

# Momentum at Purdue – Roles & Responsibilities Guide

## Executive Officers (Elected Positions)

### Co-President

#### Overview:

The Co-Presidents jointly serve as the chief executives and strategic leaders of Momentum at Purdue, sharing responsibility for daily operations and ensuring cohesive collaboration across all pillars and teams. By leading together, Co-Presidents bring complementary perspectives, provide mutual accountability, and ensure continuity of leadership. Each Co-President holds equal authority and is expected to coordinate closely with one another on all major decisions, while dividing day-to-day responsibilities as agreed upon between them.

#### Key Responsibilities:

- Jointly lead and set agendas for all general and officer meetings
- Co-oversee strategic planning, elections, and organizational growth
- Ensure all officers fulfill their roles effectively and hold officers accountable to their commitments
- Serve as co-primary liaisons with Purdue administration, alumni, industry partners, and external stakeholders
- Approve major decisions, collaborations, and funding allocations together or with delegated authority
- Coordinate regularly with each other to maintain alignment on organizational direction and priorities
- Resolve internal conflicts and support a healthy, inclusive organizational culture
- Represent Momentum at university events, partner meetings, and public-facing engagements

#### Attendance & Involvement Requirements:

- General Meetings: mandatory
- Leadership Meetings: mandatory
- Presentations (midpoint and final): mandatory
- Social/Other Events: encouraged; help organize and set the tone for club culture

## **Treasurer**

### **Overview:**

The Treasurer manages Momentum's financial oversight, including budgeting, fund management, and record-keeping.

### **Key Responsibilities:**

- Create and maintain budget plans, record donations/expenditures, and process reimbursements
- Coordinate budget allocations with Project Managers and Directors
- Ensure transparent financial practices and record-keeping
- Assist with logistics and documentation for events and projects
- Report financial status regularly to the Co-Presidents and officer team
- Manage any sponsorship funds, dues, or university-allocated budgets in accordance with Purdue policies

### **Attendance & Involvement Requirements:**

- General Meetings: mandatory
- Leadership Meetings: mandatory
- Presentations (midpoint and final): mandatory
- Social/Other Events: encouraged; help organize and set the tone for club culture

## **Vice Presidents (Elected Positions)**

Momentum has four Vice Presidents, each overseeing a specific operational domain. All VPs support the Co-Presidents in organizational strategy, coordination, and conflict resolution, while taking ownership of their respective focus areas. VPs are the primary point of escalation between Directors/members and Co-Presidents for issues within their domain.

## **VP of Internal Affairs**

### **Overview:**

The VP of Internal Affairs is responsible for the internal health and cohesion of Momentum. This role oversees member communication, general coordination, event planning, and everything that keeps the internal side of the club running smoothly. The VP of Internal Affairs ensures that members feel informed, supported, and engaged throughout the semester, and acts as a key bridge between the officer team and the general membership.

### **Key Responsibilities:**

- Oversee all internal member communications, including announcements, reminders, and updates
- Plan and coordinate club socials, internal events, and community-building activities
- Coordinate and oversee the club-wide workshop program: each team is required to plan and host one workshop per semester, and the VP of Internal Affairs works with pillar Directors and PMs to schedule, resource, and execute these
- Maintain and improve internal processes for onboarding, member engagement, and feedback collection
- Work with PMs and Directors to ensure members have positive, productive project experiences
- Monitor overall member satisfaction and escalate concerns to Co-Presidents when needed
- Coordinate logistics for general meetings, including scheduling, room bookings, and agendas
- Support leadership continuity by documenting internal processes and maintaining organizational knowledge
- Facilitate conflict resolution between members and project teams

### **Attendance & Involvement Requirements:**

- General Meetings: mandatory
- Leadership Meetings: mandatory
- Presentations (midpoint and final): mandatory
- Social/Other Events: encouraged; help organize and set the tone for club culture

## **VP of External Affairs**

### **Overview:**

The VP of External Affairs serves as Momentum's primary representative to the outside world. This role focuses on building and maintaining relationships with companies, sponsors, alumni, campus organizations, and other external partners. The VP of External Affairs drives Momentum's growth and reputation beyond Purdue's campus, opening doors for members through networking, sponsorships, and collaborative opportunities.

**Key Responsibilities:**

- Identify, reach out to, and cultivate relationships with companies, sponsors, and industry professionals
- Manage all formal communications with external organizations, including sponsorship proposals and partnership agreements
- Coordinate with Purdue administration to ensure compliance with university policies on external partnerships and funding
- Organize and facilitate external-facing events such as speaker panels, company visits, and networking nights
- Maintain a database of alumni contacts and foster ongoing alumni engagement with Momentum
- Represent Momentum at university-wide events, career fairs, and inter-club collaborations
- Collaborate with the VP of Marketing & Communications to ensure external messaging is consistent and professional
- Research and pursue funding opportunities, grants, and sponsorship pipelines

**Attendance & Involvement Requirements:**

- General Meetings: mandatory
- Leadership Meetings: mandatory
- Presentations (midpoint and final): mandatory
- Social/Other Events: encouraged; help organize and set the tone for club culture

## **VP of Marketing & Communications**

### **Overview:**

The VP of Marketing & Communications manages Momentum's public image, brand identity, and all outward-facing content. This role is responsible for social media strategy, graphic design, announcements, and ensuring that information about Momentum's activities, opportunities, and achievements is communicated clearly and compellingly to both current members and prospective ones. This VP helps shape how Momentum is perceived on campus and online.

