

THE ENERGY COALITION

Officer Roles

1) Chair

- a) Communicate vision for EC and work with Vice Chair to provide direction for EC
- b) Attend and direct all events and event planning
- c) Hold officers accountable for their roles and meet with them to plan and develop events
- d) Responsible for internal and external communication for EC (collaborate with UCS and UH Energy)
- e) Create an agenda for board meetings and moderate all board meetings and discussions
- f) Plan orientation for new officers to train and inform succeeding officers of their responsibilities
- g) Serve as a tie breaker in the case of split board and coalition voting outcomes
- h) Maintain a positive relationship with EC's corporate partners
 - Mentorship
 - Develop annual scholarship distribution system
 - Maintain the relationship between EC and the EC Alumni Board
 - Plan social events for EC board
 - Work with board to develop an annual general event agenda with noted dates/deadlines

2) Vice Chair (VC)

- a) Work with board members to ensure responsibilities are executed in a timely manner
- b) Keep up team morale among the board members
- c) Work with Chair to brainstorm new events and initiatives for the Board
- d) Help plan orientation for new officers to train and inform succeeding officers of their responsibilities
- e) Serve the role of Chair if the Chair is not present
 - Mentorship
 - Plan social events for EC board
 - Work with board to develop an annual general event agenda with noted dates/deadlines

3) VC Operations

- a) Responsible for taking notes during all EC Board meetings and post them to Google Drive for all board members
- b) Take attendance at Board meetings and keep record of attendance for all EC events
- c) Review documentation for all board members and ensure Google Drive for each role is maintained and organized
- d) Keep a record of all volunteer hours served for UH Energy and ensure records match those of the UH Energy office
- e) Coordinate logistics for any event that does not fall into the responsibility of another board member
- f) Find ways to develop the organization
- g) Host NextGen meetings for those who will stay on the board the following year

- h) Coordinate with other officers to find suitable board meeting date and time at the beginning of each semester
- i) Book rooms for each meeting and all EC events and ensure all requirements and policies are met and followed correctly

4) VC Finance

- a) Maintain signature authority on all checks issued by this organization
 - Propose and maintain annual budget
- b) Maintain funds request system and assist members in event funding if necessary
- c) Inform officers/Chair of budget issues if they arise
- d) Maintain signature authority on all checks issued by this organization
- e) Coordinate food and payments for food for board meetings and events

5) VC Corporate Relations

- a) Maintain relationships with our corporate partners
 - Actively seek potential corporate sponsors
- b) Maintain Corporate Sponsorship packet
- c) Execute general fundraising efforts as necessary and plan Corporate Dinner
- d) Host corporations at EC events
- e) Invite corporations to all of our major events and maintain communication with them throughout the event process
 - Main point of contact between professionals and EC
 - Uphold the integrity of EC's core values, mission statement, etc.
 - Reach out to other board members for industry contact information before our events

6) VC Marketing Project Manager

- a) Produce all marketing direction through marketing team (VC Design, Webmaster, VC Communications, VC Media Outreach).
 - Maintain Marketing Budget and work with Finance Chair to ensure funding is available
- b) Formulate PR agenda for all events
- c) Lead design decision for name tags, polos, and merchandise for giveaways
 - Communicate with Chair and Vice Chair for direction on events
 - Provide flyers to the EC board to post for advertising purposes
 - Order all marketing materials and ensure proper documentation of all transactions
 - Maintain consistency for EC brand strategy

7) VC Design

- a) Create all marketing materials to be used by the organization (flyers, online media, etc.)
- b) Produce quality flyers and marketing materials for all EC Events
- c) Design shirts for EC officers
 - Design name tags
 - Maintain a consistent design for all EC branded material
 - Work with UH Energy to design our Corporate Sponsorship Packet
 - Plan and execute an officer's photoshoot to get headshots for all officers at the beginning of the year

8) VC Webmaster

- a) Responsible for website maintenance and update all events for EC and student organizations

- b) Must coordinate with VC marketing, VC Design and VC communications about information that needs to be published on website.
- c) Responsible for communicating with UH Energy to retrieve information from them for posting.
 - Plan a Public Relations agenda for the website
 - Post more engaging material on the website related to current events and students' perspectives
 - Highlight the University of Houston through the website
 - Post officer's headshots, bios, and organization information
 - Design a usable interface for the website

