



SUMMER ORIENTATION LEADER POSITION and PORTFOLIO DESCRIPTIONS 2018

Position Title: Summer Orientation Leader

Department(s): Student Experience Office

Term of Position: May 14th, 2018 – September 10th, 2018 (35 hours/week)

This position will be required to work during some Saturdays (throughout July and August).

Remuneration: \$15/hr

The Student Experience Office (SEO) provides students with transition support and engaging programming opportunities that complement the academic experience and foster a sense of belonging and community. Carleton University's new student orientation program focuses on: the holistic development of all students and facilitation of the transition process which includes; integration of all students intellectually, culturally, and socially into the Carleton community.

Reporting to the professional staff in the SEO, Orientation Leaders are integral to the successful implementation of the *Summer Orientation Program*. Summer Orientation is a program designed for new students and their parent(s). Each one-day Summer Orientation session is designed to promote the student's personal academic success and individual development. Informative presentations, small-group activities, academic advising, and support with class registration are designed to help students start university informed and confident. The program also strives to help parents by assuring them of the academic support available to their student. The Summer Orientation Sessions take place on most Fridays and Saturdays during July and August.

As well as implementing Summer Orientation, Orientation Leaders will be involved in project work related to one of the following portfolios: Alternative Spring Break, Awareness Campaign Promotions, Centre for Student Academic Support: Online Learning Assistance Production and Design, Community Engagement, Digital Production and Design, International and Exchange Student Orientation Programs, Mentorship and Leadership Initiatives, and Student Life.

REQUIREMENTS:

- Enrolled as a full-time Undergraduate student at Carleton University for the upcoming 2018/2019 academic year.
- In good academic standing (as defined in the Carleton University Undergraduate Calendar).
- Excellent communication, interpersonal, and group process skills.
- Strong problem solving skills, attention to detail, and ability to work well under pressure.
- Knowledge of the University, its administrative processes, and the services that are offered to students.
- Sensitivity to the needs of all new Carleton University students and their families.
- High levels of professionalism, and a strong understanding of customer service and public relations.
- Ability to be an ambassador for Carleton University, promoting positive values, and leaving a positive impression with all participants.
- Event planning experience is an asset.



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CORE RESPONSIBILITIES:

- Actively participate in on-going staff training to increase knowledge of campus support services, academic advising, presentation skills, and other topics related to assigned portfolios.
- Deliver presentations, provide campus tours, and contribute to running daily sessions (i.e. registration table, providing directions to participants, set-up/clean-up, etc.), and overall, ensuring participants have a meaningful experience.
- Plan and implement events: arranging venues, food, transportation, audio-visual equipment, and recruiting/managing volunteers.
- Work with the Program Coordinator and Team Leader to improve the quality and effectiveness of the Summer Orientation Sessions
- Work with campus and community partners ensuring communication is clear, accurate, and timely.

PORTFOLIO RESPONSIBILITIES:

Each Orientation Leader will be responsible for one portfolio in addition to the core responsibilities.

Alternative Spring Break

- Primary focus of the portfolio would include: the Alternative Spring Break program.
- Assist in the development of ASB promotional materials and a recruitment strategy for the Alternative Spring Break program.
- Identify fundraising and sponsorship opportunities for the Alternative Spring Break program.
- Edit Alternative Spring Break pre-departure materials and assist in revising pre-departure content for the 2018-2019 academic year.
- Develop an internal communications plan for the Alternative Spring Break program.
- Plan Alternative Spring Break service-learning initiatives for the academic year, in collaboration with the Community Engagement Summer Orientation Leader.
- Assist other Summer Orientation leaders with assigned portfolios as directed.
- In this role, the staff member will report to the Student Development and Community Outreach Coordinator of the Student Experience Office.

Awareness Campaign Promotions

- Primary focus of the portfolio would include: supporting the Office of Student Affairs with promotional strategies for awareness campaigns such as 'CU Don't Know'.
- Develop marketing material for print and online promotion of the CU Don't Know program including the creation of posters and themed social media campaigns.
- Maintain and develop website content using WordPress.
- Research and collect information for the Student Affairs annual report on alcohol harms reduction.
- Assist other Summer Orientation leaders with assigned portfolios as directed.
- In this role, the staff member will report to the Director, Student Affairs.



