

Senior Year Experience Board
MEMBER EXPECTATIONS

The SYEB is the group of undergraduate senior volunteers charged with advising OAR on senior interest, educating peers on philanthropy, and executing meetings and programming throughout the year. The SYEB works with the senior year experience (SYE) engagement officer on all aspects of the SYE to ensure that content and programming is relevant to the students and enhances their experience as seniors.

All members of the SYEB are expected to foster class unity and promote the SYE events and programming. While on the board, the members will create a collaborative and respectful environment to create a tailored, fun senior year experience for their peers. In addition to this, all members are expected to do the following:

1. Attend all SYE events;
2. Attend biweekly (every other week) meetings;
3. Support and be informed about the mission, services, policies, and programs of the SYE, SYEB, and OAR;
4. Educate peers on the importance of student philanthropy and solicit fellow seniors to make a senior gift;
5. Encourage fellow seniors to participate in Northeastern events and programming; and
6. Make a minimum donation representing their class year to the Legacy Campaign (e.g. a class of 2022 SYEB member would donate \$20.22) over the course of the year.

Leadership Roles

In addition to a standard board role, there are three leadership roles designed to help guide and lead SYEB. If you are interested in any of these roles, please indicate your interest in your SYEB application.

Chair

The chair of the SYEB serves as the spokesperson for the group. They are tasked with general leadership over the group, spearheading projects, and promoting the SYEB mission and goals within the Northeastern community. The chair holds a seat on the Young Alumni Advisory Board for the year they are chair, and may be asked to speak at Alumni Relations events and programming throughout the year. Chair expectations include, but are not limited to the following:

1. Serve as representative of the senior class to the university, community, state, nation and world;
2. Call and preside over meetings;
3. Meet with the vice chair and SYEB advisor on a weekly basis and as necessary;

4. Serve as a member of the Northeastern University Young Alumni Advisory Board and attend its quarterly board meetings to report on SYE programs, events, and activities;
5. Facilitate the incorporation of the senior class into the greater campus community by acting as a representative to other organizations, departments, and university officials;
6. Appoint special or ad-hoc committees as needed;
7. Work closely with other members as needed; and
8. Serve as a positive role model for members by reflecting an enthusiastic attitude.

Vice Chair

The vice chair supports the chair in leading the SYEB and collaborates with the Social Media Coordinator on SYEB's online presence. A main focus of the vice chair will be promoting Northeastern's philanthropic initiative on campus to the class of 2022. The vice chair serves in absence of the chair when necessary and is expected to meet all membership expectations. The vice chair will specifically be expected to:

1. Collaborate with the chair on leadership of SYEB;
2. Create, distribute, and analyze senior surveys;
3. Meet with the chair and SYEB advisor on a weekly basis and as necessary;
4. Influence senior class to sustain involvement throughout entire SYE;
5. Educate seniors on the Legacy Campaign and promote Northeastern's philanthropic initiatives;
6. Develop a giving campaign specific to the senior class and garner student donations; and
7. Work with the social media coordinator on growing SYEB social media followings, specifically a class of 2022 audience.

Social Media Coordinator

The social media coordinator oversees the social media accounts and marketing for the SYEB. This includes posting regularly on our Instagram, Facebook, and Twitter, cultivating a senior following on our channels, collaborating with OAR Marketing and Communications staff on projects, and creating digital content featuring the SYEB. The social media coordinator will be specifically asked to:

1. Oversee social media (Facebook, Instagram, others as needed) and post regularly;
2. Stay up to date on the latest news from the website and senior newsletter and share content on social media;
3. Serve as SYEB's content creator and collaborate with OAR on projects;
4. Respond to messages received through social media and inform the advisor on comments, concerns, or suggestions; and
5. Lead a follower cultivation plan and collaborate with the vice chair on growing SYEB social media followings, specifically a class of 2022 audience.

Your SYEB Advisor

Caroline Carr is your SYEB advisor and connection to the Office of Alumni Relations. Caroline works as the senior year experience engagement officer and reports to C. Hawkins, Director of Student Engagement + Philanthropy. As your SYEB advisor, Caroline's duties include the following:

1. Serve as your bridge to the Office of Alumni Relations and other campus offices and organizations;
2. Call, plan, and preside over the leadership team meetings;
3. Provide SYEB with education materials and be your main point of contact for any questions;
4. Advise and guide the SYEB in the development and implementation of events and programs to ensure that all requirements are being met, and that all activities are appropriate and suited to the overall purpose of the organization, OAR, and the university; and
5. Be in full contact for all Senior Class events and programs or find a replacement contact in their absence (where appropriate).