



Managing Director and Board of Directors Application

The 97th Annual Hotel Ezra Cornell
April 21-24, 2022

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LETTER FROM THE MANAGING DIRECTOR

Hello,

Thank you for your interest in applying to the Board of Directors for The 97th Annual Hotel Ezra Cornell. You are in for a wild ride! HEC is an amazing opportunity for students to dip their feet into the hospitality industry and be a part of something bigger than the Hotel School. It ties the Hotelie community together to showcase the true essence of hospitality. Nowhere in the world do students have the privilege to run an industry conference and make the real, impactful decisions that are facing our industry.

The leadership skills you learn from this experience are invaluable. I cannot promise you that it will be easy, but it will be worth it. You will experience during your time on board the greatest challenges in your leadership career, but you will also make lifelong bonds, grow tremendously as a leader, and have a lasting impact on the Hotel School itself.

It has been such an integral part of my Hotelie experience and has molded me into who I am today personally and professionally. I hope that through your experience with HEC 97, whether you are on board or not, you will be able to take away from HEC as much as I have.

Please keep in mind that positions change and that we fit our positions to the people. The positions listed are flexible because if we see a talent or new idea that deserves a role or a shift in a role, we will make it work.

If you have any questions, suggestions, or concerns, please reach out to sek252@cornell.edu. If you want to just chat about HEC or anything else, I would be happy to call. Let's make HEC 97 an amazing conference!

Yours in Service,

Sarah Kimball
Managing Director
The 96th Annual Hotel Ezra Cornell

MANAGING DIRECTOR: APPLICATION PROCESS AND IMPORTANT DATES

Application Process

If you are interested in applying for the **Managing Director** position, please follow these steps:

1. Review this document and contact Sarah Kimball, sek252@cornell.edu with any questions.
2. Set up a call with Sarah Kimball and HEC’s faculty advisor, Heather Kolakowski, to discuss the position.
3. Complete the Qualtrics application form linked on page 33 and prepare your resume, cover letter, and photo. All materials should be submitted by **11:59 PM EDT on Monday, April 5th**.
4. When you submit your application, Sarah will email you a link to sign up for an interview. If you do not receive the link within 24 hours of sending your application, please text/call Sarah at (415) 272-0952 to make sure that she received your application.
5. Interviews will be conducted via Zoom on **Thursday, April 8th**. Please keep this date open in your calendar. You will be notified via email of details.
6. If you are not selected for the Managing Director position, you can discuss with the selection committee your desire to be considered for another Board of Directors position.

Important Dates

Task	Date	Time
Application Released	Monday March 29th	12 PM
Application Due	Monday April 5th	11:59 PM
Interviews	Thursday, April 8th	

BOARD OF DIRECTORS: APPLICATION PROCESS AND IMPORTANT DATES

Application Process

If you are interested in applying for a **Board of Directors** position, please follow these steps:

1. Review this document (look specifically at your desired positions) and please contact Sarah Kimball, sek252@cornell.edu, with any questions. As a reminder, the positions are flexible and can be adjusted.
2. Set up a call with Sarah Kimball and HEC's faculty advisor, Heather Kolakowski, to discuss the position. This is optional but encouraged.
3. Complete the Qualtrics application form linked on page 33 and prepare your resume, cover letter, and photo. All materials should be submitted by **11:59 PM on Monday, April 12th**.
4. When you submit your application, Sarah will email you a link to sign up for an interview. If you do not receive the link within 24 hours of sending your application, please text/call Sarah at (415) 272-0952 to make sure that she received your application.
5. Interviews will be conducted via Zoom on **Friday, April 16th through Friday, April 23rd**. Please keep these days open in your calendar; you will be given a choice of which day and time to sign up on a first-come first-served basis.

Important Dates

Task	Date	Time
Application Released	Monday March 29th	12 PM
Application Due	Monday, April 12th	11:59 PM
Interviews	Friday, April 16th through Friday, April 23rd	TBD

HEC 96 BOARD OF DIRECTORS CONTACT INFORMATION

Please feel free to reach out to any of the following directors with any questions:

First Name	Last Name	Position	Net ID
Olivia	Ahossou	F&B Service & Philanthropy Director	ORA3
Jenny	Bai	Sales & Finance Director	JB2482
Abi	Dandapani	Impact & Inclusion Director	AMD347
Sommer	Hogan	People & Culture Director	SLH267
Austin	Kick	Programs & Innovations Director	AJK274
Hayley	Martin	Rooms Director	HAM82
Jake	Rallo	Beverage Director	JRR328
Nikhil	Rao	Procurement & Donor Relations Director	NAR63
Kyra	Roach	Executive Chef	KGR29
Adele	Shaw	Food & Beverage Director	AMS837
Ariel	Staffin	Design Director	ARS449
Michelle	Tang	Marketing & Media Director	MHT54

