



InNUvation Open Leadership Positions Spring 2008

InNUvation Co-President
Events Director
2009 NU Venture Challenge Director
Downtown Campus Director
Marketing Director
Finance Chair
McCormick Graduate Chapter President
Weinberg Graduate Chapter President
Law School Chapter President
Feinberg Chapter President
Mentorship Director
Alumni Relations Director
Social Director
Workshop Director
Speaker Director
Historian
Graphics Designer

See specific position responsibilities on following pages.

Instructions for applying:

1. Download the leadership application from <http://www.innovation.org>
2. Save your application using the file name:
<first name>_<last name>-InNUvation_Leadership_Application.doc
3. The application is due via email to Andrew Chen
(achen2008@kellogg.northwestern.edu) on **Friday, April 18th, 2008 at 11:59pm**. In your email, use the subject line: *InNUvation Leadership Application*.

If you have any questions about positions or the application, please email Andrew Chen (achen2008@kellogg.northwestern.edu).



InNUvation Co-President

The InNUvation Co-Presidents are responsible for driving the overall mission and vision of InNUvation. The Co-Presidents set the strategic direction of InNUvation, and builds dedicated teams throughout Northwestern's many schools to execute on this plan. The Co-Presidents are ultimately responsible for all of InNUvation's events and programs as well as funding requirements and relationships.

Responsibilities include:

- Reviewing and executing our vision, mission and strategy
- Acting as the club liaison to the Board of Advisors and stakeholders
 - Managing and directing weekly executive committee meetings
- Recruiting new members and supporters to InNUvation
- Innovating on event and program offerings
- Managing InNUvation general business as well as chapter relationships
- Meeting and networking with potential donators like alumni, venture capitalists and university organizations
- Raising funds for InNUvation operations and the NU Venture Challenge
- Negotiating terms and agreements with our stakeholders
- Key Contacts
 - Board of Advisors
- Expected Time Commitment: 15 hours per week

Events Director

The Event Director is responsible for managing the teams organizing all events sponsored/co-sponsored by InNUvation.

Responsibilities include:

- Identifying event needs for the InNUvation community
- Managing all events directors for speakers, socials and workshops
- Managing the NU Venture Challenge
- Recruiting people to help with executing events
- Leading development of curriculum/event materials as well as collateral for events
- Key Contacts
 - InNUvation Co-Presidents
 - Marketing Director
 - Treasurer
- Expected Time Commitment: 10 hours per week



2009 NU Venture Challenge Director

InNUvation's NU Venture Challenge Director is responsible for the general leadership for the organization's entrepreneurship competition. The NUVC Director will be expected to recruit a team of students to organize the event.

Responsibilities include:

- Set the vision for the year's competition
- Recruit students to help lead the competition
- Organize regular meetings with NUVC leadership team
- Be willing to perform duties as well as delegate them
- Key contacts
 - InNUvation Co-Presidents
 - NUVC leaders
 - Events Director
 - Marketing Director
 - Mentorship Director
- Expected time commitment
 - 5 hours per week (in Fall)
 - 10 hours per week (in Winter and Spring)

Downtown Campus Director

InNUvation's Downtown Campus Director is responsible for leading the organization's efforts in the downtown campus.

Responsibilities include:

- Coordinating leaders from downtown campus chapters
- Recruiting members from downtown campus schools
- Organizing regular meetings with downtown campus leaders
- Establishing relationships with administrators and faculty in downtown campus schools
- Coordinating efforts with Evanston campus events and activities
- Key Contacts
 - InNUvation Co-Presidents
- Expected Time Commitment: 10 hours per week



Marketing Director

InNUvation's Internal Marketing Director is responsible for creating student interest in all the offerings InNUvation has throughout the year. This means getting the word out to graduates and undergraduates alike about our speakers, socials, workshops and the NU Venture Challenge.

Key activities include:

- Communicating with Northwestern's schools to ensure a consistent message
- Event Marketing
- Recruiting people to our events as well as generating interest in the club
- Key contacts
 - InNUvation Co-Presidents
 - Technology Director
 - Event Director
 - Chapter Presidents
- Expected time commitment: 5 hours per week

Finance Chair

The InNUvation Finance Chair has responsibility for raising sponsorship donates, managing the organization's funds and tracking all in-flows and out-flows of funds. In addition to this activity, the Finance Chair is also expected to:

- Monitor spending trends such as "burn rate"
- Forecasting future expenses for InNUvation.
- Creating annual and quarterly budgets
- Key contacts
 - InNUvation Co-Presidents
 - Event Director
 - NUVC Director
- Expected time commitment: 2 hours per week



McCormick Graduate Chapter President

Must be a McCormick graduate student.

