



311 Kerckhoff Hall – 308 Westwood Plaza, Los Angeles, CA 90024
E-mail: usacac@asucla.ucla.edu Phone: 310-825-6564
www.CulturalAffairsLA.com

Cultural Affairs Commission General Staff Application 2009-2010

What is the Cultural Affairs Commission?

The Cultural Affairs Commission is one out of the thirteen bodies in USAC. The mission of the Cultural Affairs Commission is to put on quality programming that sparks dialogue on contemporary and social issues. The primary focus of the commission is to program events with cultural, political, or social relevance that are accessible to all students. “Edutainment” (education + entertainment) and arts activism have guided the purpose of the commission over the past years. Specifically, the programs are meant to ignite dialogue regarding current events, facilitate an exhibition of creativity, and also engage more student investment, connection, and participation. Our programs foster an inclusive environment that permits students at UCLA to challenge and exchange with one another. The programs, events, and services offered by the commission are unique in their nature and go unduplicated by any other campus entity.

Dedication and Time Commitment

The Cultural Affairs Commission is looking for dependable and committed individuals who will take the initiative to take on commission responsibilities. Members of the commission share and display a genuine interest in a variety of cultures.

Staff members of the Cultural Affairs Commission help plan and execute commission programs and are expected to attend commission series meetings. Staff also must attend four series each quarter (and are highly encouraged to attend more), attend biweekly staff meetings, and publicize CAC events. Please note that staff members have tentatively scheduled retreats. Staff members are also required to attend and volunteer for three of the large events hosted by the commission: Hip Hop Appreciation Month, WorldFest, and the JazzReggae Festival. CAC is one of the most rewarding and exciting commissions on USAC; we bring entertainment to campus and the greater Los Angeles community, all in a collective effort to promote cultural awareness.

General Staff Responsibilities

Weekly Time Commitments

- Participate in committee/series staff meetings (minimum 1 hour/week)
- Attend biweekly all-staff meetings (1 hour/every 2 weeks)
- Plan, execute and attend series programs (time commitment varies per week)

Responsibilities

- Attend staff retreats, fall quarter and winter quarter (winter dates to be determined)
 - o Fall Quarter Staff Retreat: Friday-Sunday, October 16-18, 2009 (Week 3)
- Attend at least four events per quarter (Fall, Winter, Spring) from other series programs: Eclectic Open Mic Series, Jazz Series, Art Series, and Special Events
- Attend and volunteer for annual large programs: Hip Hop Appreciation Month, WorldFest, and JazzReggae Festival
- Promote all events (flyering, online, word of mouth) as delegated by series directors and/or marketing team
- Complete series program/committee tasks



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Committee/Series Descriptions

Marketing Team

The Marketing Team takes the initiative to promote and inform students about CAC and all its programs. **In addition to staff responsibilities (see above)**, the responsibilities of the three components of the Marketing Team are as follows:

- Print Marketing

- **Graphic Designers** will provide graphics to meet the commission's marketing needs, including but not limited to logos, flyers, posters, website graphics, stickers, buttons, and other publication materials (for both online and print)

- Online Marketing

- **Online Marketing Staff** will publicize the commission on the web such as through the Cultural Affairs Commission Facebook fan page, Twitter, general listserv, YouTube account
- The **Webmaster** will maintain, update, and edit content (news, events, relevant posts on arts and culture) for CulturalAffairsLA.com; should be familiar with WordPress, web coding (CSS, HTML, PHP), FTP, and Photoshop

- Public Relations

Public Relations Staff will meet the general marketing needs of the commission; maintain communication and relations with the Daily Bruin, newsmagazines, UCLA entities (ORL/OCHC, Happenings, UCLA & Student Alumni Association), academic departments, and student groups; provide press releases; compile a listing of cultural programming per quarter

Program Descriptions

In addition to staff responsibilities (see above), staff members help plan and execute the following CAC programs:

- Art Series

The Art Series strives to educate, inform and inspire students through a variety of artistic disciplines. Exhibits aim to highlight the talent of students and local artists, and create dialogue on relevant social issues. The **Art Series** will work with student organizations and artists to curate the Kerckhoff Art Gallery and showcase a new exhibition every week; promote the arts on campus: showcase murals/public art and find/establish alternative venues; organize the Winter Quarter photography competition; organize a live art event (along with the Commissioner and Special Events committee).

- Jazz Series

The Jazz Series is dedicated to keeping the jazz and its history alive. The weekly Monday Night Jazz Series showcases the best of UCLA student talent to provide a unique atmosphere to Kerckhoff Coffeehouse every week. The **Jazz Series** will organize the Monday Night Jazz Series (weekly), Valentine's Day Jazz Night (Winter Quarter), and New Orleans Jazz Night (Spring Quarter).

- Eclectic Open Mic

The Eclectic Open Mic series provides a space for students to express themselves through performance art. The eclectic experience includes Eclectic Open Mic Night, a weekly series in which students display their own creative talents and crafts, and share talents, instruments, and opinions. Performers include, but are not limited to, singers, guitarists, poets, rappers, DJs, comedians, and mimes. The **Eclectic Open Mic Series** will organize the weekly Wednesday Night Eclectic Open Mic Night, end-of-quarter Poetry Slams (Winter and Spring), and assist the Eclectic Open Mic director in organizing staff outings to other Open Mic events throughout the year.