HEC 96 BOARD OF DIRECTORS POSITIONS

Each year a Board of Directors is selected to continue the legacy and tradition of HEC. They work throughout the year to execute their unique vision, while upholding the mission of the organization: “Showcasing Hospitality Education Through Student Leadership.” For this reason, the Board of Directors structure is always changing and adapting. However, the focus remains on finding a group of talented, motivated, and passionate students.

Below you will see the positions filled on the HEC 96 Board of Directors. These are only a reference point; the next section lays out, based on the board’s experience this year, what we feel to be the best structure for next year. However, this is likely to change based on the abilities and interests of all of you that apply! During your interview with the selection committee, you will have the opportunity to highlight your past HEC experience and vision for HEC 97.

Managing Director
Food & Beverage Director
Beverage Director
Food & Beverage Service Director
Executive Chef
Design Director
Procurement & Donor Relations Director
Programs & Innovations Director
Marketing Director
Sales & Finance Director
Rooms Director
Impact & Inclusion Director
People & Culture Director

HEC 97 PROPOSED BOARD OF DIRECTORS POSITIONS

Based on our experience this year, the HEC 96 Board of Directors recommends that the following positions be utilized for HEC 97. Following this list are more detailed job descriptions. Board positions will be determined and modified to fit the applicant. As such, please note that these are simply drafts of the job descriptions and will change based upon the individuals chosen for the positions; they are proposals and not final by any means.

Managing Director
Food & Beverage Director
Beverage Director
Food & Beverage Service Director
Executive Chef
Design Director
Procurement & Donor Relations Director
Programs Director
Marketing & Media Director
Sales & Finance Director
Innovations Director
Rooms & Guest Experience Director
People & Culture Director
Impact & Inclusion Director

GENERAL BOARD OF DIRECTORS JOB DESCRIPTION

Leadership Responsibilities

- Act as an ambassador of HEC and SHA
- Be committed to developing and promoting a healthy personal philosophy of leadership
- Take responsibility for tasks and complete them in a timely, professional manner
- Set goals and participate in the strategic planning process
- Measure results in a systematic manner
- Serve guests, internal and external, in a personal and professional manner
- Demonstrate willingness to adapt and embrace change
- Develop and maintain relationships with external and internal advisors, industry professionals, SHA, and The Statler Hotel

Requirements

- Two required Board of Directors meetings per week, Time TBD
- Regular meetings with the Faculty Advisor and Managing Director
- Weekly meetings with student managers
- Must be a rising Junior or Senior
- Must be a Cornell student for the 2021-2022 Cornell academic year
- Flexible time to be able to make HEC a priority

Knowledge, Skills, and Abilities

- Warm, friendly, and approachable demeanor
- Strong communication skills
- Ability to function highly under pressure
- Dedication to deadlines
- Strong task management abilities
- Ambition to create and accomplish new ideas
- Ability to self-motivate
- General knowledge and understanding of Statler Hotel operations and SHA relationships
- Ability to adjust, complete last-minute tasks, change ideas, and respond to feedback
- Enthusiasm for the organization and a positive mentality
- Ability and passion to lead a team and delegate tasks

Critical Dates for HEC events (expected attendance & participation)

- August 2021: Mocktail Prep and Mocktail Event (8/24-8/27)
- September 2021: Homecoming (9/17-9/18)
- November 2021: Pre-Function Flow (TBD), Hotel Show Weekend (11/14-11/15), Function Flow (TBD)
- January 2021: Popup (1/28)
- April 2021: HEC (4/21-4/24)

MANAGING DIRECTOR

Overall Summary

The main responsibility of the managing director is to oversee the board of directors, ensuring that everyone completes their own responsibilities as efficiently and effectively as possible. To that end, the MD must follow up with the board of directors on a regular basis, providing both positive and constructive feedback while holding all accountable for their actions. The MD must build and maintain relationships with the HEC faculty advisor, faculty members, and staff of the school and hotel to ensure they have the necessary support in place for HEC weekend.

