

# **BPIA Collegiate Chapter Toolkit**

Last Revised August 2025



#### **Mission Statement and Purpose**

BPIA Collegiate Chapters are affiliated with the International Association of Black Professionals in International Affairs (BPIA). BPIA is a 501c3 nonprofit organization founded in 1989 on a mission to increase the involvement of African-Americans and those of African descent in international affairs. BPIA is a charitable, non-profit membership association founded in 1989 by international educator Barbara C. Patterson and associates to increase the involvement of African Americans and other people of African heritage in international affairs.

As a collegiate chapter of Black Professionals in International Affairs, the purpose of the purpose of BPIA Collegiate Chapters are to enhance, promote, and increase Black representation, pedagogy, and scholarships and perspectives in the field of international affairs through research, education, professional development, community, and mentorship on college campuses across the United States.

BPIA Collegiate Chapters have a goal of affirming, valuing, and amplifying the voices and concerns of black students in the field of international affairs, as well as strengthening and encouraging one another in what can be an alienating field. This organization aims to provide a supportive, affirming environment for fostering intellectual community and facilitating the development of African and African diaspora studies and thought.



### **BPIA Headquarters Contacts**

Position	Email Address
President	president@iabpia.org
Vice President of Professional Development	professionaldevelopment@iabpia.org
Vice President of Education and Exchange	viceeducationandexchange@iabpia.org
Vice President of Business and Economic Development	business@iabpia.org
Vice President of Strategy and Impact	strategy@iabpia.org
Vice President of Operations	operations@iabpia.org
Secretary	secretary@iabpia.org
Treasurer	treasurer@iapia.org
Chief Protocol Officer	protocol@iabpia.org
Grants and Fundraising Committee	fundraising@iabpia.org
Youth Mobilization Advisor to the President	youthadvisor@iabpia.org — Hannah Jackson (jacksonha@gwu.edu)
Collegiate Council	<ul> <li>collegiatecouncil@iabpia.org</li> <li>Mya Burrell</li> <li>Kyle Balfour</li> <li>Bryson Handy</li> <li>Hannah Jackson</li> </ul>



#### **Events Strategy**

Each collegiate chapter should aim to host at least three events each semester. The events hosted should fall under the three pillars of BPIA:

- Business and Economic Development
- Professional Development and Mentoring
- Education and Exchange

Examples of previous events hosted at the chapter at the George Washington University (GW) include:

- Careers in International Affairs: Analysis, Advocacy and Service
  - Career panel featuring speakers working in international affairs, economics, law, and education
- Being Black Abroad
  - Coordinating with Office of Study Abroad to have a presentation event where professional staff and black students highlight the black experience when studying abroad
- Future of Haiti
  - Fireside chat with Alexandre Telfort Fils, aspiring political leader for Haiti
- Foreign Affairs Tour Series
  - Peace Corps Tour
  - o U.S. State Department Tour
  - Chemonics International Tour
  - Think Tank Tours
    - Center for Strategic and International Studies (CSIS)
    - United States Institute of Peace
  - Capitol Hill Tour
  - White House Tour
- The Crisis in Ethiopia: In collaboration with The Institute for African Studies, EESA, and GW's BPIA Collegiate Chapter, we co-sponsored a much needed conversation on the ongoing and escalating crisis occurring in Ethiopia. This event was a great opportunity for the Diaspora to hear from experts in the field of International Affairs about the current conflict in the country.
- What to Expect in Elliott: Important Tips for Freshman & Transfer Students: This event was for students curious about the real Elliott experience. Hosted a Q&A Instagram Live event to answer any and all questions that incoming freshman, transfer students, and current Elliott students had. Attendees were able to hear from current students to get prepared for the upcoming year in Elliott and were given the opportunity to submit questions through our Instagram beforehand.



