

CENTER FOR STUDENT ENGAGEMENT

State University of New York at New Paltz

Graduate Assistant 2021-2022 Position Description and Contract Overview

Graduate Assistant for Marketing

- Oversee the marketing and promotion efforts of the center via print, online, and through all social media
- Develop and host virtual/online/alternative format programming and engagement opportunities
- Maintain recurring "Keeping You Posted" materials for week by week involvement and event opportunities
- Supervise the student Graphic Designer and design workflow
- Facilitate and manage digital signage in Student Union and Center for Student Engagement website
- Co-plan and execute Blue Day (fall) and Orange Day (spring)
- Assist in the planning and coordination of Parent and Family Weekend and other New Student Programs
- Plan the Club and Involvement Fair each semester
- Oversee the monthly Parent's Newsletter including seeking content and writing articles
- Coordinate Senior Portraits program with external studio
- Assist in the planning and facilitation of the Emerging Leaders Program
- Assist in the planning and coordination of the annual Senior Toast
- Assist in the consultation, review, and approval of student club events.
- Serve on Weekend Duty Rotation for department weekend event and Student Union supervision
- Maintain other duties as assigned

Other Regular Job Duties and Expectations:

While working office hours, the Graduate Assistant is expected to:

- Field questions from patrons (students, faculty, staff, prospective students, and their parents) over the phone, via email, and in person regarding event information, facilities use, and campus information
- Monitor events/meetings taking place in the Student Union and respond to requests from customers
- Assist with selection, supervision, and training of CSE student employees in several areas
- Attend weekly/bi-weekly individual meetings with immediate supervisor to discuss job-related concerns and performance. Participate in an annual performance evaluation with the immediate supervisor
- Attend weekly professional staff meetings on-time, prepared, and ready to contribute
- Hold and maintain appropriate Student Union keys and account for their location at all times

Graduate Assistantship Remuneration and Obligations:

- The Graduate Assistant shall work in-person 20 hours per week throughout the academic term (This will mostly be done in the established business hours; however, some night and weekend supervision and event coverage is expected)
- Tuition waiver for 6 credits for the Fall 2021 and Spring 2022 semesters
- Receive an academic-year long stipend of \$5,000, paid biweekly
- The Graduate Student Employees Union (GSEU) allows for personal or Family sick accrued time in your second semester. Accrued days are eligible while classes are in session (January 17, 2022-May 20, 2022) and only for legitimate sick time.

Additional Commitment and Benefits Provided by Center for Student Engagement:

This position is uniquely designed by the Center for Student Engagement. The Center for Student Engagement has an additional period of service:

- The term of the contract period shall begin Monday, August 9, 2021 and concludes Friday, May 20, 2022
- The Graduate Assistant shall keep 25 hours per week for the two weeks immediately prior to the fall and spring semester when classes are not in session, as follows:
 - 25 hours each the weeks of August 9, August 16, January 3rd, and January 10th
- The Graduate Assistant shall serve on weekend duty coverage for the center 4-5 weekends per semester

As a result of these additional commitments, the following unique benefits are offered the person in this position:

- Additional yearly stipend of \$2,296 paid hourly at a rate of \$14.00 for the extra-service periods
- A \$500 credit per semester meal allowance in dining dollars