Tasks, Duties, and Responsibilities

- Lead the board of directors throughout the year to practice what we learn in the classroom
- Develop a clear and common mission for the board of directors to follow
- Maintain a clear vision for HEC weekend
- Articulate that vision to the board of directors and their teams
- Hold responsibility for over 300 student members and 250 guests
- Manage a \$100,000 budget divided among teams
- Hold the board of directors accountable for their own responsibilities
- Maintain and implement advice from internal and external advisors
- Manage relationships between the board members
- Responsible for all logistics relating to the entirety of the board, including room reservation and keycard logistics
- Facilitate relationships between board members and their teams
- Develop weekly reporting structure for the board of directors
- Develop weekly reporting structure to external parties
- Collect feedback from the board on a regular basis
- Hold weekly meetings with the HEC faculty advisor
- Hold weekly meetings with internal advisers, dean's office, etc.
- Hold individual meetings with the board of directors on a regular basis (at least twice a semester)
- Create agendas for board meetings to help direct the meetings
- Ensure that the office stays clean
- Memorize basic HEC information, including the office address, mission statement, and the history of the organization
- Plan and Execute Hotel Show Weekend
- Plan and Execute the Pre-Conference Meeting
- Coordinate all internal Cornell invitations through the Dean's office

FOOD & BEVERAGE DIRECTOR

Overall Summary

The Food & Beverage Director is responsible for the Food and Beverage team, for HEC, and working with the food and beverage service director, executive chef, design director, procurement director, and conference services director in order to ensure that all of the teams are realizing the organizational mission. The major focuses of the food and beverage director include organizing multi-team meetings, ensuring that all F&B departments are communicating and working with one another, and coordinating with food and beverage donors.

Tasks, Duties, and Responsibilities

Facilitating the F&B Vision

- Ensure the year-long timeline is set with timings in mind.
- Collaborate with the F&B team on event direction and weekend concept
- Assist and act as the liaison for MMH and HEC events, including MMH luncheon, pitch competition, and future events

Executing Logistics for F&B Events

- Organize the year-long timeline with programs and the rest of the board
- Produce Event Orders and set deadlines of each director to help produce these plans
- Maintain the NYS Agriculture License approval
- Assist and approve event floor plans, menus, and service plans
- Organize, plan, and implement Function Flow and Popup Invitations and meetings
- Work with Procurement to communicate expectations for weekend procurement structure to the entire F&B team (grocery store style, kitting etc.)
- Create and assist with F&B schedules and job descriptions
- Organize and attend meetings and maintain communication with HEC F&B departments
- Facilitate communications with HEC Board, within the F&B team, SHA, and the Statler Hotel.
- Shadow shifts in Banquets FOH and BOH
- Work with F&B team to create all event floor plans using AutoCAD
- Consult on floor plans, menus, and service plans to ensure that all setups and events will be executed effectively
- Consistently meet with F&B faculty and staff to receive feedback
- Manage F&B Inventory at Offsite Storage Unit

- Ensures Event Counts for all F&B events are collected
- Work with all teams (most prominently with culinary, F&B Service, Design, and F&B Director) to ensure all plans are approved by Statler facilities and local code
- Utilize and update EventPro to manage FOH and BOH needs as well as guest registration and preferences
- Create safety protocols and clearly communicate them to all students and chef instructors
- Work with the marketing team to organize F&B marketing materials and strategies
- Work with Sales Team to plan selling/pricing strategies for the F&B events

BEVERAGE DIRECTOR

Overall Summary

The Beverage Director will oversee the sourcing, creation, and serving of cocktails, wine and beverages at HEC events throughout the year and to oversee the training of the HEC beverage team. Additionally, The Beverage Director will oversee all beverage related programming such as wines tastings and alumni partnerships. This director will lead the beverage team during HEC by creating a cohesive bar, wine, coffee and tea program. This director will work with the board of directors to ensure that the goals of the Beverage Department align with the mission, vision, and strategy of the organization.

Tasks, Duties, and Responsibilities

Creating the Beverage Vision

- Create and develop specialty beverages and mocktails in coordination with F&B team
- Create a cohesive food and beverage pairing plan for Gala and any events that require beverage pairings
- Contribute to service planning for practice events and the weekend
- Work with the executive chef and F&B Director to create cohesive food and beverage programming
- Develop a budget, within provided guidelines, to support the beverage vision
- Meet with appropriate parties in SHA and The Statler Hotel to learn about standard beverage policies and procedures

Training and Educating Beverage Teams

- Create a comprehensive training program for the fall semester to train and educate students about the beverage industry (both bartending and wine service) through weekly training sessions
- Hire and train a team of beverage servers to execute beverage service during the weekend
- Create a comprehensive training program for the spring semester to continue to train the hired beverage servers, focusing more on service and HEC beverage standards
- Conduct TIPS training for team members serving alcohol
- Shadow shifts in The Statler Hotel at The Regent Lounge and Banquets