- Decolonizing the Narrative of Africa: In an effort to bring to light the coloniality within international studies, we are hosting this event where scholars from the various fields of international studies of Africa to have how international affairs narratives of Africa are largely dominated by white voices and how to reorient flawed understandings of African histories, civilizations and politics. Participants will then be encouraged to ask questions to the experts in a moderated discussion. We hope that through this event participants are able to begin to unlearn the flawed assumptions and narratives of the continent Partnered with Sigma Iota Rho and the Institute for African Studies for an event on "Decolonizing the Narrative of Africa." This event featured speakers: Dr. Imani Cheers, Dr. Nemata Blyden, and Dr. Msia Clark to share their expertise on the topic. RSVP on eventbrite was required.
- Sports, Ethics, & Black Lives Matter: In partnership with GW Athletics, Elliott School Alumni Programs, Columbian College Alumni Programs, and the Elliott School of International Affairs Leap Initiative, GW's BPIA Collegiate Chapter co-sponsored an event on the intersection of sports, globalization, and international movements like Black Lives Matter. The event featured Dr. Lindsay Sarah Krasnoff, Pops Mensah-Bonsu, and Jennifer Rizzotti.
- **General Body Meeting:** Hosted a General Body Meeting for members and students within the wider GW community to learn more about the goals of our org and how to get involved. Attendees had the chance to meet members of our E-Board.
- Princeton in Africa: Virtual Info Session: Co-hosted a virtual info session with Princeton in Africa for students interested in applying for the Princeton in Africa Fellowship. The event was co-hosted by GW BPIA, GWU, IAFS, and PiAf Alumna, Faith Fugar who shared her past experiences as a PiAf fellow in Nairobi, Kenya, as well as tips for applying.
- Fundraiser with Empower DC: Partnered with SIR for a fundraiser with Empower DC, a non-profit committed to social justice in DC, to raise \$1000.
- The Young Black Professionals in International Affairs Annual Alumni Mixer: We hosted our first and annual Alumni Mixer to give undergraduate and graduate students, alumni, professors, GW BPIA Collegiate Chapter members, and Black IA practitioners the opportunity to network and make connections.
- Candidate Corner: Making an Educated Vote and Lessons Learned from the 2020 Election: Members joined us in partnership with <a href="mailto:omillennialbrown">omillennialbrown</a>, our founder Hannah Jackson, public relations spokesperson Dasia Bandy to discuss the policies and initiatives of both Biden & Trump to help guide you in your decision before you go to the polls on November 3.
- Post Election Check-In: Hosted and planned in coordination with the Black Pre-Law Student Association (BLSA) a post election day, student-led Roundtable to discuss the November 3rd election results. The purpose of this event was to create a safespace for Black students at GW to discuss, react, and have the opportunity to voice their thoughts and opinions about the election and what it means for the both black community and the state of our nation. An open discussion was followed by a constructive conversation about policy and "what's next." To ensure that everyone's concerns and questions were addressed, a short event survey was provided before the event.

Being Black Abroad: Hosted an event for members and students to lear Being Black Abroad! Attendees were able to hear from 4 black professifields about their experiences abroad while at GW and how they've been their experiences. The GW Study Abroad Program helped in securing aspeakers and promotion for this event.

