

Graduate Business Council Executive Elections 2021

# Roles & Responsibilities

As of February 12, 2021

Contents

President ..... 2

Vice President & Academic Affairs..... 3

Athletics Director ..... 4

Case Director..... 5

Corporate Relations Director ..... 6

International Relations Director ..... 7

Marketing & Communications..... 8

Social Director ..... 9

Student Affairs Director ..... 10

Wellness Director ..... 11

# President

## Overall Focuses:

1. Oversees the activities of the Executive members of the Graduate Business Council and of all Council members responsible for GBC activities.
2. Ensures the sustainability of the Graduate Business Council:
  - a. Sustainability defined, but not limited to: financial stability, organizational structure, environmental impact
3. Establish projects aimed to enrich the student experience and to continue to adapt the Council to meet students' needs.
4. Acts as liaison between the Faculty/Administration and the Council
5. Acts as liaison with Launch Week Organizing Committee from Schulich administration

## Authorities

1. Has signing authority.
  - a. Will appoint 1 additional authority to an additional Executive member.
2. Can approve Event Proposal Forms (EPFs)
  - a. Appoint Designates to also sign (up to 3)

## Activities

- 1) Organizes the Annual GBC Awards for Outstanding Schulich Contribution (presented at the Schulich Formal)
- 2) Organizes GBC Executive retreat at the beginning of the year.
- 3) Meet on a monthly basis, with the Dean of the Schulich School of Business
- 4) Organizes the monthly executive meetings between the Dean and GBC Executives
- 5) Oversees Welcome Kit for incoming students.

## Committee Membership

1. Required Membership
  - a. Represents the GBC on the Executive Committee of the Faculty Council
  - b. Masters' Admissions Committee
  - c. Faculty Council
  - d. GBC Clubs Committee
2. Member or find representative
  - a. SSB Nominating Committee
  - b. Student Representative Roundtable Committee (York University)

## Vice President & Academic Affairs

### Overall Focus

1. Acts as Academic Liaison between students and the faculty; specifically, the Assistant Dean Academic
2. Identify academic issues of students and communicate to faculty, to support the student and attempt to resolve the issues
3. To manage and better the internal processes and day to day operations of the GBC

### Authorities

1. Acts as liaison between the GBC and the Schulich Centre for Teaching Excellence, including facilitating the Just-in-Time (JIT) academic issues process
2. Oversee and manage all GBC General Council Meetings with the Chairperson
3. Holds relationship with the Schulich Operations and Student Services teams
4. Responsible for all GBC's physical assets
5. Signing authority for cheques
6. Responsible for the improvement of internal processes to better GBC's day to day functioning
7. Selects the Chief Returning Officer (CRO) to oversee GBC elections

### Activities

1. Manage the GBC workspaces to ensure a safe and healthy work environment
  - a. Manage existing equipment and assets and purchasing replacements as needed
  - b. Manage and record the usage of all of GBC's assets
2. Oversee Elections for Governing Bodies
  - a. Responsible for overseeing and liaising with the CRO to conducting GBC Section Representative's election for incoming students & executive elections
3. Assists with the organization/format of the Teaching Excellence Awards .

### Committees

1. Section Election Committee (and Chair)
2. Faculty Council
3. Student Affairs Committee
4. Masters Program Committee is held by either the GBC President or Academic (if neither is an MBA student, then an appropriate designate will be appointed from the GBC Executive)

# Athletics Director

## Overall Focus

1. Responsible for managing activities and events providing students' the opportunity to engage in games and sports

## Authorities

1. Chairs the MBA Games Committee
2. Assumes the role of "MBA Games Captain", or otherwise appoints
3. Select MBA Games Committee members, in conjunction with the Captain including team captains for athletics, academics, and spirit

## Activities

1. Coordinates all intramural sports events and teams
2. Leads other sports related events that help to build the Schulich community (e.g. group ski trips,
3. Charity Hockey Game, weekend sports tournaments, etc.)
4. Responsible for the execution of the Cohort Cup

## Committees

1. MBA Games Committee (chairs)
2. SIRC (YorkU)

## Case Director

### Overall Focus

1. Responsible for promotion of presentation skill development and participation in case competitions hosted internally

### Authorities

1. Abstains from competing or judging in the Dean's Cup, and any other GBC organized competitions.

### Activities

1. Organizes the four rounds of Dean's Cup.
2. Researches and discovers and shares case competitions from around the globe.
3. Maintaining a case competition calendar accessible to all students
4. Generates and proposes hosting new Case Competitions with the goal of internal skill development and external brand promotion.
5. Executes skills-related events throughout the year.

