

Arts and Science Undergraduate Society of Queen's University

# ArtSci Cup Policy Manual



Responsibility:	Governance Officer
Approved by:	Assembly
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## PART 1 : ARTSCI CUP CO-Directors

### SECTION 1 | ARTSCI CUP CO-Directors

#### 1.01.01

The Art Sci Cup Co-Directors shall strive to provide leadership and guidance for the team. They shall adhere to and follow official ASUS policy as found in this manual and as interpreted by Council and the Assembly. The Art Sci Cup Co-Directors are accountable to the elected Executive.

#### 1.01.02

The responsibilities of the ArtSci Cup Co-Directors shall include, but are not limited to:

1. Holding five to seven (5-7) office hours per week. It is recommended that these office hours be evenly distributed throughout the week;
2. Collaborate with the ASUS Executive, the Council, the Faculty of Arts and Science, the Charity partner, and other relevant organizations to plan and organize the Arts vs Science Charity Basketball Game;
3. Lead a team to execute the event effectively and efficiently;
4. Oversee the logistical aspects of the event, including venue bookings, equipment rentals, and transportation arrangements;
5. Develop and implement a marketing strategy to promote the event to the Arts and Science communities;
6. Manage the financial aspects of the event, including budgeting, and sponsorship agreement;
7. Recruit and manage talent for halftime performances and other entertainment aspects of the event;

#### 1.01.03

The ArtSci Cup Co-Directors are ascribed a Tier 2 honorarium of \$800. All honoraria shall be distributed in accordance with the ASUS Human Resources Policy and Procedures Manual on honorarium.

## PART 2: THE SUB-COMMITTEES

### SECTION 1 | TALENT SUB-COMMITTEE

#### 2.01.01

The ArtSci Cup Talent Chair will be responsible for managing the talent recruitment process for the art and science teams. They will work closely with the rest of the ArtSci Cup team, players, and coaches to ensure the successful recruitment of talented athletes for each team. As well as a successful experience for the players.

#### 2.01.02

The membership of this sub-committee shall consist of:

1. The Talent Chair
2. Two (2) Talent Coordinators;

#### 2.01.03

The responsibilities of the Talent Chair shall include, but are not limited to:

1. To set, plan, and pursue the long-term talent strategic plan of the event while meeting with and reporting to the ARTSCI CUP Co-Chairs;
2. Create and facilitate the tryout plan for each ARTSCI CUP team;
3. Provide support as needed for practice sessions;
4. Select coaches for each team based on their experience and ability to work with players;
5. Retrieve player information and maintain accurate records;
6. Communicate with players regarding tryout dates, times, and locations;
7. Facilitate conversations with coaches regarding player selection and team strategy;
8. Plan and organize halftime shows to entertain fans and showcase talent;

#### 2.01.04

The responsibilities of the Talent Coordinators shall include, but are not limited to:

1. Work closely with the ArtSci Cup Talent Chair to assist with the recruitment and selection process for talented athletes for the ArtSci Cup teams;
2. Plan and organize halftime shows to entertain fans and showcase talent, in accordance with any sponsors;
3. Communicate directly with players regarding tryout dates, times, and location;
4. Retrieve player information and maintain accurate records;
5. Assist with the creation and facilitation of the tryout plan for each ARTSCI CUP team;
6. Provide support as needed during practice sessions, as well as with the rest of the ArtSci Cup Team;
7. Work closely with coaches to ensure that players have access to the resources they need to succeed;
8. Communicate with the Talent Chair regarding player selection and team strategy;

## SECTION 2 | MARKETING SUB-COMMITTEE

### 2.02.01

The Art Sci Cup Marketing Sub-Committee will work alongside the ArtSci Cup Co-Chairs to ensure that all logistical aspects of the event are executed smoothly. This includes coordinating with event space supervisors, booking spaces, liaising with charities, and facilitating ticket sales.

### 2.02.02

The membership of this sub-committee shall consist of:

2. The Marketing Chair
3. Two (2) Marketing Coordinators;
3. Two (2) Publications Coordinators;

### 2.02.03

The responsibilities of the Marketing Chair shall include, but are not limited to:

1. To set, plan, and pursue the long-term marketing strategic plan of the event while meeting with and reporting to the ARTSCI CUP Co-Chairs

2. Manage social media accounts and create engaging content to capture audience attention. Collaborate with the marketing and communications officer to update the event website when required.
3. Lead and coordinate the marketing and publications coordinators to execute successful marketing campaigns.
4. Develop and implement marketing strategies to reach out to students in all years.
5. Coordinate between the marketing and publications coordinators to ensure that all materials are consistent and of high quality.
6. Oversee the development of promotional materials such as posters, advertisements, and social media content.
7. Integrate sponsors into event publications, such as the event program, website, and social media channels.
8. Evaluate the effectiveness of marketing campaigns and adjust strategies as necessary.
9. Manage the marketing lines in budget and ensure that all campaigns are cost-effective.

#### 2.02.04

The responsibilities of the Marketing Coordinators shall include, but are not limited to:

1. Work closely with the Marketing Chair to plan and execute the event marketing;
2. Assist in the coordination and implementation of marketing campaigns such as giveaways and raffles;
3. Coordinate with the ASUS Marketing & Communications Officer for overlapping promotion
4. Collaborate with the publications coordinators to develop promotional materials, including posters, campus advertisements and social media content;

5. Conduct market research to identify new promotional opportunities;
6. Monitor and report on the effectiveness of marketing campaigns;
7. Assist in managing the marketing budget

#### 2.02.05

The responsibilities of the Publications Coordinators shall include, but are not limited to:

1. Work closely with the Marketing Chair to plan and execute the event marketing to ensure all promotional activities align with the overall event goals and objectives;
2. Responsible for all photo, video, and graphics content published;
3. Collaborate with the marketing sub-committee to develop and implement a social media strategy to promote the Arts vs Science charity basketball game
5. Work with the Marketing & Communications office for support\*\*\*
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### SECTION 3 | OPERATION SUB-COMMITTEE

#### 2.03.01

The Art Sci Cup Operations Sub-Committee will work alongside the ArtSci Cup Co-Chairs to ensure that all logistical aspects of the event are executed smoothly. This includes coordinating with event space supervisors, booking spaces, liaising with charities, and facilitating ticket sales.

