

Vietnamese Student Association at Baruch College

Fall 2023-Spring 2024
Executive Board Description



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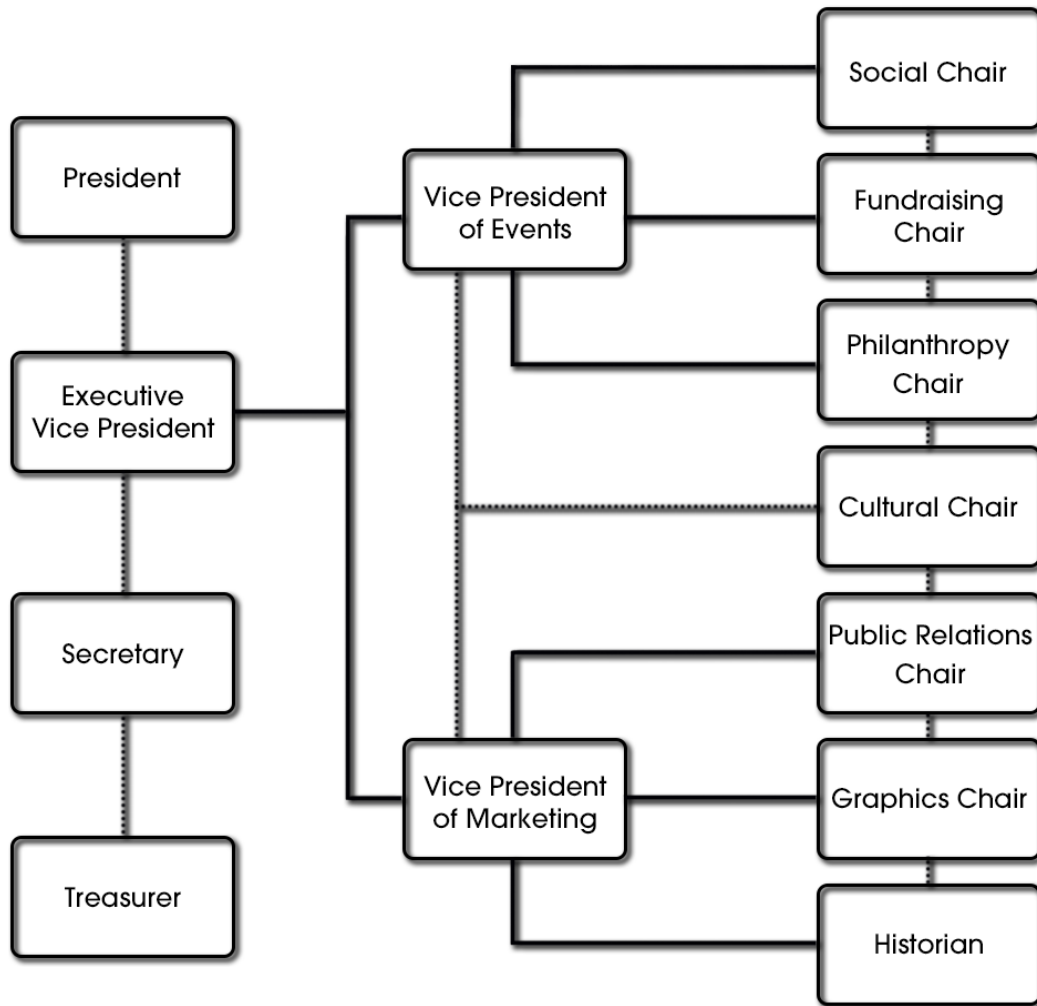
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I. Organizational Structure



Dotted lines indicate positions that work closely with one another.

Solid lines indicate positions that directly report their progress to another position.

II. Available Positions

Executive Board

President
 Executive Vice-President
 Treasurer
 Secretary
 Vice President of Events
 Vice President of Marketing

General Board

Social Chair
 Fundraising Chair
 Philanthropy Chair
 Public Relations Chair
 Graphics Chair
 Historian
 Cultural Chair

Cabinet

Freshmen Representatives
 Sophomore Representative
 Event Committee
 Marketing Committee
 Senior Advisors

III. Position Descriptions

Executive Board

The Executive Board is identified to be a team consisting of the Executive President, Executive Vice-President, Treasurer, Secretary, VPE, and VPM. This team is responsible for the health and programming of the club. The Executive team will act as an interim for any opening positions until one has been identified as appropriate to fulfill the job. The e-board will agree to conduct weekly meetings, unless otherwise stated. The VPM and VPE are leaders of chairs under their jurisdiction, and are expected to administer separate meetings with their respective minor boards, or find an alternative to track progress of their chairs.

