Shoemaker Scholars’ Roles

Everyone is in charge of promoting StartupIU, pitching in their classes, and actively participating in the StartupIU and Shoemaker Scholars Slack groups. In addition, each member is responsible for playing one of the following functional roles which are each shared by two Shoemaker Scholars, ideally a younger and older member:

- **Content Gathering and Writing (Newsletter/Medium)**
  This role will create and manage all of the outgoing written content from the Shoemaker Scholars. These members should be the eyes and ears of what is happening in the entrepreneurial community at IU and Bloomington.
  
  - Write a concise biweekly newsletter’s content in Google Docs with hyperlinks, formatting, headers, and photos.
  - Write StartupIU Entrepreneurial Spotlight Medium posts, one entrepreneurial alumnus and 1 entrepreneurial student post each month.
  - Write the monthly StartupIU Entrepreneurial Spotlight email.

- **Content Formatting and Reporting (MailChimp/Calendar)**
  This role will format all of the outbound content from the Shoemaker Scholars and report on engagement through MailChimp and Eventable.
  
  - Import the biweekly newsletter content into MailChimp using a HTML/CSS template.
  - Insert appropriate call-to-action links and “add to calendar” buttons with Eventable to better understand community engagement.
  - Import all new newsletter subscribers.
  - Report back to the group twice per month on engagement metrics from MailChimp and Eventable.

- **Website and Financial Management**
  This role will focus on maintaining the StartupIU website and vetting any content posted on the website.
  
  - Update the StartupIU website to keep all content relevant and updated.
  - Vet incoming content that will be posted on the website, including all opportunities and resources to make sure they fit StartupIU’s community standards (i.e., opportunities must include information about the team’s traction
and resources must clearly be beneficial to entrepreneurial and innovative students).

- Implement new features/ideas/pages brought up by the group.
- Report on website visitor engagement twice per month.

- Community Outreach and Awareness
This role will focus on bringing awareness of StartupIU to all of Indiana University’s students.

- Physically market to students twice per month in a public setting, especially in schools under-represented in the StartupIU community, including the College of Arts and Sciences, School of Art, Architecture, and Design, School of Education, School of Global and International Studies, Hutton Honors College, Media School, Jacob’s School of Music, School of Public and Environmental Affairs, and School of Social Work.
- In charge of creating and maintaining StartupIU marketing collateral—including banners, flyers, stickers, and other promotional content.
- Maintain database of StartupIU-friendly professors across campus who would likely be open to members presenting in class or showing a StartupIU slide.
- In charge of marketing initiatives such as getting StartupIU or StartupIU community members featured in the IDS, getting StartupIU community members on the IU Snapchat, coordinating awareness at Freshman Orientation, hanging up flyers in dorms and school buildings, and getting StartupIU on televisions across campus.

- Community Building and Finance
This role manages the Shoemaker Scholars’ email account, finances, monthly StartupIU meetups, and the Slack channel.

- Manage the Shoemaker Scholars’ finances.
- Manage the Shoemaker Scholars’ email account and responsible for responding quickly and in a professional manner.
- Coordinate the monthly StartupIU meetup, which are valuable to student innovators and entrepreneurs for community outreach, networking, and food.