ASI, Association for Intercultural Awareness (AICA)
Public Relations Coordinator • Position Description

The Association for Inter-Cultural Awareness (AICA) of the Associated Students, California State University, Fullerton, Inc. serves as the multicultural programming board of the ASI. AICA encourages and supports the multicultural programming of Council Members by controlling and distributing the ASI funds. AICA serves as an instrument of student opinion and advocacy, and provides a forum for Council Members to share their experiences as members of the CSUF community.

Time Commitment: 12 -15 hours per week • Compensation: $1,168 Student Leadership Scholarship

General Responsibilities
• Prepare and post agendas for all regular and special General Council meetings. To comply with all provisions of the Gloria Romero Open Meetings Act:
  - Agendas must be posted at least 72 hours in advance for regular meetings (Monday, 3pm) and 24 hours in advance for special meetings (Wednesday, 3pm)
  - Agendas for all regular and special General Council meetings must be posted outside the AICA office and in the ASI Leader & Program Development office (TSU-269).

• Record and maintain accurate official minutes at General Council meetings.
• Prepare meeting room (Gabrielino) before the meeting begins. This includes providing copies of all documents and materials necessary for meetings including but not limited to meeting agendas, minutes, budget, name plates, and finance committee evaluations.
• Take attendance (roll call); monitor and record attendance
• Maintain attendance records for all General Council members and update chair on attendance status of council members
• Maintain an archive of all proposals, minutes, agendas and handouts from General Council meetings.
• Conduct the general council meeting in the absence of the chair.

• Coordinate and implement marketing plans for all AICA sponsored programming. Programs include but are not limited to: Multicultural Taste, Rally Against Hate, and Culture Couture.
• Meet with General Council members who receive AICA funding to plan marketing for the event.
• Consult with AICA General Council members on promotional strategies for events.
• Create committees and marketing schedules as well as assign duties needed to promote AICA hosted events with AICA General Council Members.
• Work in collaboration and cooperatively with executive board, general council, and with ASI publicity to create marketing materials that promote and ensure program success.
• Work with AICA marketing to update AICA website on a monthly basis.

Meetings
• Attend weekly AICA Executive Board Meetings
  - Review rough draft of agenda and minutes for AICA General Council Meetings.
  - Discuss attendance and the weekly focus of marketing planning time with the executive board
  - Review allocation requests and provide feedback as directed by AICA Chair.

• Attend weekly AICA General Council and Finance Committee Meetings: Thursdays from 3:00-6:00pm.

Training and Advising
• Attend mandatory leadership retreats (no exceptions)
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- ASI Summer Institute: June 4-7, 2012; July 2, 2012; August 1, 2012
- AICA Executive Board Power Hours: June-August 2012, every Tuesday 10am-2pm
- Executive Senate Leadership Conference: August 22, 2012 and January 23, 2013
- ASI Winter Institute: January 16-17, 2013

• Attend contact meetings with AICA Advisors on a weekly basis.
• Maintain a legacy binder that will be passed on to the next AICA Events Coordinator.
• Coordinate and participate in leadership transition activities.

Requirements:
☐ Must be currently enrolled (non-extended education) and earn a minimum of six (6) semester units for undergraduate students or 3 units for graduate students per term while holding office.
☐ Must have completed no more than 150 CSUF semester units for undergraduate students or no more than 50 CSUF semester units for graduate students.
☐ Must have CSUF overall 2.5 cumulative GPA, and maintain 2.0 semester GPA.
☐ Must be in good standing -- must not be on probation of any kind.

Benefits of Participation
> Serve in a high profile ASI leadership position.
> Develop and sharpen leadership skills such as public speaking, marketing, and conflict resolution.
> Develop familiarity with budget management, funding proposal review, and providing feedback.
> Opportunities to network with university administrators, faculty, and staff and student leaders.
> Opportunities to learn about the cultural diversity among CSUF student organizations.
> Play an active role in decisions that affect a large part of the university.
> Develop familiarity with ASI policies and procedures and university-wide policies and procedures.
> Shape policies that affect students.
> Improve your marketability for prospective employment and graduate admission.

Application Process:
❖ Submit an application to ASI Office of Leader and Program Development, TSU 269. AICA chair will review all applications and conduct interviews.

❖ AICA chair will recommend an applicant for selection to the AICA General Council.

