

## **PURPOSE OF ESA**

The purpose of the Economic Student Association is to enrich the learning experience of students by promoting student involvement outside of the classroom and by providing an organization that will prepare our members for life after graduation.

### **LEADERSHIP ROLES**

#### **President**

- Vision
- Calling and leading leadership meetings
- Management of all VP's and committees (this task should be divided and shared with the Exec. VP)
  - VP Academics
  - VP Women's Initiative
  - VP Free Market Group
  - Ultimately responsible for all of ESA's progress, activities, finances
- Unique responsibilities:
  - Finances
  - Interface with administration
- Energy and drive to make ESA better than it was last year
  - Energy that lasts throughout the year
- The President should meet often formally and informally with the Exec. VP to have a clear path forward
- Along with the Exec. VP they are responsible for selection of the next year's leadership and training. They should use their current knowledge and that of their leadership team to properly train and transfer all information to the new leadership.

#### **Executive Vice President**

- Assists President with all their responsibilities (everything listed above)
- Manage VPs and committees
  - VP Communications
  - VP Events
- Unique responsibilities:
  - Recruiting
  - Interfacing with recruiters from companies that come to campus
    - Announce information sessions, deadlines, application instructions
    - When possible, setting up information sessions for economics students
    - Recruiters often come to the club level to find dedicated people looking for jobs, Executive Vice President needs to be professional and timely in their communication
- Along with the President they are responsible for selection of the next year's leadership and training. They should use their current knowledge and that of their leadership team to properly train and transfer all information to the new leadership.

## **Vice President of Academics**

- Responsible for Cottage Dinners with Faculty
- Coordinating visiting scholar breakfasts
- Major Fair
- Grad School Fair
- Help ESA members be aware of paths to different careers and graduate school opportunities by:
  - Organizing a pre-registration night for upperclassman to advise freshman and sophomores on class choices.
  - Interfacing with faculty
  - Networking preparation and opportunities
    - ESA Grad school night (Law, MBA, PhD)
      - Recent grads, recruiters, etc. come to share information with potential candidates
    - Inviting Recent BYU Econ grads to come speak to ESA members

## **Vice President of Women's Initiative**

- Responsible for at least the following:
  - Promoting a positive view of women in economics
  - Providing support of current women in economics
  - Designing activities and events to highlight women's roles in economics
  - Organize monthly events for female majors and minors.
    - Occasionally invite interested freshman/sophomores and male majors and minors
  - Networking with other women's organizations on campus and other departments to further promote women in economics
  - Maintain Women In Econ media accounts (Gmail, Facebook)

## **Vice President of Communications**

- Responsible for at least the following:
  - Maintaining an updated, accurate, and enticing...
    - Club website
    - Social Media accounts (Facebook, LinkedIn, Twitter, Instagram, etc.)
  - Maintaining club inbox
  - Sending weekly (at least) emails for announcements
  - Maintaining the official club roster and contact list
  - Designing, producing, purchasing, and distributing club t-shirts
  - Designing and printing any necessary advertising or announcement

**Vice President of Events**

- Responsible for creating and carrying out club wide events
  - These events should include at least:
    - Opening Social
    - Involvapalooza
    - Basketball Tournament
    - Closing Social
- Ensuring and helping with the success of all other club wide events put on by other VPs