#### 2.03.02

The membership of this team shall consist of:

4. The Operations Chair;
5. Two (2) Logistics Coordinators;
6. One (1) Chairity Coordinator;

#### 2.03.03

The responsibilities of the Operations Chair shall include, but are not limited to:

1. To set, plan, and pursue the long-term direction of the event while meeting with and reporting to the ARTSCI CUP Co-Chairs
2. Communicate with event space supervisors to arrange for space reservations;
3. Collaborate with the ASUS Vice President (Operations) to identify and contact insurance plans.
4. Collaborate with the ASUS President to connect to faculty and administration;
5. Collaborate with other sub-committees to ensure that all aspects of the event are properly integrated. Such as press conference with the help of the Talent sub-committee
6. Ensure adequate security measures are in place by arranging for student constables to be present on the day of the event.
7. Manage event planning timelines and day of timeline and ensure that all deadlines are met;
8. To regularly meet with, work alongside, strategic planning, and provide necessary support for all direct report coordinators;

#### 2.03.04

The responsibilities of logistics coordinators shall include, but are not limited to:

1. Work closely with the Operations Chair and ArtSci Cup Co-Chairs to plan and execute the event logistics;
2. Coordinate with event space supervisors to ensure that all facilities are set up and ready for the event;
3. Book spaces for the event and ensure that all necessary permits and licenses are obtained;
4. Facilitate ticket sales and ensure that all booths are set up and staffed efficiently;
5. Oversee internal affairs related to the event, including communication with vendors and volunteers;
6. Assist with event set-up and tear-down as needed;



### 2.03.05

The responsibilities of Charity Coordinator shall include, but are not limited to:

1. Attending all meetings of the Operations Sub-Committee;
2. Collaborate with the ArtSci Cup Committee to determine the charity that ArtSci Cup will partner with;
3. Collaborate with the Operations Chair and ArtSci Cup Co-Chairs to ensure that all logistical aspects of the charity's involvement in the event are organized and executed effectively.
4. Communicate regularly with the charity to ensure that their needs and expectations are being met.
5. Work with the charity to develop promotional materials and marketing strategies to raise awareness of the charity's involvement in the event.
6. Oversee the distribution of information related to the charity's involvement in the event to attendees and the public.
7. Develop and maintain relationships with key stakeholders within the charity to ensure ongoing involvement and support for the ArtSci Cup event.

## SECTION 4 | FINANCE TEAM

### 2.04.01

The Art Sci Cup Finance sub-committee shall jointly work with the ArtSci Cup Co-Chairs and ASUS Vice President (Operations)/CFO and General Manager to ensure the appropriate financial reporting, transaction, and health of the Event.

### 2.04.02

The membership of this team shall consist of:

7. The Finance Chair;
8. Two (1) Finance Coordinators;
9. Two (2) Sponsorship Coordinators

#### 2.04.03

The responsibilities of the Finance Chair shall include, but are not limited to:

1. To set, plan, and pursue the long-term direction of the event while meeting with and reporting to the ARTSCI CUP Co-Directors and ASUS Vice President (Operations) regularly;
2. To regularly meet with, work alongside, oversee budgeting and strategic planning, and provide necessary support for all direct report coordinators
3. Oversight of expense tracking systems, in collaboration with the ArtSci Cup Team
4. To oversee external sponsorship across the Event, in collaboration with the ArtSci Cup Sponsorship coordinators
5. To act as a Financial Advisor to the rest of team;
6. Assigning and delegating financial roles to the adequate coordinators and ensuring their completion well in advance of deadlines;
7. Communicating with the requester(s) as necessary to ensure the execution of projects;
8. To communicate with ArtSci Cup sub-committees to seek understand financial needs and where sponsorship can be best applied

#### 2.04.04

The responsibilities of Finance Coordinators shall include, but are not limited to:

1. Attending all meetings of the Finance Team;
2. Meeting with the Finance Chair on a regular basis;
3. Supporting members of the Art Sci Cup Team who engage in budgeting processes with the development of their budget lines;
4. Assisting the Finance Chair in maintaining the General Operating Budget live spending updates after the projections have been approved by VPOPS;
5. Ensuring that Chairs are spending responsibly and adhering to the original budget and strategic plan;

6. Notifying the Co-Directors if they have concerns with any expenses made by team;
7. Maintaining accurate and complete information surrounding accounting records of expenditures resulting from compensation;

#### 2.04.05

The responsibilities of sponsorship coordinators shall include, but are not limited to:

1. Attending all meetings of the Finance Team;
2. Meeting with the Finance Chair on a regular basis;
3. Ensuring that ArtSci Cup has a cohesive strategy for sponsorship;
4. Building and maintaining relationships with donors and sponsors, and creating meaningful engagement with sponsors;
5. Partnering with the marketing team in the creation of campaigns and marketing materials intended to improve and promote sponsorship and donor engagement;
6. Maintaining regular communication and establishing a positive working relationship with the Faculty of Arts and Science Advancement Office, alongside the ASUS President, to ensure that alumni donation and sponsorship efforts are coordinated through the year;