

PEDIATRIC AIDS COALITION 2018-2019 General Committee Application

WHAT IS THE PEDIATRIC AIDS COALITION?

The Pediatric AIDS Coalition first began as Dance Marathon in 2002. With thousands of participants, live music, and appearances by celebrities and activists alike, Dance Marathon has raised almost \$5 million in its seventeen year history to support HIV-affected children around the world. Seven years ago, the single event Dance Marathon transitioned into a yearlong organization known as the Pediatric AIDS Coalition (PAC), which is now the largest student-run philanthropic organization on the West Coast. Our mission statement is to encourage unified support in the constant fight against pediatric AIDS through community education and action. PAC has expanded to include direct service projects and events that seek to expand knowledge of the pandemic within the community and support the group's beneficiaries: the Elizabeth Glaser Pediatric AIDS Foundation, the UCLA AIDS Institute, and the Laurel Foundation. Such programs include World AIDS Day, Life Skills Retreat, and a Mentorship/Family Program. This year, the Steering Committee and Executive Team are seeking passionate and driven individuals who will serve as ambassadors for the cause within the UCLA campus and surrounding community, and who are committed to the continual growth of PAC.

TIME COMMITMENT & DEDICATION

The Pediatric AIDS Coalition is a yearlong, campus-wide effort that requires a great deal of time, energy, and dedication from its committee members. As a general committee member, you will be a member of one of our 18 planning committees. It is vital that committee members understand that your time commitment to the Pediatric AIDS Coalition includes the **entire 2018-2019 school year**, as the members of PAC committee are responsible for the planning, promotion, and execution of multiple large-scale events each quarter. We expect PAC committee members to consider the organization a very high priority, a mindset that should be reflected in the time and energy committed to PAC. That being said, PAC is a very rewarding and educational experience. After joining PAC, this committee will become one of your closest groups of friends here at UCLA!

GENERAL COMMITTEE INFORMATION

GENERAL COMMITTEE EXPECTATIONS

- Attend all weekly meetings (Wednesday nights, 7-9pm beginning 10/17)
- Attend weekly sub-committee meetings (Roughly 1 hour, TBD by director)
- Flyer one hour a week on Bruin Walk, the Hill, or on Row Walks
- Participate in **all** large-scale promotional events for PAC throughout the year

IMPORTANT DATES TO REMEMBER

Application Deadline	October 5th, 5pm
Returner Interviews	October 11th-12th
New Member Interviews	October 13th-14th
Decisions Released	October 15th
First General Committee Meeting	October 17th, 7 – 9pm
Fall Retreat	November 3rd-4th , overnight
Setup for Dance Marathon	Thursday and Friday in April TBD 9am-10pm
Dance Marathon 2018	Saturday and Sunday in April TBD

If you are unavailable to attend any of these dates, please indicate so and explain why at the end of your application.

MEMBERSHIP FEE | FUNDRAISING REQUIREMENT

A single membership payment of **\$65** will be collected at the first General Committee meeting. This cost covers your committee highlighter shirt, registration fees for the donation website, fall retreat, and the cost of internal activities. **Additionally, every committee member must commit to fundraising a minimum of \$500 toward the cause before the event.**

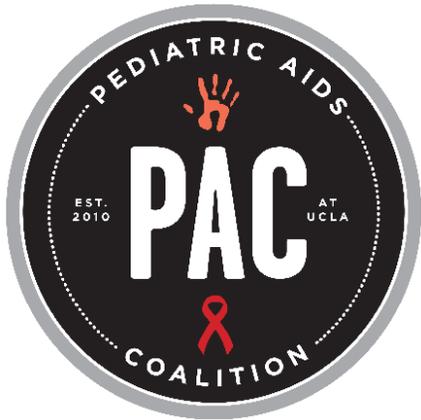
Applications are due by *5pm on October 5th.*

Both a hard copy and a digital copy are required. Please deliver the hard copy to the PAC Office in Kerckhoff Hall room 515 and send the digital copy to pac.president.ucla@gmail.com. In the 24 hours following your online submission, you will receive an email confirmation. If you do not receive this confirmation, please email pac.president.ucla@gmail.com.

