



## High School Liaison

### Overview

The High School Liaison Committee is an integral part of the Queen's Commerce recruitment strategy. The committee as a whole has two main functions in which all Executive members participate. The first is to promote Queen's Commerce to prospective students at the Fall Preview Days, the March Break Open House, the Summer Orientation to Academics and Resources and the Ontario University Fair. The second is to help accepted students transition into the program by facilitating online communications, writing blogs, leading orientation days during the summer, participating in a mentorship program for incoming students (in partnership with the First-Year Integration Committee) and monitoring the Queen's Commerce 2022 Facebook group. The HSL Executive is comprised of Commerce students that are incredibly passionate about the program and are eager to share that passion with prospective applicants. Since there is a high level of direct contact with potential students, members must be enthusiastic and well-spoken with outstanding interpersonal and communication skills.

### **Sendback Program Coordinator (2)**

The Sendback Coordinators will act as the liaisons between the Commerce office and the HSL executive while planning the High School Sendback Program. Primary duties include designing the Sendback communications workshops and creating all appropriate display materials that will be used for Sendback presentations, as well as organizing and promoting the Sendback Program alongside the co-chairs. These individuals must be confident public speakers.

### **Communications Coordinator (3)**

The Communication Coordinators will act as the primary monitors of the official HSL email and all social media pages. Strong organizational and writing skills are an asset for this position, as they will often be expected to speak on behalf of HSL when answering general questions via e-mail and social media. This position requires extensive knowledge about Queen's Commerce and the University as a whole, including matters such as admission requirements, extracurricular involvement opportunities and general fees.

### **Training and Development Coordinator (2)**

The Training and Development Coordinator will be responsible for ensuring that all HSL members are prepared to answer any and all questions at events where the committee represents Queen's Commerce. They will work to create an official training manual with up to date information about the program and supporting offices (CAC, CIM, etc.), and will coordinate tour training for new members. This individual should be motivated, organized, and willing to extensively research the Commerce Program and Queen's University as a whole.

#### **4<sup>th</sup> Year Liaison (4)**

The 4<sup>th</sup> Year Liaisons will be primarily responsible for attending the Ontario University Fair, Fall Preview, and March Break Open House. At these events, they will be participating in panel discussions about their Exchange experiences as well as their involvements within the Commerce Program. The 4<sup>th</sup> Year Liaisons will work closely with the Socials Coordinators and Co-Chairs to set the culture on the HSL 2019-2020 Executive and will perform an informal mentorship role for other executive members. These individuals must be confident public speakers as well as entering 4<sup>th</sup> year.

#### **Out of Province Specialist (2)**

Out of Province Specialists must have a willingness to learn about the academic requirements needed to be accepted into the Commerce Program outside of Ontario. They will work alongside the Training and Development Coordinator to ensure that the entire HSL team is aware of these requirements and able to answer enquiries concerning them. These individuals will also be responsible for facilitating communication between Queen's Commerce and high schools outside of Ontario in order to educate students about the program.

#### **Marketing Team (3)**

The Marketing Team will be responsible for the promotion of HSL events year-round, as well as work to attract high school students to the Queen's Commerce Facebook page and website. Additionally, they will work alongside conferences, competitions, and committees within the Commerce Society to promote events to the incoming first year students. The Marketing Team is also responsible for coordinating the purchase of committee clothing. These individuals should be creative, self-starting, and have experience with social media promotion and outreach.

#### **Publications Coordinator (1)**

The Publications Coordinator must be a highly motivated and creative individual capable of designing and compiling promotional materials for HSL initiatives such as the Sendback Program and for First Year Representative Hiring. The Publications Coordinator will work closely with the Marketing Team. Experience with publications design and filming an asset.

#### **Socials Coordinator (3)**

The Socials Coordinators are responsible for planning Executive socials and get-togethers throughout the year. They will be responsible for organizing all Executive dinners and outings at the Ontario University Fair in Toronto.

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