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Centre for Student Academic Support: Online Learning Assistance, Production and Design

- Primary focus of the portfolio would include: develop a video series for study skills development that encourages students to implement reliable strategies for academic success.
- Redesign skill development and writing services web resources, creating an online learning resources library.
- Design CSAS brochures, posters, and other promotional materials.
- Participate in planning the framework for CSAS flagship events.
- Refine CSAS communications plan for 2018/19.
- Video production knowledge required.
- Graphic design experience and word press website experience preferred.
- In this role, the staff member will report to the Manager, Centre for Student Academic Support.

Community Engagement

- Primary focus of the portfolio would include: Campus to Community Days and Carleton Serves.
- Plan service-learning initiatives (Campus to Community Days and Carleton Serves) for the academic year.
- Assist in the planning and execution of Carleton Serves, a one day service-learning initiative that occurs in late September, in collaboration with various partners in Ottawa.
- Assist in the creation of Community Service-Learning promotional materials.
- Assist other Summer Orientation leaders with assigned portfolios as directed.
- In this role, the staff member will report to the Community Service-Learning Special Projects.

Digital Production and Design

- Primary focus of the portfolio would include: supporting the online and in print marketing strategies of the Student Experience Office.
- Design materials such as online and print posters, buttons, and the Fall Orientation Handbook.
- Proficiency in Adobe Illustrator, Photoshop, and InDesign is an asset but not required.
- Assist other Summer Orientation leaders with assigned portfolios as directed.
- In this role, the staff member will report to the Digital Communications Lead.

International and Exchange Student Orientation Programs

- The primary focus of this role is supporting the international student orientation programs offered by the International Student Services Office. This involves coordinating a schedule of social and cultural activities in the Ottawa community, working and scheduling volunteers, and completing administrative tasks as required.
- Answer inquiries made by new incoming international and exchange students.
- Coordinate and prepare events and activities during orientation week.
- Assists with the staffing of events and scheduling of all International Orientation Ambassadors (orientation volunteers).
- Provide support to the department by answering inquiries made by phone, e-mail and in-person.



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- Develop and facilitate presentations and materials for new international students.
- Assist with the implementation of office policies and procedures.
- Assist other ISSO staff with assigned portfolios as directed.

In this role, the staff member will report to the Coordinator, Intercultural Programs.

Mentorship and Leadership Initiatives

- Primary focus of the portfolio would include: The Mentorship Network programs and resource development, and assisting with the development of the SOAR Student Leadership conference and other leadership initiatives.
- Assist with the development of resources for the Mentorship Network, and assist with the planning and implementation of the First Year Connections Program, and the First Generation Kit program.
- Assist with summer planning processes for Campus Activity Board events and training programs.
- Develop training plans for student mentors, including updating existing training materials and manuals, analyzing evaluations, and other related tasks.
- Review the database of student support resources, workshops, and tools accessible online for student mentors and campus partners, and creation of new supports for these databases.
- Assist with other projects including Academic Orientation Day preparations, and the planning and implementation of Youth Futures Day.
- In this role, the staff member will report to the Mentorship & Transition Support Coordinator.

Student Life

- Primary focus of the portfolio would include: Expo Carleton, overseeing the execution of the CU Spirit Day program, tracking fall orientation sponsorship contracts and assisting with special projects in the Student Experience Office.
- Responsible for coordination and planning of Expo Carleton during Fall Orientation Week.
- Oversee the execution of CU Spirit Day program including: drafting digital marketing material, managing inventory items across campus, creating point-of-sale kits for all vendors, establishing.
- Assist other Summer Orientation leaders with assigned portfolios as directed.
- In this role, the staff member will report to the Manager, Student Experience and Student Life.

APPLICATIONS ARE DUE TUESDAY, FEBRUARY 27, 2018 @ 4:00 PM.

ALL APPLICATIONS MUST BE SUBMITTED ONLINE TO www.carleton.ca/se0/summer/

For more information, please contact: Jennifer.Trimble@carleton.ca

ALL CANDIDATES MUST BE AVAILABLE FOR THE GROUP INTERVIEW ON SATURDAY MARCH 10, 2018 (9am-12pm).