❖ Selected applicant will deliver a brief speech at an AICA General Meeting outlining interest in this leadership position. Themes or ideas applicants should to consider addressing in the speech include: reasons for applying for the position; any specific leadership experiences that may uniquely qualify applicant for the position; your leadership style or philosophy; your vision for AICA; goals that you might like to accomplish or that are directly related to AICA.

❖ After the speech is presented, AICA representatives will vote for a PR Coordinator.

❖ Once a coordinator has been elected, then the AICA executive board will schedule transition meetings. Public Relations Coordinator serves June 1, 2012 to May 31, 2013.

If you have questions, please feel free to contact:
Association for Inter-Cultural Awareness • TSU 261 • aica@fullerton.edu • (657) 278-2914

Updated on 3/21/2012
Name ____________________________________________________________

Address __________________________________________________________
City ____________________________ Zip __________________________

Primary Phone ____________________________ Secondary Phone ____________________________

Email Address ____________________________ CWID ____________________________

Major ____________________________ Class Level ____________________________ Expected Graduation Mo/Yr ____________________________

CSUF Overall Cumulative GPA: ____________________________ Semester GPA (Fall 2011): ____________________________

Requirements:
➢ Must have a CSUF overall 2.5 cumulative GPA, and maintain semester GPA of 2.0
➢ Must be enrolled in the Fall 2012 and Spring 2013 semesters with at least 6 units for undergraduate students or 3 units for graduate students
➢ Must have completed no more than 150 CSUF semester units for undergraduate students or no more than 50 CSUF semester units for graduate students
➢ Must attend mandatory retreats and trainings (see position description)
➢ Work cooperatively with chair, advisors, and other appointed officers, as well as general council members, to promote and ensure program success
➢ Successful applicant will be awarded a Student Leadership Scholarship ($1,168)

Skills and/or Knowledge Required:
➢ Excellent interpersonal, organizational, marketing, and time management skills
➢ Detail-oriented approach to responsibilities extremely important
➢ Understanding and awareness of diversity as it relates to university settings
➢ Familiarity with current social issues that rise to the level of advocacy
➢ Ability to work well with a team and the ability to multi-task

To complete your application, please submit the following items:
a) Signed application
b) A copy of your unofficial transcript
c) A copy of your résumé
d) Written responses to the applicant questions
e) Signed Voluntary Authorization for Educational Record Disclosure

Return signed application with all requested materials to the ASI Leader & Program Development, TSU-Room 269. Deadline to apply is Friday, May 4, 2012 by 5pm.

Applicant Signature ____________________________________________ Date ____________________________
Applicant Questions • AICA Public Relations Coordinator

1. Why do you want to be the AICA Public Relations Coordinator? Please explain. Be specific.

2. What skills and experience do you possess that qualify you for this position? Please explain. Be specific.

3. How will you engage and collaborate with others to benefit AICA? Please explain. Provide specific examples.

4. List three public relations-related goals you would like to accomplish in this position. Be specific.
   • Explain how you will achieve these goals.
   • Explain specifically how these goals highlight your attention-to-detail-skills.

Associated Students, CSUF, Inc. Voluntary Authorization for Educational Record Disclosure

A. University Policy

University policy prohibits the release of personally identifiable information from the educational records of students without their prior written authorization. Exceptions to this policy include: a) release of such information to a specified list of officials with legitimate educational interest in the record, b) the release of such information in response to a court order, health or safety emergency, or approved research project, or c) the release of public directory information which has not been previously restricted by the student.

B. Associated Students, CSUF, Inc. Leadership

I authorize Associated Students, CSUF, Inc. to access my academic record to verify that I meet all academic eligibility requirements for the position for which I am applying. I further authorize Associated Students, CSUF, Inc. to access my disciplinary record, if any, on file with the Dean of Students Office. I understand that this information will be obtained by the Dean of Students Office or the Office of the Vice President for Student Affairs, and released only to the Director, ASI/TSU Office of Program Support of Associated Students, CSUF, Inc.

I understand the purpose of this disclosure is to ensure that I comply with the minimum academic requirements established by the Corporation’s By-Laws. I understand that this release will remain in effect as long as I remain in a position of leadership within the Corporation, unless I submit a written revocation of this authorization to the Dean of Students Office.

________________________________________________________________________
Signature

Date

________________________________________________________________________
Print Full Name

Campus-Wide ID#

Updated on 3/21/2012