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- WorldFest

WorldFest is an annual week-long multicultural festival that celebrates and showcases different cultures to promote diversity at UCLA. The richness of the festival is showcased in by its student-initiated production and promotion of student talent. All events are put on in partnership with other commission series and UCLA organizations, such as student cultural organizations, USAC offices, and the Office of Residential Life. Various aspects of the numerous cultures presented are highlighted through events such as an international food festival, film screenings, dance classes and a cultural showcase. **WorldFest** staff will organize WorldFest, work with the CAC Committee for Cultural/Performing Arts Groups to partner and plan with student groups throughout the year and for the festival, and work and co-program with other series, campus entities and departments.

- Hip Hop Congress

The **Hip Hop Congress** promotes and celebrates hip hop culture. The mission of the national Hip Hop Congress organization is to evolve hip hop culture by inspiring social action and creativity within the community. As the UCLA chapter, the staff members of the Hip Hop Congress build on this mission and represent UCLA at the regional, statewide and national levels, work with other campuses/chapters in Southern California, attend Hip Hop/Urban events, and organize the annual Hip Hop Appreciation Month, which includes programs such as panel discussions, DJ/MC/b-boy/b-girl exhibitions and battles, and the Hip Hop Explosion concert. Staff members will be placed into one of five committees (subject to change): Funding/Sponsorship, Marketing/Publicity, Accommodations/Hospitality, Community Outreach, and Design.

- JazzReggae Festival*

The **JazzReggae Festival** at UCLA is a two-day annual music festival held every Memorial Day Weekend that hosts some of the most prominent and critically acclaimed musicians in Jazz, Hip Hop, Soul, and Reggae. It is an eminent celebration of music, art, culture, and diversity. The student-run festival includes an international food, arts and crafts fair, and has attracted an average of 30,000 attendees annually over the past six years on UCLA's Intramural Field.

**Not currently accepting staff for the JazzReggae Festival; applications will be available at a later date, to be announced*

Committees

The following are committees that CAC staff may also choose to be a part of (please check preferred committee in Part B):

- Financial/Mini-Grant (with Administrative Coordinator)

Provide budget reports, assist staff with completing funding applications, notify staff of funding application deadlines, find additional or alternative funding sources for programming, oversee CAC Mini-Grant allocations

- Cultural/Performing Arts Groups (with Chief of Staff)

Work with and coordinate relations with student cultural and performing arts groups in order to survey and advocate for their needs (such as practice spaces), partner and plan for WorldFest, and maintain a listing of programming throughout the year

- Special Events (with Commissioner)

Handle special events outside of the Cultural Affairs Commission weekly series or annual programs, such as film screenings, Bruin Plaza noontime concerts, and co-programs; responsible for creatively expanding and diversifying artistic genres and programming outside of the norm



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Staff Application Instructions: Please complete and attach **1)** this page (Part A, B, and C), **2)** your responses to the questions in Part D, and **3)** your resume (Part E). Please submit your application by e-mail to the Cultural Affairs Commission at usacac@asucla.ucla.edu (Subject: "CAC Staff Application 2009"). Applications must be submitted on or before **Friday, May 29, 2009 at 5pm.**

PART A: PERSONAL INFORMATION

Last Name

First Name

Local Phone

Date of Birth

Year in School

Email Address

Major & Minor/Specialization

PART B: POSITION SEEKING (only check up to two)

General Staff:

Marketing Team:

- Print Marketing Graphic Designer*
 Online Marketing Webmaster*
 Public Relations

Programs:

- Art Series
 Jazz Series
 Eclectic Open Mic Series
 WorldFest
 Hip Hop Congress

Committees (Optional – select one if interested):

- Special Events Committee
 Financial/Mini-Grants Committee
 Cultural/Performing Arts Groups Committee

**Please also attach or link to digital work samples/portfolio along with your application submission.*

PART C: SIGNATURE

I certify, under penalty of perjury, that all of the information that I have provided in the application and the supplementary materials are true and accurate to the best of my knowledge, and all statements are my own.

Type or Sign Name

Date



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PART D: RESPONSES

Please type your responses on separate pages and attach them with your application submission.

1. It's a Cultural Affair

1a) Which cultural aspects do you feel CAC can bring to UCLA?

1b) Why do you want to join CAC? What is your interest in the particular component for which you are applying?

1c) What do you hope to learn and/or gain from your experience from CAC? What will you contribute as a staff member?

2. Identity

2a) Choose one art form to represent your personality. Explain why in one sentence.

2b) Create the soundtrack of your life (or it could be of this past year, or of your college life thus far, etc.). What five songs would you choose for this soundtrack? Explain one of your song choices.

3. Commitments

What outside commitments do you anticipate for the upcoming school year and approximately how much time per week will each commitment require? Please prioritize your commitments (1 = most important) and include CAC in your rankings.

PART E: RESUME

Please attach your resume with experience and involvements on campus. One page maximum.