Procuring Beverages

- Procure wines, beverages, standard bar garnishes, and specialty items with purchasing for practice events and the weekend while adhering to the budget

- Utilize purchasing & sustainability guidelines when procuring beverages
- Utilize beverage transfers from SHA and The Statler Hotel
- Work with Donor Relations to solicit donations for wines and beverages
- Develop or utilize a consumption model for beverage tracking
- Oversee all beverage inventory

Executing Events

- Understand the capabilities of the Culinary Labs in Statler Hall to successful prep garnishes, ingredients and drinks for each beverage event
- Execute beverage service throughout the year and during the HEC weekend
- Oversee all alcohol movement throughout the year and during the HEC weekend
- Support and oversee all beverage related events throughout the year and the HEC weekend to ensure beverage servers are upholding standards and not mishandling alcohol

FOOD & BEVERAGE SERVICE DIRECTOR

Overall Summary

The Food & Beverage Service Director is responsible for working with the rest of the F&B team as well as hundreds of volunteers in order to execute the service of F&B throughout the year and during HEC weekend, and for organizing, planning, and executing the set-up and break-down of FOH spaces for all HEC events during the year. This includes but it is not limited to cleaning the space before and after the event, setting and resetting furniture. In the case of virtual events, this includes facilitating communication with guests, planning and executing the packaging and shipping of F&B products to guests, and hosting the virtual components of the F&B events. The service director needs to be able to adapt to many different situations and environments and keep a sense of calm during stressful situations.

Tasks, Duties, and Responsibilities

Creating the Service Vision for HEC

- Create timelines, equipment lists, polishing schedule, and team schedule for practice events and all events during HEC weekend
- Develop operationally functional floor plans for practice events and HEC events
- Plan and execute the packaging and shipping of F&B products to guests for virtual events
- Coordinate service plans with F&B team
- Work with Conference Services/Banquets to determine all linen needs
- Organize all equipment and F&B orders for events with Procurement
- Develop HACCP plans for production of all food being delivered to guests in accordance with the NYS Certification maintenance process

Training and Educating Service Team

- Create a training program for the team to be executed throughout the year in preparation for the weekend
- Work with P&C Director to recruit and train volunteers on service
- Become familiar with all service and culinary spaces in SHA and The Statler Hotel
- Shadow shifts in Banquets and Conference Services
- Receive TIPS and ServSafe Manager certifications

Executing Service during the Year and HEC Weekend

- Balance the service needs of guests while creating a positive experience for team and volunteers
- Create/utilize a system for guest recognition with help from Sales

- Create/utilize a system to record guest allergies and food preferences with help from Sales
- Communicate needs for tables, chairs, and all other equipment to the conference service department at SHA/The Statler Hotel
- Responsible for ensuring the proper returning of all of Statler's equipment in a neat and organized fashion, without any damage
- Create and execute engaging programming for virtual dining events

EXECUTIVE CHEF

Overall Summary

The Executive Chef organizes and oversees all of the food-related aspects of HEC. This person makes the culinary team structure and chooses the students to fill the various positions after determining, along with the other F&B Board Members, what the events should be. This person helps to develop menus for each function, assists with recipe creation, ordering, and planning, and expedites the execution of every event. Maintaining high standards of quality, originality, and teamwork allows the executive chef to ensure that the Culinary Team works in the most effective fashion.

Tasks, Duties, and Responsibilities

Providing Strategic and Creative Culinary Oversight

- Create a system to develop menus and recipes for practice events and for HEC weekend
- Oversee and set deadlines for each event's culinary requisitions, planning, execution, and cleanup
- Works extremely closely with Procurement to ensure accurate item choices and quantities
- Provide input on menu design, floor layouts, and event planning
- Communicate with F&B team in helping plan all events
- Create additional culinary engagement projects as necessary, including but not limited to; sellable products, online content, and amenity items

Building and Developing Culinary Team

- Create a plan to build, develop, and engage a culinary team throughout the year
- Receive ServSafe Manager and TIPS certifications
- Understanding Culinary Capabilities of SHA and The Statler Hotel
- Develop strong relationships with SHA and The Statler Hotel culinary teams
- Shadow shifts in BOH for The Statler Hotel and SHA (HADM 2360/3350)
- Understand the layout and capabilities of all kitchens in SHA and The Statler Hotel
- Understand the safety requirements and procedures for SHA kitchens and The Statler Hotel