9) VC Media Outreach

- a) Maintain social media accounts (Facebook, Twitter, Instagram, etc.)
- b) Update accounts with event information
- c) Maintain open communication lines and relationships with established media institutions
- d) Post articles and stories relevant to energy industry to social media platforms.
 - Take pictures at all EC events
 - Be the main of contact between EC and our media audience
 - Be aware of upcoming events and answer questions that may come up
 - Have a set schedule of posts
 - Use analytical data to improve our engagement across all of our platforms
 - Determine which key players in the energy industries we can invite to our events

10) VC Communications

- a) Create monthly newsletter to send out to EC mailing list
 - Create for a schedule for disbursement of our newsletters
 - Determine ways to attract more subscribers to our mailing list
 - Ensuring all of our communications are professional and engaging
 - Manage mailing list

11) VC Community Outreach

- a) Brainstorm new opportunities for outreach events and execute all logistics for events as necessary
- b) Work with board members to promote outreach events
- c) Gather volunteers and participants for outreach events
- d) Communicate outreach vision for EC and EC involvement in the community
 - Work with UH Energy to find community events that EC could get involved in

12) VC Symposium

- a) Develop volunteer schedule and coordinate all details for Energy Symposium
- b) Forward volunteer hours for Symposium to UH Energy and to VC Operations
- c) Ensure room is booked for Energy Symposium and coordinate with UH Energy to execute a successful event
- d) Host professional speakers and ensure all action items are taken care of the night of event
- e) Research Symposium topics and professional speaker's bio
- f) Plan and gather volunteers for the discussion the day before Energy Symposium
- g) Work with VC Design to develop flyers and marketing material for Symposium
 - Maintain a strong relationship with UH Energy

13) VC General Events Project Manager

- a) Work with UCS to coordinate Energy Career Fair
- b) Coordinate Energy Banquet by ensuring room is booked, speakers are invited, and all logistics for Energy Banquet are taken care of
- c) Help plan tailgates during the fall and book necessary space, food, etc.
 - Develop itinerary for all events

14) VC General Events Professional Dev.

- a) Gather volunteers for all of our events (except Symposium)
 - Plan all aspects Energy Night
- b) Develop itinerary and event questions
 - Bring in speakers to EC Board to further develop professional development amongst officers
 - Plan all tailgates in the fall

15) VC Business Competition

- a) Supervises and manages tasks of all team officers and volunteers
- b) Responsible for all protocol guidelines such as maintaining fairness, enforcing rules, and observing general contest protocol
- c) Responsible for all marketing materials, recruitment, and will be the point of contact for participants if they are to have any questions or concerns.
- d) Assessing the eligibility of all participants and judges while defining scoring scheme clearly
- e) Developing written competition guidance for all participants
- f) Ensure all rooms are booked for events and equipped with necessary equipment
- g) Create events and tools that help connect teams across all disciplines
- h) Coordinate all aspects of internal competitions: funding, logistics, content, etc.
- i) Supply manpower and ideas for external competitions to the UH Energy liaison.
- j) Execute focused, incremental marketing and corporate outreach.
 - Work with marketing to promote our competitions

16) VC Student Org Project Manager

- a) Guide and manage Student Org Relations and Student Org Communication Chairs
- b) Relay information to EC Board about student organizations
- c) Coordinate student organization events
- d) Ensure mailing list is up to date and student organization events info are collected
 - Plan Student Org meeting at designated times
 - Help involve student organizations in all EC events
 - Help student organizations team build relationships with new/previously uninvolved student orgs
 - Maintaining a list of student organizations by colleges
 - Determining target student organization EC could potentially work with
 - Advertise EC events to organizations and provide a PR agenda to the rest of the SOR team
 - Work with General Events to plan tailgates

17) VC Student Org Relations

- a) Responsible for obtaining monthly events from student organizations and relaying the information to VC Communications for monthly newsletters
- b) Obtain officer and member list from assigned organizations

- c) Serves as a liaison between the Energy Coalition and all our supporting organizations to keep them involved
- d) Attend various student organization events
 - Maintain relationships with assigned organizations

18) **VC Student Org Communications**

- a) Responsible for obtaining monthly events from student organizations and relaying the information to VC Communications for monthly newsletters
- b) Obtain officer and member list from assigned organizations
- c) Serves as a liaison between the Energy Coalition and all our supporting organizations to keep them involved
- d) Attend various student organization events
 - Maintain relationships with assigned organizations