



2016 Student Homecoming Committee

What is the Student Homecoming Committee?

- The SHC is a brand new committee created to provide opportunities for leadership and involvement with one of the university's longest-standing traditions: Homecoming. This committee will consist of a diverse group of students tasked with planning various events and initiatives over the next year for the 2016 Homecoming, which just so happens to be the 100th anniversary of University of Tennessee, Knoxville's first Homecoming!

What would I have to do on this committee?

- The selection committee is specifically looking for students with a passion for spirit, tradition, and event planning. The term would begin just before this year's Homecoming Week, which is November 8-14. The SHC will shadow the current events during this year's Homecoming with the expectation that they will take over said events for next year. Committee members will work with All Campus Events and other members of the university's Homecoming Committee as well.

What is the time commitment?

- Initial meetings will be once a month through the end of fall semester and through spring semester. Fall 2016 will consist of weekly meetings, as well as additional event planning time over the summer and fall. Additional meetings will be held as necessary, plus the possibility of subcommittee meetings.

What will I get out of the experience?

- SHC members will get experience in event planning, student organization management, leadership development, time management, conflict management, marketing skills, and risk management. The hope is to also give students more of a sense of ownership for Homecoming and school spirit. Whether you are looking at attending graduate school or searching for a job after graduation, these skills and experience will serve you well in your future endeavors.

Who can apply?

- Any undergraduate or graduate student with at least a 2.75 GPA. The student must be enrolled full-time at UTK for the spring 2016 and fall 2016 semesters. Students may study abroad over the summer, but not during spring or fall semesters. Current seniors may only apply if they plan to graduate in December 2016 or later.

I fit all the criteria! How do I apply?

- The application to join the SHC will be available online now until October 14th at 5 p.m. at <https://utk.collegiatelink.net/form/start/82336>. The selection team will review applications and notify all applicants of their status that week once they decide who will be invited to interview. Interviews will take place the week of October 19th, and the committee will be selected and notified the week of October 26th. New committee members must shadow the events they will be planning the week of November 8-14, 2015.

Who can I talk to if I have questions?

- Email Tyger Glauser, Assistant Director for the Center for Student Engagement, at tyger@utk.edu.

Co-Chair

Athletic Events

Chalk Ped Walk

Court

Kickoff

Office
Decorating
Contest

Paint the Town

Parade

Special Events

Spirit/Pep Rally

Tailgate

Co-Chair

Alumni
Relations

Campus
Outreach/
Service

Communi-
cations

Community
Outreach/
Philanthropy

Finance

Graphic
Designer/
Photographer

Membership

Publicity

Sponsorship

Volunteer

Student Homecoming Committee Position Descriptions

Co-Chairs (2)

- The SHC Co-Chairs will share the responsibility of overseeing the two branches of the SHC.
- The Co-Chairs will sit on the university's Homecoming Committee, comprised of offices and organizations from across campus that plan various events during Homecoming Week.
- One Co-Chair will oversee these 10 coordinators: Kickoff, Tailgate, Chalk Ped Walk, Office Decorating Contest, Parade, Paint the Town, Court, Special Events, Athletic Events, and Spirit/Pep Rally.
- One Co-Chair will oversee these 10 coordinators: Publicity, Sponsorship, Alumni Relations, Community Outreach, Finance, Membership, Campus Outreach, Graphic Designer/Photographer, Volunteer, and Communications.
- Preference for one of the Co-Chair positions will be given to an SAA member.

Coordinators

- **Athletic Events-** The coordinator will work with University Athletics to plan events centered around Athletics.
- **Alumni Relations-** The coordinator will work with the Office of Alumni Affairs to plan student-centered events with alumni and incorporate alumni into student Homecoming events. *Preference will be given to an SAA or UNITE member.
- **Campus Outreach/Service-** The coordinator will contact students, offices, faculty/staff, and student organizations to encourage participation in the week's events. He/she will also plan, or work with the Center for Leadership & Service to plan, a community service event or initiative during Homecoming.
- **Chalk Ped Walk-** The coordinator will plan and execute a new Homecoming event that allows students to decorate Pedestrian Walkway to celebrate the Homecoming theme in preparation for the Kickoff event.
- **Communications-** The coordinator will coordinate social media communication and assist with website updates.
- **Community Outreach/Philanthropy-** The coordinator will reach out to area restaurants and businesses to encourage their support and participation in Homecoming events. He/she will also plan a philanthropy event or initiative during Homecoming.
- **Court-** The coordinator will oversee the re-creation of a Homecoming Court selection process.
- **Finance-** The coordinator will oversee the Homecoming budget and ensure funds are spent properly.
- **Graphic Designer/Photographer-** This position will create posters and other Homecoming-related promotions, as well as being the designated photographer at all Homecoming events.
- **Kickoff-** The coordinator will plan and execute the new Homecoming Kickoff event featuring food, inflatables, games, and giveaways.
- **Membership-** The coordinator will recruit new members for the committee, take meeting minutes, and plan committee recognition.
- **Office Decorating Contest-** The coordinator will oversee the new Office Decorating Contest, including recruitment of offices and judges, and selection of winners.
- **Paint the Town-** The coordinator will work with Knoxville area businesses to get them involved in a new initiative to Paint the Town Orange during Homecoming Week. Businesses could have the option to either have a student organization paint their storefront windows, or decorate their windows themselves.
- **Parade-** The coordinator will plan all logistics for the annual parade, and work with Alumni Affairs and ACE on timing and lineup for participants and floats.
- **Publicity-** The coordinator will work with the Graphic Designer to create promotional materials, Communications to update social media, and they themselves will oversee all committee publicity, such as handbilling and postering campus.
- **Special Events-** The coordinator will think creatively to plan new events and initiatives for Homecoming.
- **Spirit/Pep Rally-** The coordinator will ensure school spirit is instilled in all Homecoming events and plan a pep rally during Homecoming.
- **Sponsorship-** The coordinator will solicit sponsorships from area businesses to fund future Homecoming events.
- **Tailgate-** The coordinator will explore options for a Homecoming tailgate event with student organizations.
- **Volunteer-** The coordinator will recruit volunteers as needed for various Homecoming events.