2015 Martin Luther King, Jr. Commemoration
Student Planning Committee
Committee Application

SAVE THE DATE!
The 2015 MLK, Jr. Commemoration will be January 19-23, 2015!

Description of the Commemoration:
On November 2, 1983, former President Ronald Reagan signed into law House of Representatives Bill Number 3706 declaring January 15, the birthday of Martin Luther King, Jr., a national holiday.

In December 1985, former Penn State President Bryce Jordan formed a President’s planning committee for Martin Luther King, Jr. recognition. Dr. James B. Stewart, director of the Black Studies Program at that time, served as the inaugural chair. The official recognition of this holiday began in 1986, and occurs on the third Monday in January each year.

Today, the MLK, Jr. Commemoration at Penn State is made possible by a dedicated group of students, faculty/staff, donors, and units across the university. This year’s student planning committee will be comprised of an executive director, directors of Financial Sponsorship, Public Relations, Community and Faculty Outreach, Campus Events, Day of Service, and Evening Celebration. For more information, visit www.mlk.psu.edu.

Qualifications of Directors:
ALL Penn State-University Park students are eligible to apply.
Expectations of Director positions:
The MLK, Jr. Directors will be expected to commit to a year-long position, although the peak work time will be April-February. Selection of new committee members will begin directly following the selection of the Executive Director, and committee members will be expected to serve through the following Spring Semester.

Description of 2015 Director Positions:

**Day of Service Co-Directors:** Responsible for organization and planning in regarding The Annual MLK, Jr. Day of Service. Directors help engage Penn State students in a national day of volunteer service. Duties include, but are not limited to, contacting and securing service sights, working with the Directors of Financial Sponsorship, organizing promotional efforts with Directors of Public relations, acquiring individuals for Day of Service Team Leader positions and providing them with training to help facilitate a group of individuals at service sites, and providing entertainment for the Day of Service wrap up. This event draws approx. 350+ student, faculty, and staff annually. *The day of service will be on Monday, January 19th, 2015.*

**Evening Celebration Co-Directors:** Responsible for organizing the annual anniversary celebration dedicated to the mission of MLK day and includes working with advisors to secure a keynote speaker, accompanying performances, reservation of space and related logistics and promotion of the event throughout the year. They will be responsible for reserving and handling the logistics of the spaces where the speech and reception will occur, booking performances, and handling the ticketing for the event. They will also be responsible for handling itinerary related to the speaker, meeting with the Public Relations Director to promote the event, and writing the timeline for the Evening Celebration and its reception.

**Community & Faculty Outreach Committee Co-Directors:** Responsible for being the liaisons to the State College, PA Community and the University's faculty and staff. The Co-Directors are responsible for coordinating an essay, poetry, and art contest for the State College Area School District and the Bellefonte Area School District. Co-Directors must coordinate a community showcase for the winning students and their families. Additional responsibilities include organizing a donation drive with the local school district and maintain a connection with the State College community after MLK Week is over.

**Financial Sponsorship Co-Directors:** Responsible for securing all donations, both monetary and in-kind, to the Dr. Martin Luther King Jr. Commemoration Committees as well as dealing with all finances. These directors should be personable and persistent as they will be working with many donors. The Financial Sponsorship Directors are also designated with the responsibility of benefiting the corporations and donors properly. They should practice professionalism in all situations. They should have an understanding of how Associated Student Activities (ASA) and University Park Allocation Committee (UPAC) operate at Penn State. These directors should have good organizational and budgeting skills. An ability to use Excel is critical.

**Campus Events Co-Directors:** Responsible for coordinating the events that take place on campus during MLK week, as well as to aid the Community & Faculty Outreach Co-Directors with the Community Showcase. The primary objective of the Directors of Campus Events is the outlining of the week of events, and potentially developing new events.

**Public Relations Co-Directors:** Responsible for organizing all promotion and publicity for the annual week of events through different mediums of social networking, listservs, etc. Duties include but are not limited to creating all flyers, creating and sending all media releases, creating any apparel and accessories, and helping to organize all public appearances prior to the commemoration. Directors should be familiar with Publisher and Adobe Photoshop to create the flyers and/or multiple social media platforms.

*For additional information, contact Ashley Walker Ashleyw127@gmail.com or Student Activities at 814-863-4624.*
2015 MLK, Jr. Commemoration Committee Director Application

Contact Information:

Name: __________________________________________  
Major/Year: __________________________________________  
Phone: __________________________________________  
E-mail: __________________________________________  
Local Address: __________________________________________  

Reference:
Note: Please select someone who has worked with you recently in a student group, community organization, or similar capacity who can speak to your leadership skills, ability to work in a team, etc.

Name: __________________________________________  Phone Number: __________________________________________  
Relationship: __________________________________________  E-mail: __________________________________________  

Please list your top 3 choices for positions:  
1. ______________________________________  2. ______________________________________  3. ______________________________________  

Please submit this cover page, a copy of your resume, and an attached page with typed answers to the questions below (Please do not exceed 300 words per answer):

1. What is your vision for the 2015 MLK, Jr. Commemoration? What do you hope to gain from your experience on the committee?  

2. The mission of the MLK, Jr. Commemoration is: To instill passion for diversity, evoke servant leadership, and foster social activism within the Penn State community. How do you believe you will embody this mission in a Director position?  

3. Why do you think the MLK, Jr. Commemoration is important to Penn State and the surrounding community?  

4. What is ONE current issue of social justice you feel passionate about? Describe one way you would motivate Penn State community to further social justice activism through MLK, Jr. Commemoration events.  

5. What is your definition of a leader? What qualities are necessary for a good leader to possess? How do you exemplify these qualities?  

6. What skills do you possess that would make you a good choice for the directorship you designated as your first choice?  

Please submit your 2015 MLK, Jr. Commemoration Committee Application to The Office of Student Activities in 209 HUB by Thursday, April 10th at 5:00 p.m.  

You must sign up for an interview time when you submit your application in 209 HUB.