



## **Student Affairs/High School Outreach Committees 2018-2019 Platform Document**

### **Overview:**

The Student Affairs and High School Outreach Committees focus on helping the next generation of communications professionals navigate their paths to success. The committee provides programming for undergraduate and graduate students that aims to help them thrive in today's rapidly changing landscape of communications. The committee's key event is the annual Student Career Conference. Held every November, industry leaders in media, advertising, public relations, non-profits, magazines and more come together at the conference to share their wisdom with students through panels and workshops. Additional events include behind-the-scenes tours of popular companies and brands, and workshops that teach students how to network, interview and more.

The Student Affairs and High School Outreach Committees are funded by, and report to, the New York Women in Communications Board, which is the leadership of the 501c3 non-profit, or charity arm, of the organization. NYWICI's mission is to cultivate leaders in communications through financial support, professional development, mentoring and networking.

### **Goals for 2018-2019:**

- Bring next generation of women in communications to NYWICI
- Organize high-quality events
- Commitment to socioeconomic, cultural, and sector diversity in programming and membership
- Support NYWICI Scholarship submissions
- Contribute to overall NYWICI revenue goals

### **The Role of Committee Members:**

- **What we're looking for:** We are looking for committee members who are excited to be a part of this great organization and love event production, content creation, journalism, public relations, technology, digital and social media, advertising technology, advertising, and marketing.
- The committee offers great opportunities to try a new discipline or increase your skills in a particular area through our many events, and to work closely with high school and college students who are interested in working in this industry.
- **Benefits of serving on this committee:** This committee will provide you with access to some of the most notable names in communication and give you a chance to network with them and your peers. It will allow you to plan major events and be a part of the future in communications. You will gain a great group of friends and mentors, receive excellent experience to add to your resume and have a lot of fun!

### **Meeting Schedule and Committee Logistics:**



The Student Affairs committee meets in person or via conference call every month in the evening and the schedule is set in advance. We try to take a vote at the beginning of each semester to find a day that works best for the members. If you can't make one of the meetings in person, you always have the option to call-in. And even if you have class or work during that time, there are always things you can do to help the committee prepare for our major events whether it is booking speakers, researching great items for raffle prizes or helping to sell tickets.

Meeting minutes are distributed by the committee secretary to all committee members, who are encouraged to read them and provide feedback, regardless of whether they were a part of the meeting. Important news, big decisions, exciting plans and committee assignments are included in those minutes.

#### **Events and Major Committee Initiatives:**

**November – Annual Student Career Conference (November 10, 2018 at NYU).** This daylong conference features keynotes from some of the most notable names in communication and panels and workshops on broadcast, editorial, public relations, fashion, food, travel, personal branding, resumes, interviews and more. Past keynotes include Anne Fulenwider, Editor-in-Chief of Marie Claire; Eva Chen, head of Fashion Partnerships at Instagram; Reshma Saujani, founder of Girls Who Code; TODAY anchor Hoda Kotb; and Bonnie Fuller, former American Media EVP and chief editorial director.

**April – Annual Matrix Awards Luncheon (April 22, 2018).** The committee is not involved in Matrix planning, although some committee members participate day-of as hosts/mentors to the scholars.

**July – Annual Ladies Who Laugh Comedy Show.** This fundraiser was created by students and provides funds for a scholarship. It is a great evening and has featured comedians like Amy Schumer, Rain Pryor, Rachel Feinstein, Christina Bianco, and more.

**Quarterly – Behind-the-Scenes Tours.** Designed to give members an intimate look at some of the top companies in communications, members have a chance to visit companies like Google, Mashable, Bloomberg and Alison Brod Public Relations where they can learn about the career paths of successful women at the company, the culture and how they might secure an internship or full-time job.

**TBA – A joint event with the Young Professional Committee.** Student Affairs will team up with YoPros to create an event that will provide great insight and inspiration to our members about the next steps in their careers.

#### **Leadership:**

- Secretary
- Editorial liaison
- Event liaison

#### **Contacts:**



For additional information on New York Women in Communications Student Affairs and High School Outreach Committees, please contact:

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