



# 2021-2022 Committee Application

## Guidelines and Information

All current undergraduate students in the Barnard and Columbia community are eligible to apply to a committee.

You may apply to up to five of the seven CWBS committees (details on Page 3):

- **Conference Committee**
- **Membership Engagement Committee**
- **Digital Marketing & Visual Design Committee**
- **Corporate Engagement Committee**
- **External Initiatives Committee**
- **Diversity & Inclusion Committee**
- **Professional Development Committee**

The committee application should be completed using this form. **Your application and a one-page resume must be submitted electronically to [cwbs@columbia.edu](mailto:cwbs@columbia.edu) by Sunday, September 26th by 11:59 PM.** Please make the subject of the email “full name – committee application”, and put your committee rankings in the body of the email. All applications must be a PDF form titled “full name – committee application”. Please include resume in application PDF. No exceptions will be granted for late applications.

### **All committee members are required to:**

- Attend committee meetings (timing, length and frequency at the discretion of committee head). More than 2 unexcused absences from committee meetings may result in removal from the committee.
- Required to attend all mandatory events (2 unexcused absences permitted).
- Required to attend the annual conference in February.

Please note that once you submit your application you may be contacted for an interview. Details to follow. Please reach out to [cwbs@columbia.edu](mailto:cwbs@columbia.edu) if you have questions regarding the application process.

## Applicant Information

Name: ..... Phone: .....

UNI: ..... Year: ..... School (BC, CC, GS, SEAS): .....

Major (*intended or declared*): .....

Previous Committee Member? Yes / No

Please rank (1 - 5) the committees you are applying for:

1. ....
2. ....
3. ....
4. ....
5. ....

## Application Questions

Please answer each of the following questions in the space provided:

1. Why do you want to join a CWBS committee?

2. What skills and relevant experience can you bring to your first-choice committee?

3. What are your interests within the business world (e.g. banking, consulting, tech, fashion)?

4. Please list all of your extracurricular commitments, including club, position, and time devoted each week.

## Additional Required Materials

Please attach a one-page resume detailing your relevant experience. Resumes must include GPA – exception is first year students who do not have one yet.

# CWBS 2021-2022 Committee Information

## **CONFERENCE COMMITTEE**

Committee Chairs: Shreya Bhakta & Natalia Chu

- Begin planning Annual Leadership Conference, which happens in the Spring, including but not limited to:
  - Theme and panel design.
  - Speaker outreach.
  - Event organizing: food, floral arrangements, space booking and coordinating with Digital Marketing and Corporate Engagement teams (contingent on in-person/virtual format).
- At the culmination of the annual Conference, the committee will be at the discretion of the chair.
- Learn how to brainstorm event ideas, manage multiple facets of a 300-person event from start to finish, connect with professionals, and work across multiple teams.

## **MEMBERSHIP ENGAGEMENT COMMITTEE**

Committee Chair: Alyse Rovner

- Plan virtual and in-person events, panels, and bonding sessions
- Work on content creation for different portions of The Scope (our interactive digital platform, newsletter, & podcast)
- Reach out to high-profile women in business for panels, events, and interviews.
- Reach out to high-profile companies (Pressed Juicery, Barry's Bootcamp, etc) to plan bonding events for the CWBS community.
- Learn how to manage events from start to finish, brainstorm what motivates people, and connect with professionals.

## **CORPORATE ENGAGEMENT COMMITTEE**

Committee Chair: Skylar Green

- Reach out to companies for potential item donation or other event sponsorship.
  - Assist Chair in creating documents, including email templates and spreadsheets, for reaching out to sponsors
  - Consistently be in contact with companies for donation opportunities for other events
  - Organize giveaways or raffles with companies to maintain digital engagement with followers and sponsors
- Learn how to manage funds, speak with potential sponsors, and network with world-renowned companies.

## **DIGITAL MARKETING & VISUAL DESIGN COMMITTEE**

Committee Chairs: Faye Wang & Sandra Roxas

- Potential to design materials for social media campaigns on all our platforms (Facebook, Instagram, Twitter) via Adobe Suite (Photoshop and Illustrator)
  - Research relevant articles to our organization to be shared on social media
  - Run Conference social media campaigns
- Responsible for developing strategic solutions to expand outreach and awareness for all events and annual conference
  - Reach out to alumni and leading professionals from various industries to gather career-development advice and to share with our network

- Curating and articulating visual aesthetic for CWBS platform
- Learn how to creatively engage an audience, network with successful business leaders, and strategize marketing solutions

## **EXTERNAL INITIATIVES COMMITTEE**

Committee Chair: Nadiia Dubchak

- Assist in establishing partnerships with both on-campus and non-sponsor parties to jointly organize events.
  - Collaborate with affinity groups and non-traditional partnerships on campus.
  - Collaborate with the Center for Career Education in planning annual showcases (Boutique Bank Showcase, AMP Showcase, etc.)
- Join the Society of Women Leaders (SWL) and form relationships with Women in Business groups at the nation's top universities
- Learn how to manage events, collaborate with people from other committees/organizations, and connect with professionals

## **DIVERSITY & INCLUSION COMMITTEE**

Committee Chair: Morgan Grant

- Reach out to, and collaborate with, organizations on and off campus for events
- Create affinity groups for members
- Assist in diversifying the recruiting, membership, and programming of CWBS across all platforms
  - Work closely with the Chair to develop new initiatives and metrics
- Learn how to manage events, collaborate with people from other committees/organizations, and connect with professionals

## **PROFESSIONAL DEVELOPMENT COMMITTEE**

Committee Chair: Zayba Qamar

- Create, establish, and provide the CWBS community, and beyond, with the skill-set needed to succeed in both the pre-professional and professional world
  - Assist in content creation for professional posts and events
- Communicate with representatives at leading companies to plan programming in the format of information sessions, panels, or workshops
- Develop a strong sense of networking and a robust experience in managing events