### **Key Responsibilities:**

- Develop and execute Momentum's social media strategy across platforms (Instagram, LinkedIn, etc.)
- Create or oversee the creation of graphics, promotional materials, and branded content
- Draft and distribute member-facing announcements in coordination with the VP of Internal Affairs
- Maintain consistency in Momentum's visual identity, tone, and messaging across all channels
- Manage Momentum's website content and ensure it is kept up to date
- Promote club events, Presentation Nights, and recruitment periods to maximize member and public engagement
- Collaborate with VP of External Affairs to align external outreach with brand standards
- Track engagement metrics and adjust marketing strategies based on performance data
- Oversee email newsletters and other communications to prospective and current members

### **Attendance & Involvement Requirements:**

- General Meetings: mandatory
- Leadership Meetings: mandatory
- Presentations (midpoint and final): mandatory
- Social/Other Events: encouraged; help organize and set the tone for club culture

## **VP of Operations**

### **Overview:**

The VP of Operations is the organizational backbone of Momentum, ensuring that the club's internal systems, processes, and logistics run efficiently. This role is responsible for managing schedules, tracking attendance, record keeping, and maintaining the infrastructure that allows all teams to stay on the same page. The VP of Operations ensures that no operational detail falls through the cracks, enabling the rest of the officer team to focus on their respective domains.

**Key Responsibilities:**

- Maintain and manage club-wide scheduling, including officer meetings, project check-ins, and key deadlines
- Track member and officer attendance and flag patterns to relevant leadership
- Manage and organize operational records, including meeting notes, project documentation, and historical files
- Develop and maintain internal systems, tools, and templates that improve organizational efficiency
- Coordinate room bookings, equipment, and logistical support for club events and meetings
- Oversee onboarding logistics for new members each semester, in coordination with the VP of Internal Affairs
- Maintain and update the officer drive, shared resources, and any project management platforms used by Momentum
- Ensure that all teams have the information and resources they need to operate smoothly
- Support Co-Presidents with administrative tasks and operational reporting

**Attendance & Involvement Requirements:**

- General Meetings: mandatory
- Leadership Meetings: mandatory
- Presentations (midpoint and final): mandatory
- Social/Other Events: encouraged; help organize and set the tone for club culture

## **Senior Officers (Appointed Roles)**

### **Director of Engineering**

#### **Overview:**

Manages engineering pillar operations, overseeing project quality and providing support to engineering Project Managers.

#### **Key Responsibilities:**

- Oversee all Engineering Project Managers (PMs)
- Organize pillar-specific workshops and technical events; support and guide each team in planning their required semester workshop in coordination with the VP of Internal Affairs
- Monitor project alignment with educational and industry standards
- Serve as liaison for PMs with concerns or escalations

#### **Attendance & Involvement Requirements:**

- General Meetings: mandatory
- Leadership Meetings: mandatory
- Presentations (midpoint and final): mandatory
- Social/Other Events: encouraged; help organize and set the tone for club culture

### **Director of Software**

#### **Overview:**

Leads the Software pillar, ensuring high standards in software development, security, and scalability.

#### **Key Responsibilities:**

- Oversee all Software and Data Project Managers (PMs)
- Organize pillar-specific workshops and technical events; support and guide each team in planning their required semester workshop in coordination with the VP of Internal Affairs
- Monitor project alignment with educational and industry standards
- Serve as liaison for PMs with concerns or escalations

#### **Attendance & Involvement Requirements:**

- General Meetings: mandatory
- Leadership Meetings: mandatory
- Presentations (midpoint and final): mandatory
- Social/Other Events: encouraged; help organize and set the tone for club culture

## **Director of Finance**

### **Overview:**

Heads the Finance pillar, guiding financial projects such as fintech, financial modeling, or consulting initiatives.

### **Key Responsibilities:**

- Oversee all Finance Project Managers (PMs)
- Organize pillar-specific workshops and technical events; support and guide each team in planning their required semester workshop in coordination with the VP of Internal Affairs
- Monitor project alignment with educational and industry standards
- Serve as liaison for PMs with concerns or escalations

### **Attendance & Involvement Requirements:**

- General Meetings: mandatory
- Leadership Meetings: mandatory
- Presentations (midpoint and final): mandatory
- Social/Other Events: encouraged; help organize and set the tone for club culture

## **Leadership Officers (Appointed Roles)**

### **Project Managers (PMs)**

#### **Overview:**

PMs take ownership of specific projects, leading teams within one of the three pillars and ensuring timely deliverables.

#### **Key Responsibilities:**

- Design project scope, timeline, and milestones
- Run weekly team meetings and delegate tasks
- Conduct any necessary team interviews or assessments
- Collaborate with Directors for support/resources
- Deliver end-of-semester project presentations

#### **Attendance & Involvement Requirements:**

- General Meetings: mandatory
- Leadership Meetings: mandatory when applicable
- Team Meetings: mandatory
- Presentations (midpoint and final): mandatory
- Workshops: each team is required to plan and host one workshop per semester, coordinated with their pillar Director and the VP of Internal Affairs
- Social/Other Events: attend at least one per semester

### **General Members (GMs)**

#### **Overview:**

GMs form the core of project teams, engaging in hands-on work aligned with their interests.

#### **Opportunities & Expectations:**

- Assigned to a single project per semester
- Contribute meaningfully to project goals
- Optional: propose new projects or apply for PM roles
- Option to switch projects or pillars in future semesters

#### **Attendance & Involvement Requirements:**

- General Meetings: mandatory
- Team Meetings: mandatory; may miss at most one per month
- Presentations (midpoint and final): mandatory
- Social/Other Events: attend at least one per semester

## **Chain of Communication**

1. General Members → Project Manager
2. Project Manager → Pillar Director
3. Director → Relevant Vice President
4. Vice President → Treasurer (financial matters) or Co-Presidents
5. Co-Presidents → Faculty Advisor (if needed)