

THE BOOLA

GUIDEBOOK
2016-2017

EDITORIAL

The editorial side of The Boola is led by the Editor-in-Chief and produces all of the content – ranging from articles to photoessays to videos. The editorial side is broken up into the creative and writing teams, which brainstorm as a unit. The writing team is further broken down into different sections, which are outlined below. Upon becoming a part of The Boola, new writers are placed into one section, lead by that section editor, though eventually contributions to other sections are allowed and even encouraged.

WRITING SECTIONS

HUMOR

These articles are funny. Satirical. Generally humorous. If the primary concern of the article is to make the reader “lol” then the article goes under this section. However, because many articles we write are supposed to be humorous, many time articles are cross-listed as humor and one of the other sections. Humor articles do not have to have a specific topic; they are placed under this heading purely because of their form.

LIFESTYLE

Lifestyle articles have historically been about fashion and makeup, but they can also expand to other topics that are not only directly related to Yale, but also to the general “lifestyle” of a college student. Anything that talks about how students live and improve on their daily lives goes here.

CAMPUS

All of these articles are directly related to Yale’s campus. They can include articles about current campus happenings, campus rooms or any sort of thing that may only be understood by a Yale student. Basically, “Campus” articles talk about the specific aspects of Yale.

CULTURE

Culture articles are longer form articles that can have any tone or topic. These articles are mainly categorized separately because they are less “listicles” or picture-filled short articles, but rather mini-essays that encompass more of the personal opinions of the writer.

CREATIVE TEAM

Members of the creative team will head and facilitate all Boola projects outside of articles. This includes but isn't limited to videos, photography pieces, podcasts. In the past, the creative team was in charge of recruiting other members for videos and then filming and editing such videos. In the future, we hope that this section will grow to include other forms of non-written content.

MANAGEMENT

The Management Team is led by the President and runs all of the operations of The Boola. New members will be placed into one or more of the following groups. Note that for the multiple-person groups (Events, Marketing, Tech), the descriptions encompass the responsibilities of the entire group – each member of the group does not necessarily need to attend to every single item.

VICE PRESIDENT

Description:

The Vice President (VP) is the primary assistant to the President. The VP shall be chosen at the start of spring semester, and with the approval of the President and Editor-in-Chief, will rise to the acting position of President during the following November Break, and officially assume the position the following spring semester. In the case that no VP is chosen, the President will assume the roles and responsibilities of the VP.

Roles include:

- Assisting with all of the President's tasks; advising the President on decisions
- Leading the Bulldog Days spring recruiting effort, including the extracurricular bazaar and late-night freshman event
- Taking attendance is taken at every meeting; keeping a personal record of each Boola member

Qualities:

- Organized and detail-oriented
- Good communication skills
- Good leadership skills
- Creativity in problem-solving and tackling new challenges
- Quick to adapt to new situations

SECRETARY/EVENTS DIRECTOR & EVENTS MANAGERS

Description:

The Secretary/Events Director is responsible for many of the logistical upkeep details of The Boola. He/she should know what is happening in all divisions of The Boola and have a good understanding of how everything fits in together with the overall Boola mission. He/she makes sure that both internal and external events happen as planned.

The Secretary/Events Director presides over a team of Events Managers and allocates responsibilities accordingly. Events Managers should be able to tackle any of the Director's roles. They may choose their own level of commitment, which they then will be held accountable for.

Roles include:

- Internally:
 - o Working with President/VP to set meetings; emailing meeting notifications to the entire club or relevant group
 - o Taking meeting notes and sending them out afterwards (if absent, must find someone else to take minutes)
 - o Booking rooms and ordering food for the meetings
 - o Managing the Groupme, Facebook group, panlist, and other internal communications
 - o Collaborating with the Editors to create and execute exciting events for the club members, including Whine + Cheese night and end-of-semester parties
- Externally:
 - o Planning, organizing and executing external Boola events, including recruitment and marketing efforts
 - o Working closely with the management team, especially the Marketing Director, to promote upcoming events
 - o Maintaining a list of events and statistics throughout the year
 - o Working with the President to communicate details with Yale about relevant events, such as recruiting
- Working with treasurer to ensure the fiscal viability of all events

Qualities:

- Excellent event planning skills
- Ability to anticipate unforeseen logistical details
- Organized and detail-oriented
- Responsible
- Punctual and meets deadlines well
- Highly creative/is ~fun~

MARKETING AND SOCIAL MEDIA DIRECTOR & MANAGERS

Description:

The Marketing and Social Media Director is responsible for all Boola marketing and publicity. He/she should intuitively have a feel for current trends and the school environment to execute creative campaigns that appeal to Yale students and distinguish The Boola from other publications. He/she should constantly be thinking of ways to create a relationship between the organization and its readers, creating The Boola's voice and public image. Whereas the Secretary/Events Director plans and organizes events, the Marketing Director creates publicity for them.

