Rachel Carson Earth Week Team Guiding Document

I.   The purpose of this organization is to create a community of leadership and engagement of the college's theme of "Environment and Society" through experiential learning. Members will develop student leadership skills by coordination of events, programs, and workshops for the Rachel Carson and greater UCSC community.

II. The activities and goals of this organization include:
   a. Coordinate Earth Week yearly
   b. Create programs including large and small-scale events such as panel discussions, receptions, film screenings, field trips, etc.
   c. Collaborate with on and off-campus environmental partners, faculty, and staff to promote sustainability and environmental activism

III. This organization's requirements for membership are:
   a. UCSC student, Rachel Carson affiliation preferred, but not required
   b. Regular attendance at weekly meetings in Winter and Spring Quarters
   c. Good Academic and Judicial Standing
   d. Members may apply to receive elective credit by participating in this organization

IV. This organization's structure for leadership consists of the following positions:
   a. President –
      i.   The Chancellor's Undergraduate Internship Program (CUIP) Special Environmental Programs Coordinator shall serve as the President of this organization for each academic year.
      ii. This position will be selected each year during the CUIP Internship selection process. The position is open to all undergraduate students on campus. Interviews for this position will be held by the current Earth Week Team and advisor. Final selection will be determined by the CUIP Coordinators.
      iii. The President shall be responsible for overall oversight of Earth Week and related programs. The President shall run weekly meetings with the team (including developing agendas and determining time and location of the meetings). The president will oversee assessment of the Earth Week teams projects, however encourage all members to be connected to that process.
   b. Social Media Coordinator
      i.   The Social Media Coordinator shall be selected in the beginning of each winter quarter by majority vote of the organization.
      ii. The Social Media Coordinator shall be responsible for up-keep of social

media pages (including Facebook and Instagram) and creating digital flyers. They will be responsible for email and newsletter communications.

c. Budget Manager
   i. The Budget Manager shall be selected in the beginning of each winter quarter by majority vote of the organization.
   ii. The Budget Manager shall be responsible for producing a transparent budget sheet, which organizes actual and projected expenses. They will work closely with the staff advisor to monitor the budget and make purchases.

d. Secretary
   i. The Secretary shall be selected in the beginning of each winter quarter by majority vote of the organization.
   ii. The Secretary shall be responsible for recording all business including meeting notes and email communications. They will be responsible for transferring information to the new team each academic year.

e. Marketing Manager
   i. The Marketing Manager shall be selected in the beginning of each winter quarter by majority vote of the organization.
   ii. The Marketing Manager shall be responsible for designing physical marketing such as posters and flyers. They will use a variety of marketing materials to effectively advertise all events and initiatives.

V. This organization shall be sponsored by Rachel Carson College Programs Office.
   a. Advisor
      i. The Rachel Carson College Programs Coordinator shall serve as the Advisor to this group.
      ii. The Advisor will be responsible for serve as a liaison for fiscal needs of the organization.
      iii. The Advisor will serve as a resource as requested by the organization on topics such as leadership development, event planning, marketing, etc.