BPIA COLLEGIATE

- IA Research & Fellowship Info Session: Hosted an info session with guest speakers Paul Hoyt-O'Connor and Maggie Delaney (Director and Associate Director, respectively, of the Center for Undergraduate Research) about research and fellowship opportunities in international affairs.
- Race, Gender, & International Affairs: Preparing Students for Future Careers: Co-sponsored an event, held by the International Affairs Society, with a panel discussion focused on the intersectionality of race and gender in the field of international affairs. This event was moderated by our very own Faculty Advisor, Dr. Marcus King, Director of the Elliott Master of Arts in International Affairs Program. We also heard from our Founder, Hannah Jackson, during her opening remarks. Expert panelists spoke to their own experiences, scholarship, and solutions on how to identify and navigate the intersections of race and gender in IA.
- The Intersection of Race in International Affairs Theory & Foreign Policy: In the spirit of Black History Month and GW's Black Heritage Celebration, the GW chapter hosted an event that examined the intersection of race in not only our foreign policy, but also the three core international affairs theories: realism, liberalism, and constructivism—dominant frameworks that shape our understanding and knowledge of diplomacy, international legitimacy, and the field of IA overall.
- A Conversation with DC Diplomat in Residence Yolanda Kerney: Fellowships to a Career in Diplomacy: Hosted an event with DC Diplomat in Residence, Yolonda Kerney, and past and current international affairs Fellows of the Charles B. Rangel Fellowship Program, USAID Donald M. Payne Fellowship Program, Thomas R. Pickering Fellowship Program, Foreign Language and Area Studies Fellow! This event was a great opportunity to learn more about fellowship opportunities in International Affairs and to ask questions about the experience and application process.
- "Doing Good and Doing Well: Exploring the Intersection of International Business and Development: hHosted a panel discussion with accomplished professionals in international business on how to produce public good with private enterprise.
- An Introduction to International Law: Pathways/Why Law?: Hosted an event to expose our members to the field of International Law. This event consisted of a conversation with a panel of accomplished legal professionals who spoke about their journey developing their professional portfolio, their path to Law School, their experience navigating law firms, how principles of international relations have helped them in their careers, and what it takes to excel in the field. By demystifying international law, and exposing our members to accomplished legal professionals of color, we gave students an idea of what is possible beyond their undergraduate education.



#### **Public Relations and Marketing Strategy**

As an umbrella organization under Black Professionals in International Affairs, BPIA Collegiate Chapters must adhere to the following color scheme and font styles:

# C=OM=21Y=86K=23 C=22M=12Y=0K=12 C=OM=0Y=860=22 C=OM=0Y=0K=100 #000000

brand fonts.

open sans

montserrat

poppins

quicksand

- 1. **Understanding Your Audience:** Identify your target market.
  - Who are the types of students we want to reach? Consider demographics, campus culture, student interests, etc.
- 2. **Comparative Analysis:** Study/consider how other student organizations on campus brand social media content across Instagram, TikTok, etc.
  - Identify intentional and creative opportunities for differentiation and for your chapter to excel.
- 3. **Engaging Content**: Develop content that resonates with students, current events, hot topics in the field of international affairs.
  - Utilize reels, TikTok, public interviews, themes, social media takeovers, etc.
- 4. **Measuring Success**: Use analytics to track the effectiveness of your marketing strategy. This will help you understand what's working and where improvements can be made.
- 5. **Continuous Improvement**: Stay adaptable. Student preferences, culture, and/or interests can change, and your strategy should evolve accordingly.
  - Regularly review and adjust your approach based on feedback and results.



#### Instagram Story Engagement

- 1. Resources
- 2. Current Events
- 3. E-board Applications
- 4. Events/Announcements
- 5. Internships/Employment Board/Fellowships/Research Opportunities
  - Weekly spotlight on international affairs students AND professors (grad, alum, undergrad)
  - History of Black and African Perspectives and Scholarship in IA
  - Book suggestions

#### Campus Branding

- 1. Bi-Weekly Newsletter & Listserv
- 2. Campus Newsletters
- 3. Event Co-sponsorships
- 4. Alumni Networks
- 5. Campus Advising
- 6. Like-minded organizations on campus
- 7. Website Launch [Note: There will be a central landing site for all chapters, with embedded tabs according to each university chapter.]

#### **Creative Ways to Engage Members/Student Body:**

- Executive Board Introductions (Via Story and/or Post)
- Master List of African Diaspora Courses
- Professor, Student, and Alumni Spotlight
- IA/Foreign Affairs Book Club and/or Series
- How to Avoid Burn Out
- Hacks to get a 4.0
- How to follow up after a networking event:
   <a href="https://resumeworded.com/networking-email-templates/follow-up-email-templates/networking-event-follow-up">https://resumeworded.com/networking-email-templates/follow-up-email-templates/networking-event-follow-up</a>



CANVA EDITABLE LINK: LOGO CANVA

CANVA EDITABLE LINK: <u>CHAPTER</u> <u>LEADERSHIP GRAPHIC</u>



#### **Member Recruitment and Retention Strateg**

#### 1. Target Membership

- a. Recruit students with a keen interest in international affairs, including but not limited to diplomacy, foreign affairs journalism, cyber security, artificial intelligence, nonproliferation, international law, global public health and climate/energy.
- b. Students interested in fostering greater representation in the field of international affairs, and enriching diverse perspectives in the discipline overall.
  - i. This is not limited to the public or private sector.
  - ii. Prospective members do not need to be students in the universities' designated school for international policy/affairs.

