# ULV LogoCab Logo Final**Campus Activities Board (E-Board)**

# **Co-Chair & Marketing Application**

For the 2017-2018 Academic Year

Name: ID#:

Address:

Contact Phone Number:

Contact Email:

COMMUTER or RESIDENT *(circle one)*  T-Shirt Size: *(Unisex)* Women’s Size:

Class Standing in Fall 2018 *(circle one):* SOPHOMORE JUNIOR SENIOR

Expected Graduation Date:*(Semester / Year)*

Major: Fall 2017 GPA: Cumulative GPA:

**Signature:**

*Your signature above gives the Office of Student Life permission to verify your GPA and standing.*

* Academic & social standing eligibility:
  + Minimum requirement of 2.50 GPA (cumulative & semester)
  + Must be in good judicial standing with Housing and the University

General Information:

The Campus Activities Board (CAB) at the University of La Verne is a non-profit student organization, which serves as the largest student programming board on campus coordinating a variety of programs annually. The Campus Activities Board is one of the most exciting and active groups on campus. Consisting of nine committees that program in different areas of interest, CAB constantly strives to develop new and innovative programs for the campus community. Committees include: Comedy, Concerts, Films, Spirit, Major Events, Multicultural Programs, Philanthropy and Special Events. Through involvement, CAB also provides students with concrete experiences in planning, marketing, and implementing programs to help them develop lifelong skills to complement their academic experiences at the University of La Verne. The Campus Activities Board is primarily funded by the Associated Students of the University of La Verne from student fees paid by each traditional undergraduate student enrolled at the University of La Verne.

All positions are paid positions. Pay rates vary depending on the position and are not work-study positions. Required office hours are 8+ hours plus assisting/supporting/attending CAB events as designated.

**If selected, you must be able to attend a weekly CAB staff meeting (approximately 1 hour).**

**MANDATORY WEEKLY CAB MEETING: MONDAYS @ 4PM-5PM**

Job Descriptions:

If you are interested in seeing a job description for each of the CAB Chair positions, please stop by the Office of Student Life or visit the CAB website: [**http://sites.laverne.edu/student-life/campus-activities-board/cab-application**](http://sites.laverne.edu/student-life/campus-activities-board/cab-application)

***Executive Board: [Select all position(s) of interest]*** *If applicable-RANK with preference/priority*

CAB Co-Chair *(2 positions available)*

Marketing/Public Relations Chair

***Please answer the following questions on a separate piece of paper: (please type your responses)***

1. **What’s CAB?:** Why is CAB important to the La Verne college experience?
2. **What’s Happening Tonight?! :** Aside from posting information on social media, how can CAB improve on marketing their events? What strategies or ideas do you have to better reach the student population? How can we better reach the commuter student population?
3. **Cabbie SOS:** Explain how you would handle and address unforeseen issue that arises during a CAB event. This includes paperwork, vendor issues, weather, etc.
4. **Crash & Burn:** How can you keep Cabbies motivated and energized throughout the year? What support can you provide Cabbies to ensure they bring 110% to their CAB events?
5. ***\*\*MARKETING APPLICANTS ONLY:***
   1. What software programs do you primarily use when creating posters, flyers, etc.? Please rate your comfort level as followed: 1 – least experience to 5- most experience.
   2. What are key elements of captivating the student population to attend a CAB event?
   3. Please submit at least 2 samples of posters you have designed. *(Please limit your poster size to 11” x 17” max). (Color preferred).*
   4. What are some social media strategies that you have implemented/ will implement when working with CAB?
   5. ***CREATE a new 8 ½” x 11” color poster to promote one of the events listed:***
      1. ***Welcome Week***
      2. ***CAB Calendar***
      3. ***Destination Procrastination***

**Please include in this application:**

1. Current resume
2. One reference letter *of support with contact information from a previous employer, supervisor, or mentor. (this letter may not be from staff in Student Life or from any student).*
3. Please list other time commitments during the 2018-2019 year. ( please include: other positions/involvements on campus, other jobs: on-campus and off, internships, 2018 summer plans, etc.)
4. ***Please list your availability for an interview for the following days: March 26th-30th (Weekdays only)***

*\*\*Please note: If you are selected for the position, you are not eligible to hold or apply for:*

*ASULV, Club Coordinator, an RA (Resident Assistant Position), or Student Life front desk staff.*

***APPLICATION DEADLINE: Friday, March 16th, 2018***

***by 12:00PM in the Office of Student Life***

**Application must be complete and submitted on time to be considered for an interview.**

**If you have questions, please contact:**

**CAB Advisor – Cindy Vallejo at** [**cvallejo@laverne.edu**](mailto:cvallejo@laverne.edu) **and at ext. 4481**