President

The President is expected to understand, adhere, and advocate the policies, ideas, and goals of the organization. All procedures, events, and meetings are overseen by the president. By exhibiting appropriate behavior, the president sets the standard for other board members and general members of the organization to conduct. The president must be aligned with the organization to ensure its health and its presence among the community.

- Lead in scheduled conferences and meetings
- Mediate conflicts of interest and outstanding issues
- Oversee all programs to ensure appropriate behavior, activity, and efficiency
 - Includes Anh Chi Em (A.C.E), Gia Dinh, Shadow, Mentor & Mentee Programs
- Oversee recruitment, onboarding, and engagement of Cabinet members
- Provide opportunities for board members and general members to be involved with the organization
- Facilitate relationships with school organizations, VSA chapters, and greater affiliates (Northeast UVSA, UNAVSA, etc.)
- Ensure successful transitioning of the next year's executive board

Executive Vice-President

The Executive Vice President will act as an interim and represent the President in the case that she/he/they are not present. In addition to assuming presidential duties when needed, she/he/they will advise both the VP of Marketing and the VP of Events. The Executive Vice-President is expected to ensure the success of these positions and their respective committee members. Responsibilities include:

- Interim president when Executive President is not in attendance
- Oversee and assist in managing workflow of the VPM and VPE
- Assist President on maintaining contact with other VSA's and regional conferences outreach
- Assist President in overseeing all programs to ensure appropriate behavior, activity, and efficiency
 - Includes Anh Chi Em (A.C.E), Gia Dinh, Shadow, Mentor & Mentee Programs

- Assist President in onboarding and engagement of Cabinet members

Treasurer

The Treasurer handles all finances of the organization. The ideal candidate must be trustworthy, responsible, organized, detail-oriented, and comfortable working with numbers. You must be able to work under tight deadlines and be proficient with Excel.

- Maintain accurate and up-to-date financial records of revenues, profits, and expenses
- Ensure that VSA's fiscal year budget remains green
- Process all vendor payments and reimbursement of expenditures in a timely fashion
- Manage and collect all expenditures from participating members
- Create and maintain a file of members' expenses for reimbursement purposes
- File for appeals, program changes, and line changes when necessary
- Attend student government budget meetings when filing for appeals
- Handle all excess profits generated by the club accordingly

Secretary

The Secretary is the organizer of the organization. The Secretary will serve as the official PR representative of VSA. This person will be responsible for facilitating efficiency and communication within our organization. The ideal candidate will possess excellent writing skills and e-mail etiquette. You must be friendly, responsible, and professional.

- Take minutes at all executive board meetings and post deliverables within 24 hours
- Actively manage and respond to any inquiries sent to the VSA primary account within 24 hours; forward emails to appropriate recipient when applicable
- Organize Google Drive files and documents and Google Calendar
- Prepare a sign-up sheet and log attendees at VSA events
- Email weekly newsletter before upcoming events, dates, and elections in a timely manner
- Liaise with campus organizations for co-sponsorships, collaboration, and relationship development
- Keep an active log of co-sponsorships and distribute to VPM/PR Chair weekly
- Prepare a schedule to book rooms for both events and meetings

Vice President of Events (VPE)

The Vice President of Events (VPE) will oversee the following chairs: Social, Fundraising, and Philanthropy. The VPE is expected to:

- Alongside event leader, draft and ensure event logistics flow efficiently
- Coordinate with team members to see that events run smoothly on the day of
- Head planning and communication for large-scale events
- Oversee end of semester events/celebrations (ex: Banquet)

Vice President of Marketing (VPM)

The Vice President of Marketing (VPM) will oversee the following chairs: Graphics, Public Relations,

and Historian. The VPM will be ultimately responsible for increasing VSA's awareness and brand equity on campus.

- Work with executive team to execute (1) marketing campaign per semester to promote VSA
- Ensure creative assets align and appropriately represent VSA
- Print and regulate flyer/promotional distribution
- Generate social media content on all social media platforms (Facebook, Instagram, Snapchat)
- Prepare a schedule to streamline media content across our platforms
- Manage and update website regularly
- Spearhead Humans of VSA

General Board

The General Board is identified to be individual chairs that will be led by either the Vice President of Events or Vice President of Marketing. The Social, Fundraising, and Philanthropy Chair will be directed by the Vice President of Events. The Graphics, Public Relations, and Historian will be directed by the Vice President of Marketing. The Cultural Chair will be directed by both the Vice President of Events and Vice President of Marketing.