Executing Culinary Functions

- Oversee execution and cleanup of culinary functions for practice and conference events
- Create and utilize culinary templates for recipes, orders, and preparation plans
- Coordinate DMO needs for HEC weekend
- Train and coordinate team to execute all food for HEC events
- Train and coordinate volunteer participation for conference events, as needed

DESIGN DIRECTOR

Overall Summary

The Design Director is responsible for leading their team in transforming the different function spaces utilized throughout HEC weekend into beautiful stages that reflect the vision and theme for the conference, all while considering the limitations on the space including budget, service functionality, fire codes, and feasibility with the timing of set-up.

Tasks, Duties, and Responsibilities

Creating the Design Vision

- Create the design vision for practice events and for HEC weekend
- Coordinate design schemes with the F&B team
- Work with Marketing & Media and F&B to create cohesion between HEC logos, menus, and printed materials
- Coordinate with the programs team to create the design arc of the conference to tie together the programming with the F&B events
- Hold classes & workshops for your team to ensure they have any industry specific experience (i.e. operating the lift, understanding fire codes, reading building plans)

Implementing the Design Vision

- Communicate with design advisors in SHA and The Statler Hotel
- Secure offsite studio space
- Implement the design for all practice events throughout the year
- Execute the design for The Statler Hotel lobby and all HEC events during the weekend (both F&B events and programming events)
- Work with F&B Director to ensure all designs are within fire code
- Work with Donor Relations to create donor display to appropriately recognize the year's donors

Upholding Standards

- Manage and maintain the design budget, research low-cost and sustainable suppliers with Procurement
- Coordinate orders within your team and with offsite to ensure cross-utilization of goods where possible
- Work with Donor Relations to secure donations for design installations when possible
- Manage and organize design offsite inventory
- Conduct walk-throughs of spaces with SHA and The Statler Hotel to determine design considerations for all facilities
- Maintain relationships with suppliers, including but not limited to floral and lighting

PROCUREMENT AND DONOR RELATIONS DIRECTOR

Overall Summary

The Procurement and Donor Relations Director is responsible for requisitioning all supplies for HEC purposes, maintaining strong relationships with SHA and The Statler Hotel Receiving Staff, and educating the Board of Directors on proper sourcing and purchasing. This director will be responsible for procuring donations and fostering relationships with all donors to HEC. Organizational efficiency and attention to detail is crucial for this position, as well as coordination with the all directors to efficiently procure and solicit donations for every department in HEC.

Tasks, Duties, and Responsibilities

Requisitioning All Supplies

- Develop proficiency in Adaco software
- Coordinate with *all* directors to purchase, receive, store, and distribute all products
- Understand all team's operations and goals to understand their ordering needs
- Follow a detailed ordering process that is approved by Cornell JCB
- Provide logistics planning for departments in planning of functions
- Adhere to appropriate BERT procedures and HEC budget
- Work closely with finance to make sure all departments are within their budget
- Get training to receive a Purchasing Card and Cornell Fleet Certified
- Build and maintain relationships with Cornell external vendors to coordinate procurement

Maintaining Strong Relationships with SHA and The Statler Hotel Receiving Staff

- Shadow/work in SHA/The Statler Hotel receiving department
- Work with SHA/The Statler Hotel receiving staff to coordinate HEC purchasing efforts
- Work with Cornell Sales and Finance on Procurement Gateway and Purchasing card approvals
- Work with Dean Susskind to coordinate storage and approval of purchases
- Create an organized plan for sourcing procedures and purchasing information needs
- Implement deadlines and procedures for organized purchasing across all of HE

Facilitating All Donor Relations

- Update donor relations reports and develop new templates with appropriate parties
- Update and utilize the sponsorship guide

- Work with *all* directors on what they need donated (most prominently culinary, beverage, design, and rooms)
- Develop a tracking model for donor interactions with JCB External Relations Department
- Work with SHA gift accountant to learn about donor relations processes
- Solicit monetary donations and work with JCB External Relations Department on procuring and communicating with monetary donors
- Facilitate and standardize donor communications
- Train board on donor outreach process and educate on confirmed donations
- Organize strategy and plan for procuring donations and forming relationships during the Hotel Show
- Provide outreach on behalf of departments in need of a donation and work to send in-kind donations through the proper receiving channels

Executing HEC Shipping Logistics

- Organize events that need products shipped for HEC and execute shipping process
- Coordinate with directors to help execute their goal and understand their shipping needs
- Handle all shipping labels, final packaging and postage of HEC shipping
- Coordinate with FedEx/UPS to arrange for package pickups and link carrier with receiving dock
- Handle and plan the ordering of all packaging orders

PROGRAMS DIRECTOR

Overall Summary

The programs director is responsible for planning the weekend schedule featuring educational, leisure, and student activities, while ensuring the program is cohesive with the weekend theme and aligns with the mission and vision of HEC.

