The mission of the Baylor Activities Council (BAC) is to work collaboratively with partner organizations to design and deliver relevant, diverse, and engaging large-scale experiences that connect students to the life of the campus.

Over the course of your time with BAC, you will develop in three competencies: leadership, creativity, & collaboration.

Below is an outline of our organizational structure:

**President**
The President works to provide vision to BAC. This person is thinking of the big picture and long term vision for BAC, our partnerships, and our programs. They are responsible for recruitment, member training, professional development, team building, and logistics. The President leads by example with a positive attitude, effective communication practices, and constant professionalism.

**Vice President for Programs**
The Vice President for Programs ensures all programs are making progress and tracking toward their goals. This person is not accomplishing all the tasks themselves, but rather staying on top of each aspect of each program to ensure that tasks are being completed well and in a timely manner. If a Program Manager needs assistance or has a question, they should go to the VP for Programs first. The VP for Programs is organized, capable of multi-tasking, and time oriented.

**Program Managers (PM)**
Program Managers are the largest operating body within BAC. They work by, with, and through the partner organizations to create a shared vision, and ultimately plan and execute programs. PMs utilize strong communication skills, innovative ideas, and effective time management to see their programs through from start to finish. PMs are empowered to complete or delegate every task associated with their programs, from venue reservation to risk management.

**Vice President for Marketing**
In the same way the VP for Programs pushes the pace for programs, the VP for Marketing does so with all aspects of marketing. The VP for Marketing advises the Marketing Coordinators with their programs and works with the Advisors and the President on recruitment marketing. This person is not responsible for coming up with design ideas or marketing timelines, but they should help the Marketing Coordinators work through those tasks. This person also maintains the BAC social media throughout the year, even when
there are no programs approaching. The VP for Marketing is organized, creative, and time oriented.

**Marketing Coordinators (MC)**
Marketing Coordinators are responsible for conceptualizing and executing all aspects of their assigned programs’ marketing plans. MCs work by, with, and through our partner organizations to develop a positive and recognizable brand identity for each event. Even when working with other marketing representatives, MCs are empowered to lead all marketing and design conversations/efforts. MCs do not need to create designs on their own, but they should be the ONLY person in contact with an external design company. MCs utilize creativity, implement marketing efforts, and explore new opportunities that spread positive awareness throughout our community.

Though there is a hierarchical aspect to how BAC functions, we are a team first and foremost. Everyone is empowered to speak and collaborate with anyone else on the team. This system helps us to stay organized and on task, but ultimately, we are all working toward a common goal and a shared vision.

BAC’s events are pivotal to the Baylor experience. Planning and execution of these programs does require a considerable investment of time, energy, and effort. Beyond attending meetings, working with partners, and executing tasks, BAC asks its members to leverage their unique talents to develop iconic experiences unlike anything else on campus that impact thousands of students. This kind of work requires a team that is well trained and dedicated to the mission of BAC. As such, expectations are high, but as a result, we believe our leaders gain an inimitable experience that fosters capable leaders.

Specific requirements include:

- BAC members are required to have a cumulative GPA of at least 2.65.
- In the days leading up to move-in during August, BAC members attend Cornerstone - Baylor’s premier Campus Programs leadership training retreat.
- BAC meets every Tuesday evening from 6:30 to 8:30 PM.
- To equip members with the skills to plan and execute complex campus events, we train and conduct planning meetings over the summer with program partners on a semi-frequent basis.