InNUvation Chapter Presidents are evangelists and managers. They are responsible for promoting InNUvation within their school through events that are specific for their school's student body as well as through marketing for InNUvation university-wide events. Chapter Presidents are encouraged to create their own teams at each school to help them effectively understand and reach their student body.

Responsibilities include:

- Brainstorming new events specific to their school
- Monitor the progress of current events and programs
- Acting as the liaison between the school and the InNUvation Executive Committee
- Attending the InNUvation executive meeting once a week to report on school progress
- Key contacts
 - InNUvation Co-Presidents
 - Event Director
 - Internal & External Marketing Directors
 - Finance Chair
- Expected time commitment
 - Four hours per week

Weinberg Graduate Chapter President

Must be a Weinberg graduate student.

InNUvation Chapter Presidents are evangelists and managers. They are responsible for promoting InNUvation within their school through events that are specific for their school's student body as well as through marketing for InNUvation university-wide events. Chapter Presidents are encouraged to create their own teams at each school to help them effectively understand and reach their student body.

Responsibilities include:

- Brainstorming new events specific to their school
- Monitor the progress of current events and programs
- Acting as the liaison between the school and the InNUvation Executive Committee
- Attending the InNUvation executive meeting once a week to report on school progress
- Key contacts
 - InNUvation Co-Presidents
 - Event Director
 - Internal & External Marketing Directors
 - Finance Chair
- Expected time commitment
 - Four hours per week

Law School Chapter President

Must be a Law School student.

InNUvation Chapter Presidents are evangelists and managers. They are responsible for promoting InNUvation within their school through events that are specific for their school's student body as well as through marketing for InNUvation university-wide events. Chapter Presidents are encouraged to create their own teams at each school to help them effectively understand and reach their student body.

Responsibilities include:

- Brainstorming new events specific to their school
- Monitor the progress of current events and programs
- Acting as the liaison between the school and the InNUvation Executive Committee
- Attending the InNUvation executive meeting once a week to report on school progress
- Key contacts
 - InNUvation Co-Presidents
 - Event Director
 - Internal & External Marketing Directors
 - Finance Chair
- Expected time commitment
 - Four hours per week

Feinberg Chapter President

Must be a Feinberg student.

InNUvation Chapter Presidents are evangelists and managers. They are responsible for promoting InNUvation within their school through events that are specific for their school's student body as well as through marketing for InNUvation university-wide events. Chapter Presidents are encouraged to create their own teams at each school to help them effectively understand and reach their student body.

Responsibilities include:

- Brainstorming new events specific to their school
 - Monitor the progress of current events and programs
 - Acting as the liaison between the school and the InNUvation Executive Committee
 - Attending the InNUvation executive meeting once a week to report on school progress
 - Key contacts
 - InNUvation Co-Presidents
 - Event Director
 - Internal & External Marketing Directors
 - Finance Chair
 - Expected time commitment
 - Four hours per week
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Mentorship Director

InNUvation's Mentorship Director is responsible for providing InNUvation members and NUVC participants with mentorship opportunities. This requires recruiting interested Northwestern alumni, VCs, and entrepreneurs to make a commitment to mentoring student teams. Furthermore, the Mentorship Director will match mentors and student teams together and ensure a positive relationship for all individuals.

Responsibilities include:

- Recruiting Northwestern alumni, Chicago-area business leaders, VC, and entrepreneurs
- Setting up a process to match mentors and teams
- Regularly checking-in with mentors and teams
- Key contacts
 - InNUvation Co-Presidents
 - NUVC Director
 - Alumni Director
 - School Administration and Professors
 - Local VCs and Entrepreneurs
 - Corporate Relations Director
 - Chapter Presidents
- Expected time commitment
 - Five hours per week



Alumni Relations Director

InNUvation's Alumni Relations Director is in charge of maintaining relations with all Northwestern University alumni interested in innovation and entrepreneurship. This involves designing programs to enhance the entrepreneurial image of Northwestern to its graduates, maintaining relationships with them and encouraging their involvement with InNUvation through mentoring, speaking, judging and other opportunities.