Social Chair

The Social Chair is responsible for cultivating relationships and bonding between our members. These social events should cater to current active members and/or prospective members.

- Plan at least (3) cost-effective social events per semester (including winter and summer)
- Coordinate with VPE for drafting and finalizing event logistics
- Manage Anh Chi Em (ACE) and Gia Dinh Program events and participation

Fundraising Chair

The Fundraising Chair will supplement VSA's fiscal year budget to assist with offsetting extraneous costs with scholarships, club apparel, social events, conferences, travel expenditures, and philanthropic causes sponsored by the Vietnamese Student Association.

- Plan at least (3) fundraising event per semester (e.g. bake sales)
- Pitch innovative and creative ideas to fundraise a set goal amount
- Work closely with the Treasurer to project preliminary costs and assets required to execute ideas effectively and efficiently

Philanthropy Chair

The Philanthropy Chair is responsible for promoting our club's community engagement efforts.

- Plan at least (1) community service event per semester
- Liaise and collaborate with non-profit, communal, and/or government organizations dedicated to serving the greater community
- Encourage participation and assemble VSA members for community service

- Engage in Collective Philanthropy Project (CPP) actively throughout the year and work with UNAVSA in participating in CPP Campaigns

Graphics Chair

The Graphics Chair works closely with the VPM to create visual art and creative assets to promote VSA, programming, and more. Designs must reflect and reinforce the brand image and equity of our organization. The Graphics Chair should have a keen and creative eye for design, experience with graphic design software, be open minded, flexible to suggestions and criticisms, and be able to work under tight deadlines and pressure.

- Design flyers, graphic assets for events and apparel
- Work with VPM and Historian to create promotional materials that communicate VSA's values and image
- Periodically update website layout, graphics, etc. if/when necessary

Public Relations Chair

The Public Relations Chair promotes and moderates awareness of VSA, its members, its events, and delivers related news to our audience.

- Assist the VPM in managing and generating content for Facebook, Instagram, TikTok and the website
- Manage/post birthday shout-outs, news, and other interesting information relevant to members and club
- Maximize outreach and followers count on social platforms where applicable
- Maintain and establish relations with external VSAs both within and outside of the region
- Maintain and establish relations with other clubs and organizations within Baruch
- Promote collaborative events with other VSAs, other clubs, and other organizations.

Historian

The Historian is responsible for taking photos and recording videos. The historian should have a strong skill set in photography and filming. Owning a DSLR and knowledge in Photoshop and Lightroom is preferred. Experience with a drag and drop website builder is a plus.

- Take photos and videos at VSA events and outings
- Edit photos and upload them within 72 hours onto social media platforms
- Record milestones and accomplishments of the organization
- Create a yearly recap video for promotional purposes
- Plan video content for social media engagement

Cultural Chair

The Cultural Chair is responsible for maintaining and promoting a sense of Vietnamese heritage in the organization. They will help with planning initiatives that increase cultural awareness among members and participants. In addition, this position will be responsible for working with other organizations to host collaborative events that increase cultural presence within the organization and campus.

- Plan at least (1) one cost-effective cultural event per semester, and (1) one cost-effective collaborative event per semester
- Foster an inviting environment for members to learn about Vietnamese history and culture
- Must be of Vietnamese descent; fluency in Vietnamese is a plus

Cabinet

The Cabinet is composed of Freshman and Sophomore representatives, the Events Committee, Marketing Committee, and Seniors Advisors. This team acts as a pathway into the Executive/General Board. Freshman and Sophomore representatives work directly with the Executive/General Board. The Events Committee will be directed by the Vice President of Events and the Marketing Committee will be directed by the Vice President of Marketing. Members of cabinet will agree to attend bi-weekly meetings and their respective committee meetings, unless otherwise stated. These positions will be semester long and will be held in the Fall.

Freshman/Sophomore Representative

A freshman/sophomore representative will act as liaison on VSA's behalf to their respective class body. Representatives should have a clear understanding of the pillars VSA embodies in order to effectively convey these messages to the different student body groups at Baruch. Representatives will have the additional opportunity to be a part of either the events or marketing committee to assist in promoting VSA events and opportunities to their respective class.

