but they will be the masterminds behind the events.

Two duties were added to the role of MD this year, and I am personally very, very excited about both of them. The IRR launched a blog this year to increase web presence and number of opportunities for members to share their thoughts, ideas, and opinions. There will be a minimum of four blog posts per month (one per week). This entire concept is institutionalized in the position of the Blog Editor. It is now the MD's role to be the web liaison for the Blog Editor of the IRR. It is important to maintain consistency on the website, and by limiting the number of members with access to the site, this is an easier task. The tasks related to the IRR Blog include: posting the weekly blog post from the IRR writing staff after it is edited by the Blog Editor on Wednesday nights, attending monthly meetings where due dates and topics of blog posts are discussed, and working with the Blog Editor on expanding and improving the blog. As mentioned, the IRR blog is a great way to get members' names out there with their published work, and will increase web traffic to our site. The other addition to the website that falls under the MD's purview is the "Outside Events" section. Informing members of outside events is a great way to improve member involvement and is also a great tool when building relationships with other student organizations.

Global Village will still be organized and spear headed by the MD this year. I came into the semester with a lot of ideas about this event, and I am excited to keep the momentum of last years. I am looking to expand the number of cultural and philanthropic groups that attend, and am already in contact with large student groups including Umoja and the HCA. I envision the event filling the SAC gym (which is already reserved for April 5) with booths alternating between the cultural and philanthropic groups. I want there to be a dessert cook off (since deserts usually don't require excessive heating or cooling that would necessitate additional BUIAA purchases). I'm really excited to hammer out details of this event over winter break and tackle it in the Spring!

As an Eboard member, I believe the MD has an important job of communication with the Secretaries-General and the IRR editor in chief. These three "arms" of BUIAA are HUGE tools and areas of marketing and it is imperative all four of us are on the same page of general direction and focus. They are each great ways to encourage students with specific interests to get involved in BUIAA and provide a way for the club to expand at each semester. I would really like to start meeting with all three heads of these arms and the President to discuss where we want to see BUIAA head as a club and how to get there.

I feel that this semester's Eboard has functioned incredibly well, and I am happy with what we have accomplished. I believe that shifting the responsibilities between VP and MD clarified a large amount of the gray area and will allow us to improve our outside events in particular. I am proud that we continued the new tradition of a "Future of the Club" meeting and that we held it so early in the school year. I see these meetings as imperative, and they really help remind the Eboard what the membership wants and where we can grow. I am incredibly optimistic of the new Travel Team. This is something I felt strongly about as a member, and I am thrilled to be a part of the Eboard that really changed the game, travel team wise. I fully, fully support the Travel Team creation and constitutional section. It helps my job from a marketing point of view at both the BU level and general collegiate level. It is a great way to advertise BUIAA to other clubs and schools; if we do cool things at home, other schools will notice, helping us in travel, and vice versa. While there is a lot to be proud of this semester, there are also things that could have been improved.

As mentioned, I love the clarification of duties, however, I wish we would have discussed these changes and implemented them earlier. As an Eboard, we came in with a lot of grand ideas panel and event wise, but once the school year started, everything was simply too hectic to implement more than a few. I definitely believe this will improve next semester though, as two events are already in the works. I also believe that in the area of events, we can do more geared towards cultural understanding. We had a few weekly meetings where we discussed specific regions of the world, but I definitely did not follow through in my goals of creating partnerships with other cultural groups through weekly meetings and partnered panels. During the summer, we discussed leaving a few weekly meetings open for current events. While I absolutely loved that we planned most of the weekly meetings (and think that it led to the overall ease of the semester), I agree with some of the other members that a few designated "current events" discussions

would enhance our weekly meeting schedule. A goal that I personally didn't meet was the employment of social media. I completely neglected Twitter, and can do more on Facebook. Thankfully with the blog, there will be more posts going on the BUIAA website that I can plug and advertise.

I am happy with the majority of the work I have accomplished on the Eboard so far, but there are certainly things that I still hope to achieve, and really want to work on over Winter Break and next semester. First and foremost, I want a better relationship between BUIAA and BU departments. The IR department is great with plugging all of our events, but these relationships can definitely improve and aid in the recruitment effort. Creating these relationships can also increase the number of opportunities afforded to our members. A major part of my break and second semester will be designated to Global Village, and I have a few additional goals specifically for this. I want more member involvement in the planning, and to get great members involved. I know two years ago (the first year) was aided by a good team, but last year a lot of work fell solely to the MD, and while I would not at all mind the work, I believe member involvement is incredibly important to building the sustainability of our club, and Global Village is a great way to do this. I also would like to have more member involvement in event planning. There is a huge number of phenomenal freshmen this year and they, along with other new members, would be great assets in planning events like Global Village.

A recruitment campaign has been mentioned, and I fully intend on planning a large one over winter break (drafting emails, finding club presidents, etc). The larger recruitment strategy will be enhanced with work through BosMUN and BarMUN. Since I am Conference Affairs Director and Chargé, I will be able to successfully implement an overarching strategy of increasing BUIAA's presence on campus, in Boston and on the circuit.

Overall, I am pleased with the work the Eboard has completed this year. I think that I have learned a lot of lessons and will be able to fully reach my initial goals and plans that I set at the beginning of the year by the end of the Spring semester. BUIAA is at an incredible point right now, and I am proud to be a part of the group that will launch it from this strong foundation created by previous members and Eboards.