If selected for an interview and are unavailable for the interview dates (October 11th-12th for returning members, October 13th-14th for new members), please note this in your application.

If you have any questions, please email Melissa Miller at pac.president.ucla@gmail.com.

Thank you again for your interest in applying for PAC 2018-2019 General Committee!



PEDIATRIC AIDS COALITION 2018-2019 General Committee Application

Thank you for your interest in applying to the Pediatric AIDS Coalition!
Please direct any questions to Melissa Miller [pac.president.ucla@gmail.com]

Name:
Phone Number:
Birthday:

Year in School:
E-mail Address:
Shirt Size:

Please rank your top 4 choices for committees below (1 being your top choice). Please read through the descriptions of all committees, as changes have been made from previous years.

1. _____
2. _____
3. _____
4. _____

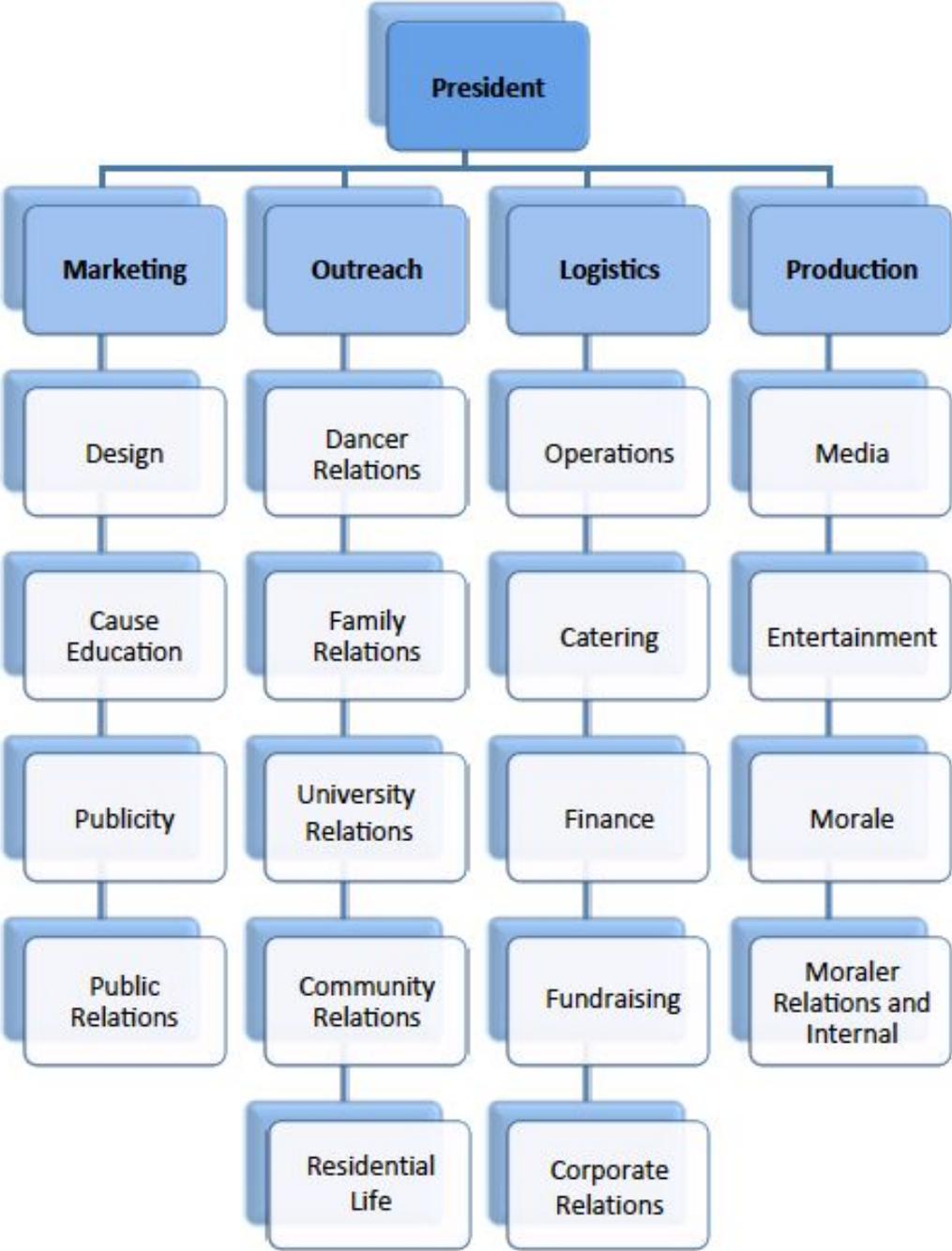
Please answer the following questions within 2 pages:

1. Briefly describe your previous extracurricular involvement/work experience and how these activities will contribute to the job you will do on the PAC committee.
 2. What time commitments do you have for the 2018-2019 academic year? How do you see these affecting your commitment to the Pediatric AIDS Coalition?
 3. Why do you want to become more involved in the Pediatric AIDS Coalition?
 4. Talk about something that is meaningful and/or important to you and why?
 5. Personal outreach to dancers from every member of PAC is vital to the success of Dance Marathon and therefore each PAC member will be expected to fulfill not only their committee responsibilities, but their outreach responsibilities as well. How would you go about encouraging your friends or strangers to sign up for Dance Marathon? Provide at least three strategies you would employ.
 6. Express yourself in any way you feel uniquely describes YOU. Be creative and have fun! *This component may be submitted separately from the rest of the application*
- *Please note that some committees do require certain qualifications/supplementary components.***

Additionally, please answer the following questions pertaining to PAC's Fall Committee Retreat:

1. Fall Committee Retreat will be held November 3rd-4th (overnight). Please indicate if you are *unable* to make this retreat for any reason.
2. List any food restrictions or allergies that you have.
3. List any allergies to medication that you have.

COMMITTEE STRUCTURE



COMMITTEE DESCRIPTIONS

LOGISTICS COMMITTEES

Executive Director: Shea Drake | pac.logistics.ucla@gmail.com

CATERING

Director: *Sophie Ahmad* | pac.catering.ucla@gmail.com

Responsibilities: Catering's main responsibility is to secure nutrition for dancers during Dance Marathon (5+ meals for 1,000 persons), along with product donations for PAC's various other awareness and fundraising events, such as an alumni reception. The Catering committee will work with the Executive Board to create and email the Catering Packet to companies and actively research ways to lower the costs associated with all areas of PAC. Dance Marathon can get long and exhausting, so acquiring nutritious and energizing food donations will be crucial to maintaining dancer morale during the event! During the year, the Catering committee will work to foster relationships with local Westwood restaurants as well as many other food sources throughout LA to provide meals for Dance Marathon and future events. This will be a chance to explore the vast food variety LA has to offer and get a chance to create an exciting, delicious, and balanced menu for the dancers. At the event itself, the Catering committee will oversee and manage all mealtime logistics.

Qualifications: *Members of the Catering committee should have strong communication skills, as much of the work will be speaking directly to business owners, both in person and over the phone. Any interest/prior experience in event planning will be useful in organizing the meals and carrying out tasks the day of DM.*

CORPORATE RELATIONS

Director: *Elina Vanuska* | pac.corporate.ucla@gmail.com

Responsibilities: The Corporate Relations committee works with corporate companies and businesses to solicit monetary and in-kind donations for PAC events including silent auction, prizes, and dancer bag gifts. Corporate Relations will work with the Finance Committee to develop and secure overall corporate sponsors for DM, will create and mail the Corporate Packet to companies, and will actively research ways to lower the costs associated with all areas of PAC. Corporate Relations will work closely with Fundraising to coordinate an effective donor-stewardship effort, and will be integral in forming close relations with local and national corporate giving funds.

FINANCE

Director: *David West* | pac.finance.ucla@gmail.com

Responsibilities: The Finance committee will be responsible for overseeing all financial matters for PAC. This committee compiles PAC's annual budget and applies for UCLA funding by writing grants and attending associated funding hearings. Members of this committee are responsible for writing grants, exploring and developing outside funding support, and maintaining an effective relationship with Student Government Accounting. Finance will work closely with all other PAC committees, especially those under the umbrella of logistics.