The Marketing and Social Media Director presides over a team of Marketing Managers and allocates responsibilities accordingly. Marketing Managers should be able to tackle any of the Director's tasks. They may choose their own level of commitment, which they then will be held accountable for.

Roles include:

- Working closely with events director to promote activities and events
- Creating promotional materials like t-shirts, stickers, and posters
- Designing and distributing advertisements for all events for The Boola (via email, Facebook, Twitter, posters, flyers, newspaper, etc.)
- Sending out publicity at least 1 week prior to events
- Recruiting
- Maintaining and developing The Boola's social media presence

Qualities:

- Eye for design, able to use (learn quickly) Photoshop and Canva
- Social media savvy
- Highly creative in planning and executing major events throughout the year i.e. Bulldog Days / recruiting events
- Can pitch The Boola in both a student-friendly and professional manner

CAMPUS RELATIONS DIRECTOR

Description:

The Campus Relations Director's primary role is to foster The Boola's campus presence, as well as to direct the coverage of Yale student groups and campus movements. He or she should be constantly thinking of ways to partner with organizations and campus event coordinators to deliver entertaining, informative content.

Roles include:

- Putting together the annual "Best of Overheard at Yale," one of the consistently highest-read articles
- Working with and featuring student groups in articles or media pieces
- Working closely with the Editors to cover selected campus events and movements, including protests or Night Markets, in a timely manner
- Working with the marketing director on promoting The Boola's campus presence and boosting its image and reputation

Qualities:

- Excellent interpersonal and online communication skills
- High awareness of The Boola's brand
- Intuition in what types of content will appeal to students
- Accountable in following up when developing relationships

TREASURER

Description:

Money. 'nuff said.

Roles include:

- Applying for and securing the Yale UOC publication grant each semester
- Managing the Boola's bank account
- Creating, maintaining, and constantly adjusting The Boola's budget
- Working closely with the Events Director to ensure fiscal viability of all events
- Keeping track of receipts and reimbursements
- Generate new ideas to secure outside funding, including sponsored articles or fundraiser events

Qualities:

- Basic accounting skills
- Analytically minded
- Reliable
- Great sense for appropriate monetary allocations

ALUMNI RELATIONS DIRECTOR

Description:

The Alumni Relations Director is responsible for fostering and maintaining relations with alumni from The Boola. This is a new role and would require imaginative foresight in setting up a sustainable system.

Roles include:

- Building the groundwork for future alumni relations
- Creating a repository with information about current Boola alumni
- Asking for alumni donations
- Coming up with other ways to engage alumni

Qualities:

- Professional and accountable
- Information organization skills

TECHNOLOGY DIRECTOR & WEB ENGINEER/DESIGNERS

Description:

The Technology Director oversees the technical and design aspects of the web. He/she should enjoy solving problems in a changing digital landscape and target priority web issues for The Boola, executing a plan to get these done quickly. He/she should relay the vision of The Boola to the engineers, motivating the team to improve the site's UX.

The Tech Director presides over a team of Web Engineer/Designers and allocates responsibilities accordingly. A Web Engineer/Designer may choose their own level of commitment, which they then will be held accountable for.

Roles include:

- Basic debugging and responding to technical emergencies
- Website maintenance and saving copies of the website
- Managing plug-ins and widgets
- Staff training and mentoring
- Envisioning and executing new updates for website, especially heeding those requested by other Boola members

Qualities:

- Website coding skills (incl html and CSS)
- Understand web design
- On top of things and is quick to respond
- Ability to rapidly learn and adapt
- Creative problem solving skills

YALE'S FIRST SOCIAL NEWS OUTLET



THE BOOLA