50th Anniversary Volunteer Position Description:
DIGITAL SPACE PARTNER - “EXPAND OUR WEB”

Volunteer Position Title: Digital Space Partner, “Expand Our Web”

Mission: To celebrate UMBC’s 50th Anniversary and to shine a spotlight on the university's impact in our community, across the nation and the world by connecting with its 65,000+ alumni as they develop their careers and recognize the role UMBC has played in their lives.

Purpose of Volunteer Role: To use UMBC’s “Retriever Stories” website and existing social networks to generate buzz and promote pride and connection between and among UMBC alumni. We want the Retriever Stories digital network to be a lively, fun space for UMBC alumni to reconnect, reminisce, speak up, and be proud of UMBC.

Responsibilities and Specific Duties:

1. Social Networking
   a. Volunteers will actively participate on the UMBC 50th Anniversary social networking site, “Retriever Stories,” by posting stories, memories, and photos.
   b. Volunteers will comment on others' posts and work with other volunteers to ensure posts receive meaningful comments within a day or two of posting to foster engagement.
   c. Volunteers will “lend us” their social networks to amplify message of UMBC pride, reposting and sharing links to posts and photos from Retriever Stories on their own Facebook, Twitter, LinkedIn, and other social media sites.
   d. Volunteers will help to recruit fellow alumni into the network by enthusiastically sharing and encouraging others to participate directly on the Retriever Stories website.

2. Provide Feedback – Notify staff of any glitches or challenges with the site for network improvement

3. Encourage Contact Information Updates – The UMBC Office of Alumni Relations wants to connect with as many alumni as possible! Help us encourage alumni in your community and professional space to go to alumni.umbc.edu/update to update their contact information, and to share the campaign on social media. You can also collect updated contact information at events.

Qualifications: Digital Space Partner volunteers must:
● Have knowledge of and pride in UMBC as an alumnus/a, current or former faculty member and/or employee of the university
● Have familiarity with and actively participate on social media on a regular basis
● Be willing to engage fellow alumni through social networking
Time Commitment:
- We are asking volunteers to visit the Retriever Stories website at least once each week to post, comment, and repost/share posts. Depending on volunteer interest, we may organize a schedule so that each volunteer is assigned a specific day of the week to be sure to visit the site and post.
- Soft launch for the Retriever Stories site will be in November 2015, hard launch in February 2016, and site activity will continue through December 2016.

Location: Anywhere with internet access - the website is designed for both PC and mobile

Training:
- View a brief (1-2 minute) instructional video about using the Retriever Stories site.
- Participate in one of several webinars for volunteers.
- Review a best practices information sheet on optimal hashtagging, referencing, and reposting to optimize your digital engagement.

Benefits:
- Share stories about the place that helped shape your story and reconnect with fellow Retrievers in a virtual space!
- Digital Space Partner volunteers who are actively engaged on the site will also have the opportunity receive UMBC promotional items and special invitations related to the 50th Anniversary.
- Opportunity to share your love of your alma mater and give back to UMBC
  - UMBC has gained national attention, and your support promoting the university makes your degree more valuable as the university continues its upward momentum.
- You'll be giving back to your alma mater in a very visible and fun way during an exciting and historic moment for our UMBC.
- You will be acknowledged at a special Volunteer Thank You event.

Signup Process:
- Contact umbc50@umbc.edu with any questions and go to 50.umbc.edu/volunteer to sign up to volunteer.
- Volunteers will then be contacted with site login information, instructional video, webinar dates, best practices information sheet, and will receive ongoing communication about the site from a staff contact.

Supervision and Support:
- A member of the UMBC 50th Anniversary Digital Space Staff Committee will always be available for questions, feedback and support; name and contact information will be provided upon signup.
- Staff team will send Digital Space Partner volunteers updates on site metrics, feature stories from the site that you may not have seen, and highlight the impact you are having on the site.