#### 2. Intentional Engagement

- a. Define and identify where, who, and how our target membership shows up on campus (ie. student organizations with similar missions/mandates).
- b. Partner with the university Office for Alumni to strengthen your Chapter's professional network as thus student-alumni networking, mentorship, and job/internship opportunities.

#### c. Building Community

- i. Facilitating intentional engagement with current and prospective members via face to face interactions, fostering tangible community building through Office Hours, study sessions, field tips, brunches, social events or 1:1 coffees.
  - 1. In an effort to drive a strong sense of community and belonging, each executive board member should be proactively engaged in personalized communication with new members and current members.
  - 2. Encourage in-person executive board meetings, events, panels, and engagements.
- ii. Circulate newsletter with upcoming foreign affairs related events on and off campus, as well as fellowship, internship, and long-term employment opportunities.
- iii. Ensure that your chapter is represented during student org fairs such as:
  - 1. University Hosted Conferences



- 2. Open House events
- 3. New Student Orientation
- 4. Social Events showcasing student initiatives, etc.

#### d. Campus Buy-In

 Coordinate with Office of Student Life, Faculty and Staff, etc to strengthen branding across campus, soliciting buy-in from key student, organization, alumni, and university administration stakeholders.

#### 3. Feedback Loop

- a. Regularly engage with members and the executive board on areas of improvement. Therefore, ensuring that chapter engagements are reflective of student body interests and campus culture related to community building, professional development, and mentorship.
  - i. Be prepared to adapt in response to student needs or external conditions.
- b. Leverage biweekly newsletter to solicit feedback, questions, and event inquiries from prospective and current members.
  - i. Involve members in event brainstorming and overall event strategy.



#### **Alumni Engagement Strategy**

#### Objectives

- **Strengthen Network:** Create opportunities for alumni to connect with each other and current students.
- Raise Funds: Encourage financial contributions to support scholarships, events, or initiatives.
- **Provide Career Support:** Offer resources like job boards, and professional development opportunities.
- <u>Increase Institutional Loyalty</u>: Foster a sense of pride and ongoing engagement with the institution.
- Mentorship Program: Engage alumni through your chapter's mentorship program.

#### Alumni Base

- <u>Graduation Year</u>: Tailor communications and events for different age groups (recent graduates vs. long-term alumni).
- o <u>Surveys</u>:
  - <u>Interests and Careers</u>: Segment based on professional fields, hobbies, and volunteer interests to provide more relevant engagement opportunities.
  - <u>Geographic Location</u>: regional alumni networks to increase local engagement and organize in-person events.

#### • Communication Strategy

- <u>Alumni Newsletter</u>: Regular updates with alumni stories, institutional news, upcoming events, and opportunities to get involved.
- Social Media: Engage alumni through <u>LinkedIn</u>, Instagram, etc., to share achievements and news.
- <u>Email Campaigns</u>: Personalized outreach to foster relationships and encourage participation.
  - *IN THE FUTURE* → Alumni Portal: Develop a dedicated portal for resources, networking, event registration, and engagement to be housed on BPIA Collegiate Council website.

#### • Events and Activities

- Networking Events: Organize both virtual and in-person networking events or mixers
- Reunions: Plan regular reunions for different alumni groups to meet and reconnect.