Tasks, Duties, and Responsibilities

Promoting a Cohesive Theme

- Promoting a theme with the board that captures guest and student interest and create program descriptions with Marketing & Media for promotional purposes
- Coordinate SHA and Statler Hotel space usage for all program events
- Articulate the vision of the program to board/team members and educate on individual speakers

Planning the Programming for the Conference

- Promoting a theme with the board that captures guest and student interest and create program descriptions with Marketing & Media for promotional purposes
- Coordinate SHA and Statler Hotel space usage for all program events
- Articulate the vision of the program to board/team members and educate on individual speakers

Providing Personal Assistance to Speakers

- Act as a Guest Experience Manager to all speakers
- Coordinate complimentary rooms and registration with Rooms, while adhering to the budget

MARKETING & MEDIA DIRECTOR

Overall Summary

The Marketing & Media Director is responsible for creating and editing all internal and external marketing efforts both digital and in-print. The Marketing & Media Director works on maintaining the brand image of the organization, brand standards, and communicates these requirements with the Board of Directors. This director must ideate all marketing campaigns including but not limited to social media, newsletters, and written communications. In addition, the Marketing & Media Director must develop and maintain cross-team communications for projects spanning across departments.

Tasks, Duties, and Responsibilities

Maintaining Brand Image

- Develop and maintain brand standards to represent the organization and conference theme
- Roll forward all templates from past HECs and create new ones including but not limited to, letterheads, business cards, and newsletter templates
- Maintain the HEC bulletin board in SHA with other departments

Creating and Distributing Marketing Material

- Be familiar with and able to use graphic design software such as Adobe Illustrator to create the logo for the conference and to educate team on how to use softwares
- Develop all print and digital marketing materials to promote events and the HEC organization with content/vision
- Coordinate and train a team of graphic designers
- Coordinate marketing efforts internally and externally with JCB Marketing & Communications
- Manage printing of appropriate materials
- Distribute materials about the conference and program to SHA, The Statler Hotel, and the Cornell community
- Work with Sales to market the conference to specific audiences
- Work with Programs to refine the theme and roll out conferencing marketing
- Assist board members in mailing materials

Managing Social Media

- Coordinate and train a team of social media managers to manage the HEC Facebook, Instagram, and LinkedIn
- Create content for social media and work with the Innovations Director to

coordinate photography/videography needs

Drafting and Editing All Communications Materials

- Write and draft all written materials for external and internal marketing purposes including but not limited to newsletters, press releases, and social media blurbs.

SALES AND FINANCE DIRECTOR

Overall Summary

The Sales and Finance Director is responsible for selling the HEC conference to major audiences, and of tracking the budget and ensuring that all departments remain on track. The Director is required to be organized, timely with e-mails, and professional while leading a team of dedicated Assistant Directors and Managers and must be organized to manage the revenues and expenses of each department and HEC in general.

Tasks, Duties, and Responsibilities

Monitoring the Budget and Finances

- Develop finance model to constantly monitor budget
- Work with SHA finance manager and Faculty Advisor to learn about the budget, JCB Dashboard, and Webfin
- Educate each board member about individual budget allocations
- Coordinate with Managing Director to plan and forecast the budget for future years
- Work closely with Procurement to make sure all purchases are within departmental budgets
- Track spending of all departments
- Work with the Advisor to come up with financial steps for the coming years, including budget reforecast in Fall and budget proposal in Spring

Selling Conference to Major Audiences

- Update, maintain, and develop HEC mailing lists
- Execute creative initiatives to invite and distribute information about HEC with Marketing & Media (including the Holiday Card)
- Attract group guests to attend HEC
- Manage repeat and VIP guest relationships
- Responsible for marketing related to sales (content produced by marketing team)
- Create and print guest nametags during HEC weekend
- Coordinate the registration table for the weekend

Managing Registrations and Software

- Monitor incoming guests on Cvent, develop and present regular reports on registration to the board
- Manage registration of complimentary and a-la-carte guests on Cvent
- Develop, create, and test registration portal using Cvent

- Communicate with HEC interested guests to assist in registering for the conference
- Set up OnArrival as a part of the Cvent software suite to check in guests

INNOVATIONS DIRECTOR

Overall Summary

The Innovations Director's mission is to support and innovate the operations of the organization using HEC websites, technological resources, and all AV equipment. This director will need to hire a team of dedicated students who are eager to learn the necessary skills to work with and manage AV and IT. Systems used include CVENT, CrowdCompass, Popmenu, SHA HEC pages, EventPro, Adaco, Microsoft Office, and others.