Qualifications: *Finance committee members should be strong writers and have great organizational skills. Experience in grant writing, grant giving organizations, or working with Student Government Accounting is a plus.*

OPERATIONS

Director: *Nina Enholm* | pac.operations.ucla@gmail.com

Responsibilities: Operations is in charge of a majority of the logistics before, during, and after Dance Marathon. This includes, but is not limited to: building the master schedule and job rotation, facilitating set-up and clean up before and after the event, and establishing and maintaining professional working relationships with a variety of on-campus entities. In addition, Operations is responsible for making **all** PAC-related room and space reservations, organizing volunteer recruitment/registration, and reserving parking for special guests during the event. Operations will work closely with the Executive Team and facility managers to develop the event layout and operations in addition to collaborating with the Entertainment committee to secure any necessary equipment for performances and guest speakers.

Qualifications: *Operations committee members should have strong organizational skills, attention to detail, and feel comfortable enforcing rules and policies to their peers.*

FUNDRAISING

Director: *Emma Paine* | pac.fundraising.ucla@gmail.com

Responsibilities: Fundraising by dancers and PAC members is an integral part of a successful Dance Marathon. The Fundraising committee will be responsible for consolidating all fundraising efforts. Responsibilities include working closely with Dancer Relations to help dancers meet and exceed their fundraising goals and coordinating with the other Outreach committees to lead fundraising efforts at various events throughout the year. The Fundraising committee is expected to brainstorm and implement new and innovative methods of fundraising, such as apparel sales, canning days, and Color Team events. Additionally, this committee will plan and host the Dance Marathon reception where friends, family, alums, and community members are invited to learn more about PAC and engage in our cause.

MARKETING COMMITTEES

Executive Director: Dylan Sanders | pac.marketing.ucla@gmail.com

DESIGN

Director: *Lauren Kim* | pac.design.ucla@gmail.com

Responsibilities: The Design committee creates and develops PAC's overall aesthetic for the year. Design is responsible for creating all PAC and DM materials, including, but not limited to, outreach flyers, the PAC website, Dancer Survival Guide, Corporate Packet, Media Kit, event T-shirts, social media graphics, and all physical designs and decorations. Design works with the other Marketing committees to ensure a cohesive publicity effort and an event aesthetic that corresponds with the DM 2018 theme.

Qualifications: *Applicants must either be proficient in web design (a big plus!), able to use graphic design software (ie. Adobe Photoshop, Adobe Illustrator, Adobe InDesign, etc.), or a visual artist with proven drawing skills.*

Supplement: *Please bring a portfolio or samples of your work to your interview, or before your interview, email Lauren a link to your portfolio or a link to website(s) that you have designed or edited.*

PUBLIC RELATIONS

Director: *Madeleine Ainslie* | pac.pr.ucla@gmail.com

Responsibilities: Throughout the year, the Public Relations committee works to implement a multi-platform social media strategy that engages and inspires audiences both on and off-campus. PR secures media coverage of all PAC events by drafting and submitting press releases, contacting political and community officials, and communicating with all of our beneficiaries as well as committee members and

personal connections to secure celebrity guests. PR creates and maintains a database of secured guests and determines publicity needs to help us reach our target audiences. PR committee members act as PAC point spokespersons for all outgoing media interviews and information while also working as active writers and contributors for our published accounts. Additionally, PR committee members take an active role in political advocacy surrounding our cause. This can include lobbying local and national politicians about HIV/AIDS policies and acting as liaisons between PAC/the UCLA community and policy makers.

Supplement: *Attach a writing sample to your application. This writing sample does not have to be long it just needs to give us an idea of your writing skills. This sample may include: examples of prior PR/marketing experience, any previously published work, a cover letter, a short academic paper or a segment of an academic paper. It is not necessary to write a sample for the sole purpose of this application, a previously written work will suffice. If you prefer, you may also email Madeleine before your interview with the requested sample.*

PUBLICITY

Director: *Snehal Chitalia* | pac.publicity.ucla@gmail.com

Responsibilities: The Publicity Committee will coordinate all publicity efforts, including social media campaigns, flyering, digital/print marketing, events in Bruin Plaza, and creating innovative publicity stunts throughout the year. The committee will also be publicizing any PAC-related initiatives or events in order to create further awareness of PAC/Dance Marathon on campus and in the Los Angeles community. Publicity will work closely with other Marketing committees to execute a year-long marketing strategy that stresses education, involvement, and empathy.