- Assist in recruitment of members from their respective class at VSA events
- Market VSA events and activities on social media platforms and in-person

Events Committee

- Help brainstorm, plan, and potentially lead activities during events

Marketing Committee

- Help brainstorm and film content for our social media channels

Senior Advisors

- Provide objective feedback on flow of executive board meetings and general events
- Attend at least one executive board meeting a month
- Recommended that senior advisors have at least one year of experience on the executive board and be a current student of Baruch
- Seniors advisors will be nominated and appointed by the current executive board, with a limit of 2 serving the position

IV. Club and Executive Board Regulations

General Membership

If a member was active in the prior year, they are considered a member but not an active member unless they meet the requirements listed below.

Active Membership

The purpose of defining active membership within our club is for internal use. Each member will sign-in for every event they attend and the executive board must ensure that each member has been recorded. This information will be disclosed to the Executive Board and the Secretary will regularly update the membership list.

| Member Level | Requirements | Benefits |
|------------------------------------|---|--|
| 1. Lotus Guardian | <ul style="list-style-type: none"> ● Attend 5+ events, with at least <ul style="list-style-type: none"> ○ 1 Social Event ○ 1 Cultural Event ○ 1 Philanthropy Event ● Volunteer with VSA during a general, large-scale, or external philanthropy event | <ul style="list-style-type: none"> ● Shadow-Program and E-Board Application Priority ● Priority Invitation to End of Year Banquet ● Fundraiser & Merch Discounts ● End of Semester Goodies ● Senior Graduation Gift |
| 2. Blooming Lotus (General Member) | <ul style="list-style-type: none"> ● Attend a mixed bag of 3 events <ul style="list-style-type: none"> ○ Note: Attending 3 of the same events will not count towards this requirement (ex: 3 socials) ● Follow VSA on Socials: FB, Insta, Newsletter. | <ul style="list-style-type: none"> ● General Elections Voting Privileges ● Anh Chi Em (A.C.E) and Gia Dinh Program Priority ● Cabinet Priority ● Certificate of Membership ● Access to VSA Friend Finder Form ● Birthday Shoutouts ● Member Spotlights ● Prize Giveaways ● Free stickers ● Invite to member hangouts |

*Lotus Guardian Members will gain the perks of the previous tier in addition to its outlined perks

Executive Board Responsibilities (cont)

As the executive board of a club, there are certain responsibilities that each member on the board is expected to fulfill. Inability to meet them without an adequate excuse will result in a warning, and then probation. Responsibilities are listed below:

- Attend all general events planned (unless you communicate to the board beforehand that you are unable to attend, and are granted an absence)
- Attend and participate in all executive board meetings
- Communicate with eboard in a timely manner

- Complete tasks assigned in a timely manner
- Socialize and create a welcoming environment for all members
- Maintain the club room's cleanliness and implementation of its rules
- Promote VSA events and activities to your personal network
- The executive board is expected to share the split cost of out-of-pocket expenses
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Failure to meet these responsibilities will result in Section: **Removal of an Officer**.

E-board Meeting Rules

Please be respectful of each other's opinions and time. One mic at all times! Prior to each executive board meeting, all are responsible to include any topic of discussion deemed necessary in the minutes to be reviewed at the meeting. It is each board member's responsibility to review minutes before and after each meeting to ensure we are all on the same page and complete deliverables in a timely manner. Key aspects of an effective meeting are:

1. Do not be late – Attendance is mandatory
2. Respect each other
3. Keep it professional
4. One mic – No side conversations
5. Short and Simple
6. Transparency – update team on any issues, criticisms, roadblocks, etc
7. Avoid electronics

Majority Rules

During certain event planning required by the event leader(s) and voting on issues, the majority vote of the entire executive board will be the deciding factor. If an executive board member is not present during a meeting when there is a group decision needed to be made, they forfeit their input on the decision.

Co-sponsorship:

- At least half the board must agree to the terms and be present at the event if the organization asks for attendance.

Executive Order

In the case that the (President, Vice-President, Secretary, Treasurer, VPE, and VPM) unanimously decide or believe that an event/decision does or does not best reflect and contribute to the well-being of the organization, they can vote on the issue. The executive board will also have a rolling decision on open positions on the general board and will screen applicants or candidates and host an interview.