### Committees:

1. Liaises with Case Competitions Coach, the Case Analysis Club, and other members of the Schulich Faculty/Administration and student community as required.

# Corporate Relations Director

## Overall Focus

1. Create and maintain a sustainable corporate sponsorship eco-system, by increasing sales funnel through close-knit alumni relations, and creating pipeline of sponsorships

## Authorities

1. Primary point of contact for GBC with Alumni Relations
2. Manages the activities of the Business Development Managers with respect to corporate sponsorship, and any other duties related to this executive's position

## Activities

1. Oversees the corporate sponsorship efforts of the GBC, in particular, fundraising for the MBA Games team
2. Creating sponsorship impact reports after each event for the GBC and sponsor
3. Create annual and quarterly business forecasts, and have quarterly meetings with the BD manager
4. Plan and execute annual GBC Insights Conference

Committees: N/A

# International Relations Director

## Overall Focus

1. Support international students and facilitate integration of international students in to local community.

## Authorities

1. Coordinates the activities of each section's International Affairs representative
2. Liaises with Student Services and International Relations and/or the CDC to organize pre-Launch Week welcome event(s) for international students and Schulich India incoming students
3. Acts as the liaison between the GBC and the Open Arms Committee
4. Promotes York International Office events throughout the school term and during holidays
5. Coordinates with the York University English Language Institute (YUELI) regarding incoming international students
6. Acts as the liaison with the Schulich Hyderabad campus

## Activities

1. Coordinates the activities of each section's International Affairs representative
2. Organizes the GBC Buddy Program
3. Organizes Culture Crawl
4. May organize other internationally-focused events in collaboration with other Executive
5. portfolios such as Community and Alumni, Athletics, Social Affairs, etc.



# Marketing & Communications

## Overall Focus

1. Responsible for leading and promoting the brand strategy.
2. Responsible for creating the annual marketing calendar.
3. Responsible for outreach to all students through diverse channels

## Authorities

1. Oversee the Social Media Manager
2. Own the overall brand strategy – including tone of voice, personality, guidelines, etc.
3. Oversee all communication channels

## Activities

1. Manage all communication collaterals – Ex. banners, posters, digital files
2. Ensure all key marketing updates are sent out in a timely manner
3. Create individual marketing campaigns - including: pricing (offers, discounts and
4. recommendations), promotions, communications collateral
5. Lead content creation
6. Oversee the yearbook creation

## Committees

1. Ex-officio member of the Event Management Committee

## Social Director

### Overall Focus

1. Responsible all the planning, organizing and hosting all the social GBC events aimed at promoting interaction among all graduate students.

### Authorities

1. Appoint Event Managers for assistance during events across the year.
2. Leadership of the Event Management Committee within this portfolio
3. Introduces proposals for substantive changes to existing events and proposals for new events at GBC Executive meetings

### Activities

1. Provides Finance team with pre-event budgets for all GBC events to be approved prior to any disbursement of funds
2. Build out yearly social event calendar
3. Works with Finance team to reconcile all events to an externally auditable level

### Committees

1. Event Management Committee

# Student Affairs Director

## Overall Focus

1. Understand and communicate the needs of all Masters students at Schulich to the GBC, not limited to: 1-Year Masters, International and Part-Time students, and students from all other campuses of Schulich.

## Authorities

1. Make sure that student needs are taken into account in all key decisions of GBC
2. Map student interactions and report to Council
3. Allocate club grants from the GBC's budget through a fair process outlined at the Club Summit
4. Act as a liaison for the GBC and the Schulich Career Development Centre
5. Provides feedback to CDC on behalf of students along with the CDC Ombudsperson
6. Appoint the Club Relationships Manager

## Activities

1. Define and track customer experience metrics through a dashboard and reports
2. Co-ordinate the process to capture customer surveys across the group by utilizing different
3. methods of communications with our students to improve the student experience.
4. Manage "Anonymous Feedback Loop procedure"
5. Identify training and skills opportunities along with Case Director.
6. Establish and support the process for solving customer issues
7. Ensure there are minimal scheduling conflicts for maximum student participation
8. Work with Finance team to reconcile all club events to an externally auditable level

## Committees

1. Chairs Clubs Committee

## Wellness Director

### Overall Focus

1. Responsible for managing activities and events to improve students' mental health and well-being.

### Authorities

1. Mental health liaison to connect students to university resources

### Activities

1. Organize all "Schulax" initiatives with the goal of supporting student's mental health
2. Mental health and student wellness weeks (2), 1 per semester
3. Responsible for all charitable campaigns and philanthropic activities
4. Responsible for Equity, Diversion & Inclusion

Committees: N/A