Tasks, Duties, and Responsibilities

Maintain the HEC website

- Update HEC websites on Popmenu and SHA
- Hire, train, and manage photographers and videographers to create visual content

Overseeing All AV/Media Functions

- Work with all teams to determine AV needs
- Create, coordinate, and execute media production schedule for entire HEC organization
- Lead media production for the entire HEC organization
- Manage inventory of HEC media equipment

Software Management

- Launch and maintain mobile app using Cvent's CrowdCompass product
- Interact with and evaluate tech vendors, implement and integrate into the HEC organization when necessary
- Work with SHA IT to coordinate tech training and mic needs for speaker

ROOMS & GUEST EXPERIENCE DIRECTOR

Overall Summary

The Rooms & Guest Experience Director works closely with students to create a unique, memorable HEC guest experience from registration to post-departure, and to maintain a strong relationship with Statler Hotel and HEC guests. This director is responsible for operation of the hotel during the weekend by assisting Front Office with check-ins and check-outs and by performing turndown, concierge services, and hosting networking events. Prior experience at the Statler Front Desk and or Statler Housekeeping, or Rooms / Guest Relations at another hotel is strongly encouraged.

Tasks, Duties, and Responsibilities

Providing and Enhancing the Guest Experience

- Hire and train a group of Guest Experience Managers (GEMs) and work to get them matched to guests
- Work with The Statler Hotel reservations staff to create and modify hotel reservations
- Work/shadow shifts in Statler Front Office to further understand operations
- Review CVENT registrations
- Responsible for educating the board, HEC managers and ADs, and the rooms team on guest slides
- Working with Programs as well as the Rooms team to create networking and guest engagement events
- Training members of HEC on networking practices

Procuring and Customizing Guest Amenities

- Develop comprehensive amenity plan with appropriate parties while adhering to the budget and sustainability practices
- Reach out to new and old vendors for amenity donations or purchases
- Working with Marketing & Media to design personalized HEC amenities
- Providing Turndown Service to Guest Rooms
- When possible, creating custom guest experiences though personalized amenities

Hire and train a group of Guest Floor Managers

- Train GAMs to research amenities that fit with the theme and fit within budget
- Work or shadow shifts/coordinate shifts for GAMs in Statler Housekeeping to further understand operations
- Coordinate nightly amenity and turndown schedule with Statler Housekeeping and team

Managing the Room Block

- Work with The Statler Hotel reservations staff to create and modify hotel reservations
- Meet with The Statler Hotel to handle all room block information
- Monitor the selling of the room block and determine key booking decisions
- Create and maintain relationships with all reservations staff at The Statler Hotel

PEOPLE AND CULTURE DIRECTOR

Overall Summary

The P&C Director oversees the hiring, training, and retention of students within HEC through team building and social events that foster community and support of the overall organization. This person creates a welcoming and safe learning environment and provides students with opportunities for personal and professional growth. During HEC weekend, the P&C team is responsible for staffing all events, distributing uniforms, and monitoring the student experience. The department should be the eyes and ears of the students and strive to strengthen the connection between students and the board throughout the year and HEC weekend.

Tasks, Duties, and Responsibilities

Hiring, Training, and Retention of Students

- Facilitate recruitment, training, and retention of all students involved in a managerial or volunteer capacity within HEC
- Work with board to develop and distribute relevant job descriptions, applications, and reporting
- Execute comprehensive evaluations throughout the years for members and Directors to receive feedback (ex. 360-Degree Feedback, surveys, etc.)"
- Lead and oversee three recruitment seasons (spring, fall, spring) and ensure that each upholds fair and ethical standards
- Support Directors in creating systems and processes for managing teams, including but not limited to expectations, standard procedures, and systems for dismissal

Building Community and a Positive Culture

- Plan cross-departmental trainings and other growth opportunities
- Plan appreciation and bonding events for students to get to know each other
- Assist F&B Director with coordinating F&B team events, bonding, and collaboration
- Monitor the overall student experience and culture within the HEC community
- Plan and implement HEC engagement events throughout SHA and the Cornell community
- Work with Marketing & Media to maintain engagement with various Cornell communities