Qualifications: *Proficiency in the use of Facebook, Twitter, Instagram, and Snapchat. Event planning, marketing experience, or a creative background are pluses.*

Supplement: *Please bring to your interview a list of potential PAC/Cause-related publicity stunts to execute on campus, on social media, and/or in the LA community.*

CAUSE EDUCATION

Director: *Shivani Desai* | pac.cause.ucla@gmail.com

Responsibilities: Cause Education ensures that HIV/AIDS education is a central aspect of all PAC related activities and inspires committee members and the UCLA community to be passionate about our cause. Cause Education acts as an informational resource for all by preparing frequent interactive and creative educational presentations for committee meetings, events, and for Dance Marathon, and creates ways for DM participants, committee members, and other students to get involved in the cause outside of DM throughout the year. Cause Education is responsible for managing “Cause Corner” and organizing the Vigil during Dance Marathon. Additionally, Cause Education collaborates with all PAC committees to infuse our Cause in everything we do. For example, we work with the Media committee to produce cause-related videos for DM, and Outreach Committees, Publicity, and Public Relations to create and maintain projects that will better inform the local community about HIV/AIDS.

OUTREACH COMMITTEES

Executive Director: Shauna Perigo | pac.outreach.ucla@gmail.com

COMMUNITY RELATIONS

Directors: *Jorge Escobar-Aguilar* | pac.community.ucla@gmail.com

Responsibilities: Community Relations is a committee dedicated to establishing new connections at

UCLA and in the Los Angeles area. This year, C-Rel will broadly focus on developing new and uphold existing relationships with organizations in the larger Los Angeles area. The committee will create relationships with local schools to provide cause-related educational workshops to younger members of the community. In addition, we will establish connections with local HIV/AIDS organizations encouraging participation in Dance Marathon and coordinating volunteer opportunities for PAC members. Finally, C-Rel will organize the Community Morale shift, a three hour period of Dance Marathon were schools, nonprofits and general members of the community will be invited to experience DM and presentations given by the committee.

Qualifications: *All applicants must be comfortable with public speaking or show a willingness to learn. Outreach experience, i.e. event planning, professional correspondence, logistical planning, is encouraged but not required!*

RESIDENTIAL LIFE

Directors: Jenna Nichols | pac.reslife.ucla@gmail.com

Responsibilities: Residential Life will work largely with UCLA residential life to increase UCLA student presence and engagement in Dance Marathon. The committee will assist in programming year-round events located on the Hill, such as quarterly carnivals and floor meetings, in order to educate residents about our cause. In addition, committee members will work with Hill Staff to facilitate sign ups of residential building teams for Dance Marathon.

Qualifications: *Applicants with current involvement or experience with UCLA Residential Life are encouraged to apply for the Residential Life Committee, but it is not a requirement.*

DANCER RELATIONS

Director: Griffin Scheinman | pac.drel.ucla@gmail.com

Responsibilities: D-Rel committee members lead dancers as a **dancer captain** by organizing and interfacing with dancers/teams. Captains act as dancers' liaison to all DM and PAC information via emails, info meetings, and face-to-face contact. Captains are responsible for dancer retention, putting on awareness-raising activities, and organizing fundraisers to ensure that each dancer meets their fundraising goal. Dancer captains will coordinate their outreach with other members of PAC to promote effective and targeted messaging. Captains must be outgoing, dedicated and be willing to devote a **large time commitment to personal outreach** throughout the year engaging with their dancers, as well as the logistics and planning that accompanies this effort. During the event, Dancer Captains will be engaged with their dancers from start to finish, guiding their teams through all of the scheduled meals and activities, and ensuring their dancers' well-being. Dancer relations will work closely with the other outreach committees to ensure a comprehensive support team is accessible for all participants.