Removal of an Officer

Reasons for removal must include at least one of the following:

- I. **Officer attendance issue**

- a. Does not attend more than 2 consecutive e-board meetings within a semester (limited to 3 absences)
 - b. Does not attend more than 2 consecutive VSA events within a semester (limited to 5 absences)
 - c. Exceptions include:
 - i. Class schedule conflict
 - ii. Emergency: Must be viable according to top four executive board
- II. **Conflict within executive board**
- a. Unhealthy relationships or conflict
 - b. Executive board members must bring the issue to the President and if the problem isn't resolved then President must address the issue appropriately
- III. **Officers aren't performing up to standards and are not completing assignments or meeting deadlines**
- a. Each executive board member must update the team on assignments and are responsible for updating progress on the assignments/deadlines file on Google drive.
 - b. Must communicate in a timely manner and reach out if needed assistance.
- IV. **If an executive board breaks the Non-Disclosure Agreement, they will be given one warning and if they break it again then s/he/they will be terminated from their position.**
- V. **If any of these scenarios occur, the President or Vice President will speak to the officer where they can justify their reasons for absence. The officer has a maximum of three total warnings. If after the three warnings and they still do not meet the standards, they will be terminated from their position.**

Non-Disclosure Agreement

Keep all confidential information such as files, marketing tactics, organizational tools, eboard and general member personal information, private events, and internal conflicts within the executive board as well as organization WITHIN our executive board.

Officer Steps Down

In the case that an officer steps down from her/his/their position in the middle of the year, she/he/they can nominate a candidate to replace them in their position. This is when the 'Executive Top 6 Order' comes in. The Top 6 will then interview the candidate(s) and must approve this nomination in order for the candidate to take over the position. If the Top 6 disapprove the nomination, they can nominate another candidate and vote amongst the ENTIRE executive board or open it for members to apply.

Election Voting

- I. **For Executive Board Positions:** The executive board (excluding those who are re-running for a position) will host individual interviews with the candidates and the majority votes will decide.
- II. **For General Board Positions:** There will be an open election to all our active members including the executive board to vote. However, candidates cannot vote for the position they are running for. Majority votes apply.
- III. **Who can vote?**
 - a. Active members (see guidelines above)

ACE Program

All active members are welcomed to participate. The ACE program will be open for enrollment during the spring semester. The Social Chair and the Philanthropy chair are in charge of the program and all that it entails (i.e. matching pairs, creating events, nurturing the program as necessary). Minimum of one ACE event during the Fall and MINIMUM of 4 ACE events during the Spring including the ACE Reveal.

Amendments

- a. In the case that some points listed on the constitution are not viable or deemed reasonable to the current general board, they may choose to remove or amend a clause.
- b. Amendments must be submitted in writing to the executive board; amendments to the constitution will then be deliberated at a future meeting open to all eligible voting members. This consists of the entire general board.
- c. Amendments must be approved by at least 2/3 of eligible voting members.






Sexual Harassment Clause is





In order to better serve the Baruch VSA community and protect our members from sexual assault, the E-Board and future Shadows will take an online mandatory [Sexual Harassment Prevention Supervisor training](#) upon their acceptance to be a part of the new board or shadow program. It must be renewed every single year. If allegations occur the following will be conducted:

1. We will, with the furthest extent of our power, investigate all allegations made against members in our community and E-Board.
2. While the investigation is going on, the alleged person will be suspended from all events and/or from serving on the E-Board until the investigation is over.
3. If the allegations are proven true, we will immediately blacklist that person from all future events, bar them from serving on an E-Board in the future.

4. If they are currently an E-Board member, it will result in an instant termination from their position. We will further notify Northeast UVSA immediately to ensure they will no longer be accepted in the community.
5. We will provide a new anonymous form every single year within the Baruch VSA members page as well as the clubroom to report the case or any incidents. The Baruch VSA E-Board will report anything that has been directly told to them, without compromising the reporter's identity if they wish to remain anonymous.

Electronically signed and acknowledged by,

| | |
|---|--|
| Derrick Tran, President |  |
| Vacant, Vice President | |
| Angelina Luong, Secretary |  |
| Jeffery Mei, Treasurer |  |
| Nana Zhang, Vice President of Events |  |
| Andy Huang, Vice President of Marketing | |
| Richard Sie, Co-Treasurer |  |

| | |
|------------------------------------|---|
| Kathy Nguyen, Historian |  |
| Damon Chen, Public Relations Chair |  |
| Lily Van, Public Relations Chair | |
| Vacant, Graphics Chair | N/A |
| Zena Ally, Philanthropy Chair |  |
| Charice Huang, Social Chair |  |
| Vacant, Cultural Chair | N/A |