Coordinating HR Needs throughout the Year and During HEC Weekend

- Manage and coordinate iVolunteer
- Distribute and track uniforms, student name tags, and radios

- Ensure HEC grooming standards are upheld
- Conduct volunteer and orientation sessions
- Guide and direct volunteers throughout the year and during HEC weekend and events

INCLUSION AND IMPACT DIRECTOR

Overall Summary

The Impact & Inclusion Director will be responsible for fostering an inclusive environment within the Hotel School and HEC. They will work closely with the P&C director to engage students. The I&I director will work to identify ways to increase diversity in students, speakers, and guests. The I&I director will also oversee the impact on our community, including but not limited to HEC's environmental footprint, collaborations with the local Ithaca community, and participation in campus-wide conversations.

Tasks, Duties, and Responsibilities

Fostering a Diverse and Inclusive Environment

- Create and implement a comprehensive diversity & inclusion engagement plan
- Engage and communicate HEC's diversity and inclusion commitment to The School of Hotel Administration and Cornell University organizations
- Work with marketing & media and sales & finance teams to engage more students, guests, and alumni
- Work with Programs to determine appropriate diversity and inclusion strategy - specifically involving speakers, panels, and moderators
- Collaborate to ensure programming reflects the diversity of the industry, our guests, and our student body
- Hold engagement events to increase conversation about diversity/inclusion within HEC, SHA, and Cornell University
- Create programming/engagement events throughout the year such as Hotel Ezra Conversations to raise up marginalized voices and have their voices heard in the community
- Manage relationships with key players outside of The School of Hotel Administration both in the Ithaca community and Cornell University
- Oversee and coordinate all philanthropic efforts related to HEC
- Work with the P&C Director to ensure inclusive recruitment practices are being enforced
- Maintain the Gold Certification for HEC's recruitment processes as certified by the D&I Business Advisory Council

Measuring HEC's Impact

- Work with the procurement and donor relations director on sustainable purchasing options
- Manage external collaborations on campus and in the Ithaca community

- Support students with resources, information, and trainings on the most pressing issues in the industry and the world

HEC 97 MD & BOARD OF DIRECTORS APPLICATION

As indicated in the HADM 4910 Hotel Ezra Cornell course requirement, you must maintain a 2.5 cumulative GPA to be considered for a position on the Board of Directors. You are strongly recommended to only enroll in a maximum of 16 credits, including HEC, for the upcoming semester. Also, please provide a photo of yourself along with your application materials.

Please submit your application materials, including cover letter, resume and headshot, in this Qualtrics survey:

https://cornell.ca1.qualtrics.com/jfe/form/SV_6Kj6Vy5ApVzoNUy. The following information outlines what you will be required to submit for your application:

General Information

Please provide your personal information.

- Name
- Net ID
- Expected Graduation
- GPA
- Cell Phone

Preferred Positions

Please write your desired position (if you believe the organization needs a position that is not listed above, please list that here and provide a brief explanation).

Involvement with Campus Organizations

Please list your involvement in extracurricular activities (SHA and other Cornell organizations), and if applicable, list your leadership position.

Involvement with HEC

Please list your involvement with past HECs.

Resume

Please submit a copy of your most up-to-date resume.

Headshot

Please provide a photo of yourself.

Cover Letter

Please submit a cover letter that addresses the following questions:

- What are the most important traits you possess that will lead to your success as a member of the Board of Directors for HEC 97?
- What are your greatest areas for improvement related to leading others?
- What is one change you would make to HEC as an overall organization?

References

Please provide both a professional (either a former/current boss or faculty member) and a peer reference (not a letter of recommendation). Please list their full names, phone numbers, email addresses, and their relation to you.

Personal Data

In accordance with Cornell University’s primary mission to create a more inclusive community, the Impact and Inclusion department of HEC is collecting the Board of Directors’ applicants’ voluntarily given demographic information, starting with HEC 97. This record exists for trend collecting purposes, as we would like to observe if the diversity on the Board of Directors reflects The Hotel School’s demographics in general. The key demographic data for The School of Hotel Administration are as follows:

Class of 2021 Profile	
Number of students enrolled	158
Countries represented	19
Women	49%
Underrepresented minorities	17%
First generation	9.50%
2020-2021 Academic Year	
Number of students enrolled	888
Countries represented	32
Women	48%
Underrepresented minorities	18%