Qualifications: *Previous Dance Marathon dancer or committee experience is required.*

FAMILY RELATIONS

Director: Isaiah Rutledge | pac.family.ucla@gmail.com

Responsibilities: Family Relations acts as the liaison between PAC and all of the kids that we work with. We are responsible for programming direct service opportunities for PAC committee members to interact and mentor local affected kids throughout the school year. We work with our ambassadors, spearheading committee and dancer interaction with ambassadors. Family Relations is in charge of three large-scale mentorship events, ensuring that committee members develop close relationships with DM ambassadors and local kids. Family Relations also seeks to develop lasting relationships with local families that are

infected/affected by HIV/AIDS and serve these families by giving the children a safe and accepting community here in PAC. Additionally, Family Relations will serve as the main contact with beneficiary ambassadors, and will plan a Life-Skills Retreat for campers that have aged out of [The Laurel Foundation](#). Time allowing, Family Relations will also aid The Laurel Foundation with their programs throughout the year.

Qualifications: *Applicants proficient in another language besides English and/or have experience working with kids of all ages are encouraged to apply.*

UNIVERSITY RELATIONS

Director: John Forester | pac.university.ucla@gmail.com

Responsibilities: This committee is responsible for maintaining and furthering PAC's relationships with organizations on campus such as Greek Life, UCLA alumni, student groups, athletics, as well as faculty and staff. This includes gathering support, funding, and co-programming for future events. University Relations' function is to spread the word about PAC and Dance Marathon on campus through administration and students to facilitate a truly campus-wide campaign. This includes speaking in front of classes, athletic teams, administrators, fraternities/sororities, student organizations, and more.

Qualifications: *Connections to UCLA student organizations, alumni, and/or athletics is preferred. Public speaking is required.*

PRODUCTION COMMITTEES

Executive Director: Matthew Woollgar | pac.production.ucla@gmail.com

ENTERTAINMENT

Director: Hayley Barton | pac.ent.ucla@gmail.com

Responsibilities: The Entertainment committee recruits all performers for DM and special events including Bruin Plaza Days. The committee holds auditions for bands, student groups, DJs and other entertainers, and works with music labels and managers to book non-UCLA artists. Throughout the year, Entertainment will work closely with Morale, D-Rel, Catering, and Operations to produce an overall event timeline and schedule for DM. At Dance Marathon, Entertainment is in charge of sound checks, stage-management, Outer Concourse activities, and working with Pauley Pavilion audio/visual staff and Operations to ensure access to necessary equipment.

Qualifications: *Relevant entertainment experience (i.e. stage management, performance, event planning, production, etc) and knowledge of the music industry is preferred, but not required.*

MEDIA

Director: Brandon Hiner | pac.media.ucla@gmail.com

Responsibilities: The Media committee creates and develop all media for DM, including, but not limited to, opening and closing event videos, morale videos, cause videos, videos for pre-DM events, outreach videos for dancer registration, and public and corporate relations promotional videos. Media aims to transform PAC's media effort into one that inspires, engages, and encourages viewers to take action.

Qualifications: *Must have experience with one or more of the following: Using a video camera, Video/Sound editing, Script writing/reviewing*

MORALER RELATIONS & INTERNAL

Director: Mathew Quigley | pac.mri.ucla@gmail.com

Responsibilities: First and foremost, MRI seeks to unify the large general committee behind PAC's cause and make every member feel welcomed and appreciated. MRI is responsible for all Morale Relations leading up to DM and at DM, being a source of information and encouragement to further their involvement in our cause. MRI is also responsible for planning all internal events including Fall Retreat, bonding events throughout the year, activities at the start of every meeting, Spring Banquet, etc. MRI members should also take initiative in driving or hosting any events if possible.

Qualifications: *Applicants must have high levels of enthusiasm and must be dedicated to raising morale for all PAC members and everyone participating in Dance Marathon. Experience with event planning and outreach is preferred but not necessary.*

MORALE

Director: Nathan Glovinsky | pac.morale.ucla@gmail.com

Responsibilities: As the official hosts of Dance Marathon, Morale's primary responsibility is to emcee the event while sustaining high levels of enthusiasm and energy. Morale is also responsible for pitching, developing, and producing creative content for the organization; this includes - but is not limited to - theme shift transition videos, committee music videos, and cause education videos. Morale committee members are expected to be the most enthusiastic, visible, and passionate members of PAC.

Qualifications: *Applicants for Morale must be comfortable dancing on stage at Dance Marathon for the entirety of the event.*

Supplement: *Applicants for Morale must submit an original comedic sketch with their application, and be prepared to pitch it during their interview.*