- <u>Professional Development Workshops</u>: Offer webinars or trainin career advancement or industry trends.
- Service Projects or Volunteer Opportunities: Engage alumni in giving back to their communities through coordinated volunteer efforts.
  - Each year all collegiate chapters must either host an Annual Alumni Mixer, or participate in the annual mixer at George Washington University.
    - Alumni Happy Hour
    - Annual Alumni Gala

#### • Offer Recognition

- Alumni Awards: Celebrate alumni achievements with awards and public recognition.
- Spotlight Stories: Feature alumni success stories and donations in newsletters or social media.
  - Alumni Pins, Tokens, and/or Graduation Cords

#### • Involve Alumni in Current Student Life

• Guest Lectures and Panels: Invite alumni back to share their expertise and experience with current students.

#### • FUTURE: Foster Giving and Philanthropy

- <u>Annual Giving Campaigns:</u> Encourage alumni to give back through an annual appeal, with different levels of giving.
- <u>Targeted Fundraising</u>: Work with alumni to raise funds for specific causes, like scholarships or new facilities.
- <u>Planned Giving</u>: Provide alumni with options for making long-term contributions, such as bequests or endowments.
  - Alumni Mixer Reimagined: Strategic Outreach
    - Emails, coffee chats, phone calls, texts, etc.
    - Incentives to come: A huge speaker of importance, raffles, etc.

#### **Best Practices:**

- 1. Ensure to coordinate with the alumni relations department at your institution at least <u>4 months</u> prior to maximize your outreach. The Graduate-Alumni Liaison on your Executive Board is responsible for coordinating this event.
- 2. Encourage alumni to subscribe to your chapter's Newsletter to stay up-to-date with all activities with your chapter.
- 3. Execute promotion of the Mentorship Program.



• A student will be paired with an alum whose interests align The Vice President will be responsible for establishing mon with the mentors and mentees.

## Black Professionals in International Affairs (BPIA) Collegiate Chapter E-Board Position Descriptions

#### **President**

- 1. The President shall be the official spokesperson for the organization
- 2. Oversee all activities performed by the other officers, develop an agenda for all board meetings, serve as the primary point of contact for potential members, community partners, and other student organizations, log events into EngageGW,
- 3. Approve all out-going publicity and correspondence with assistance from the Public Relations Director
  - a. After representing your BPIA Collegiate Chapter formally in any public forum (event, podcast, etc), the President must report to the Executive Board, and then the general body about the proceedings of that particular function
- 2. The President oversees all of activities and affairs the chapter
- 3. The President shall prepare an agenda for and preside over, all Executive Board and general body meetings
- 4. Serve as the main point of contact for organization inquiries. This includes but is not limited to:
  - a. Collaboration with nonprofits, think tanks, consulting firms, state department officials, and government officials interested in working with and/or connecting with our organization
  - a. Communication with administrators, deans, professors, faculty, and staff within your university
- 2. Each fall and spring, the President must aid the Treasurer in creating and submitting a budget proposal and report covering the entire fiscal year to the chapter's members and the Student Association Finance Committee of their respective university.
- 3. Each year the President must update the Constitution and By-laws
- 4. Lead all General Body Meetings in collaboration with the Vice-President



#### **Vice President**

- 1. Chief officer in charge of overseeing and ensuring that programming activities are executed to the fullest extent
  - a. In the event that events, initiatives, or activities are not being executed, such a report verbally or in writing must be given to the President
- 2. The VP will be responsible for speaking, in collaboration with the President at panel events, information sessions, meetings, networking events, etc.
- 3. Responsible for ensuring that the BPIA Collegiate Chapter re-registers as an organization through GW Engage and the GW Division of Student Affairs
- 4. Shall assist the President in all of their duties
- 5. In the event that the President becomes unavailable, the Vice-President assumes the role of President
- 6. Vice-Presidents works in conjunction with the President to provide and organize the general body meetings
- 7. Serve on all committees as an advisor, but will have no voting privileges except in the event of a tie
- 8. Responsible for helping the President and Director of Outreach oversee the Mentorship Program
- 9. Help President advise the Freshman Representative