Responsibilities include:

- Increasing InNUvation visibility with Northwestern alumni (all NU schools)
- Establishing strategy to stay connected with NU entrepreneurs
- Reaching out to Northwestern alumni directly
- Outlining ways in which alumni can get involved with InNUvation and understanding incentives to encourage that involvement
- Key contacts
 - InNUvation Co-Presidents
 - Mentorship Director
 - External Marketing Director
 - Industry Relations Director
 - Inter-University Relations Director
- Expected time commitment
 - Four hours per week

Social Director

InNUvation's Social Director is charged with providing opportunities for students, alumni, and professors from NU's different departments and programs to network and share ideas with each other. The Social Director will choose two to three social events of various design per quarter to further promote cross-school networking and interaction. This is done with two purposes in-mind: to foster a more interdisciplinary approach to life at Northwestern and to enable team formation for the NU Venture Challenge.

Responsibilities include:

- Create social opportunities that encourage sharing and discussion of ideas
- Coordinate all details around the event: reserving a location, arrangements of food, procurement of materials (if needed)
- Send out event surveys to participants after each event
- Coordinating social schedule with Speaker and Workshop Directors
- Plan event themes based around interests of club members
- Key contacts
 - Events Director
 - NUVC Director
 - Marketing Director
 - Chapter Presidents
 - Expected time commitment: 2 hours per week



Workshop Director

InNUvation's Workshop Director is charged with providing opportunities for students, alumni, and professors from NU's different departments and programs to learn about key aspects of entrepreneurship in a slightly formal setting. The Workshop Director should utilize the university's and local area's expertise to provide experts on the various workshop topics so the student learning experience will be the best we can provide. This is done with two purposes in-mind: to provide basic introductions to the skills that any entrepreneur needs to start a business and to encourage students to participate in the NU Venture Challenge.

Responsibilities include:

- Keep the materials presented updated and current
- Coordinate all details around the event: arranging for the speaker/presenter, reserving a location, arrangements of food, procurement of materials (if needed)
- Send out event surveys to participants after each event
- Coordinating workshop schedule with Speaker and Social Directors
- Plan workshop themes based around interests of club members
- Key contacts
 - Events Director
 - NUVC Director
 - Marketing Director
 - Chapter Presidents
 - Expected time commitment: 3 hours per week

Speaker Director

InNUvation's Speaker Director is charged with bringing the most interesting and relevant speakers on entrepreneurship and innovation to Northwestern. Speakers do not have to be famous or hugely successful as long as their experiences are relevant to the student body - they could be currently starting up a business or have been running a company for 40 years. This is done with two purposes in-mind: to provide unique perspectives to Northwestern students and to encourage people participate in the NU Venture Challenge.

Responsibilities include:

- Establish and maintain relationships with potential speakers
- Coordinate all details around the event: arranging the arrival of the speaker, reserving a location, arrangements of food, procurement of materials (if needed)
- Send out event surveys to participants after each event
- Coordinating social schedule with Social and Workshop Directors
- Plan speaker themes based around interests of club members
- Key contacts
 - Events Director
 - Marketing Director
 - Chapter Presidents
 - Expected time commitment: 3 hours per week

Historian

The historian is responsible for keeping a record of InNUvation events and activities, primarily via photo and video. One new initiative the historian should pursue is the recording of InNUvation events (such as speakers and workshops) and distributing those videos online to extend the reach of InNUvation's events and in the process create a valuable resource of entrepreneurial knowledge and experience. Additionally, the record will provide resources for creating InNUvation's promotional materials.

Responsibilities:

- Arrange for someone to take photos and/or videos at InNUvation events
- Maintain an organized archive for InNUvation photos, videos, and other materials
- Create and maintain a venue for distributing InNUvation videos
- Key contacts
 - Marketing directors
 - Event director
 - Technology director
- Expected time commitment
 - 2 hours per week

Graphics Designer

InNUvation's Graphic Designer is responsible creating marketing material for InNUvation events. InNUvation typically hosts five to six events a quarter. InNUvation material is distributed within and outside the Northwestern community to a community of over 1,000.

Responsibilities include:

- Creating and designing marketing material for InNUvation.
- Key contacts
 - Technology Director
 - Internal Marketing Director
- Expected time commitment
 - 2 hours per week