#### **Treasurer**

- 1. Shall coordinate all fundraising activities and events, be responsible for all financial transactions relating to the organization, maintain a budget for the organization and report that budget each week to the Executive Board at large,
- 2. The maintenance and management of organization finances, budget and finance
- 3. Coordinate with Student Associations (SA) and the Elliott School of International Affairs for funding
- 4. Ensure that your chapter receives and applies for funding from the Elliott School and GW Student Association
- 5. Work as an advisor to the President about how much money can be allotted to put on events throughout the school year and how many SA co-sponsorship requests will be necessary to host events on campus.
- 6. Prepares a financial statement concerning the chapter's receipts and disbursements to present to the Executive Board and the entire general body
- 7. The Treasurer shall also report the financial standing of the BPIA Collegiate Chapter at each meeting



- 8. While being accompanied by the President, Vice-President, or both, the present financial reports and proposals to The George Washington Universident Association
- 9. Keep track of all financial transactions and expenditures
- 10. Seek unique and innovative ways to allocate and generate funds (potential fundraising events)
- 11. Must be familiar with GW Engage or willing to learn about GW Engage
- 12. Complete and ensure that all ELS and Title IX sessions are completed

#### **Secretary**

- 1. Take and distribute minutes for all Executive Board Meetings; as well as general membership meetings
- 2. Send weekly email reminder to e-board about meetings, including the agenda in the email
- 3. Responsible for creating executive board applications and updating the positions within them based on the direction of the President whenever necessary
- 4. Curate the biweekly Newsletter through mailchimp
  - a. Collect events, scholarships, news, internships, and other opportunities
- 2. Manage the Young Black Professional in International Affairs Google Drive
- a. Be in charge of updating membership,
- a. Keep attendance,
- a. Assist with questions relating to membership, should be aware of dates of OrgFairs on campus to ensure Young Black Professionals in International Affairs has many opportunities to talk to potential members as possible
- 2. The Secretary may assist the President in establishing and scheduling meetings between other organizations, speakers, professors, administrators, etc.
- 3. Regularly maintain and update official website with information about events, activities, and internship/fellowship opportunities in conjunction with the PR Director
- 4. Be able to adapt to different technology softwares (Google Apps, Microsoft, Canva, Mailchimp, etc.)
- 5. The Secretary must keep updated records of all administrative contacts with the George Washington University, the George Washington University community, and with people and organizations outside the George Washington University

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- 2. The Secretary assists the President in establishing meetings between other businesses, organizations, etc.
- 3. Create & publish bi-weekly newsletter and promotion emails about events, opportunities, announcements
- 4. Frequently check the chapter's email, respond to emails, send post event follow up emails



5. Be able to send out last minute announcements within 24 hours or less

#### **Director of Outreach**

- 1. Shall be in charge of the Mentorship Program, which includes:
  - a. Coordinating with the Vice President and Graduate Student Representative to pair undergraduate students with Elliott graduate students and professionals
  - b. Creating, promoting, and updating Mentorship applications
  - c. Planning at least 2 pairing days per year for mentors and mentees to meet one another
  - d. Checking in with mentors and mentees and repairing them when needed
- 2. Serve as the main liaison between the BPIA Collegiate Chapter and the wider university community
- 3. Responsible for leading the Outreach Team, which consists of the Graduate Liaison and Alumni Liaison
- 4. Work directly with the Graduate Student Advisor and Alumni Liaison to help plan the Alumni and Graduate Mixer
- 5. Connect with Alumni and Professionals to constantly recruit mentors for the Mentorship Program
  - a. This includes with but is not limited to, DC think tanks, non-profits, and other international relations institutions and organizations willing to offer their network to support our program
  - a. Utilize the "connections record" or outreach tracker for this and coordinate with the ESIA Alumni Relations (in conjunction with Alumni Liaison)

#### **Director of Events**

- 1. Shall coordinate all networking events and meeting discussions, webinars, speaker events on and off campus
  - a. Manage details of an event--venues, catering, speaker contact info, presentations, community service/volunteer opportunities
- 2. Ensure that events runs smoothly
- 3. Keep in contact with President, this includes, but is not limited to contacting all speakers, panelists, and organizations both on and off campus for organization events
- 4. Propose projects and events to broaden the reach beyond African and African diaspora students
- 5. Be able to delegate tasks effectively in a clear and timely manner to Committee members



- 6. Responsible for taking pictures at events
- 7. Tasked with ensuring that the PR Director and Committee have everythi photo, agenda, and title wise to create flyers 1 week before the event is scheduled to happen

#### **Events Committee (3)**

- 1. Coordinate with the Event Director to plan and support all event programming, which includes but is not limited to sending speaker invites, coordinating catering, being in charge of event decorating, creating event scripts, identifying speakers for events, aiding in the brainstorming of dynamic, insightful events that align with the mission of BPIA
- 2. Responsible for planning and executing events and securing event co-sponsors

#### **Director of Public Relations**

- 1. Primary liaison between the BPIA Collegiate Chapter and the media, including but not limited to, Instagram, Twitter, Facebook, Linked In, magazines, and groupme.
- 2. Responsible for all promotion and publicity concerning the BPIA Collegiate Chapter sponsored and co-sponsored events.
- 3. Administer and manage all advertising and press relations for the BPIA Collegiate Chapter, both external and internal.
- 4. Regularly maintain and update the official BPIA Collegiate Chapter website with information about events and activities in conjunction with the Secretary.
- 5. Update the BPIA Collegiate Chapter website at the beginning of every semester with the information of executive board members
- 6. Tasked with ensuring that the PR Committee has everything they need from the Director of Events-- photo, agenda, and title wise to create flyers 1 week before the event is scheduled to happen
- 7. Be able to delegate tasks effectively and in a timely manner to PR Team members
- 8. A creative, capable of creating cool content that coincides with the BPIA Collegiate Chapter brand/aesthetic
- 9. Serve as Leader of the PR Team
  - a. The PR Team is responsible for creating and distributing all materials for all social media platforms
  - b. Newsletter (in conjunction with the Secretary)
  - c. LinkedIn Company page
  - d. LinkedIn Private Group
  - e. Instagram
  - f. Facebook

#### PR Committee (3-4)

- 1. Coordinate with the Event Director to support all events, initiatives, and content by:
  - a. Creating flyers



- b. Facilitating the promotion of events and announcements via GW direct messaging on Instagram
- c. Promoting events at the time such events are happening, by taking pictures, making boomerangs, and interactive content on social media
- 1. Promote event flyers and initiatives in all GW newsletters
  - a. Using this list of GW Newsletters to promote **ALL** events

#### **Graduate Student Representative**

- 1. Advise executive board on how to engage graduate students in our events and initiatives
- 2. Serve as a bridge between the Black ESIA and other graduate and undergraduate community
- 3. Help in contacting and recruiting graduate students in the ESIA and other schools related to international affairs
- 4. Record and share opportunities regarding professional and career development for early-career black professionals in international affairs, as well as prospective graduate students
- 5. Help plan annual Graduate Mixer, as well as other events to foster a sense of community and collaboration between Black Graduate and Undergraduate Students

#### **BPIA Collegiate Council Liaison**

- 1. Represent their BPIA Collegiate Chapter on the BPIA Collegiate Council
- 2. Serve as the primary contact for their chapter and ensures that information between BPIA and their chapter is conveyed within a timely manner
- 3. Work with Director of Events to coordinate programming between their chapter and BPIA
- 4. Attends all, if not most, of BPIA programming that requires youth representation
  - a. If the Collegiate Chapter is based in the Washington, D.C. metropolitan area, the liaison must attend in-person and virtual BPIA meetings/events that include youth representation
  - b. If the Collegiate Chapter is based outside the Washington, D.C. metropolitan area, the liaison must attend BPIA virtual meetings/events that include youth representation
    - i. If the liaison is unable to attend an in-person or virtual event, they must provide ample notice to the BPIA Youth Mobilization Advisor and/or Vice Chair of the Collegiate Council

#### **All Executive Board Members**

1. Shall attend all Executive Board Meetings, all General Body Meetings, all other events put on by the organization, and all events that your Black Professionals in International Affairs Collegiate Chapter decides to co-sponsor unless previously excused;

