ASUSF Marketing and Communications Committee Code
ASUSF Senate

ARTICLE I: Name
Section 1. This document shall be known as the ASUSF Marketing and Communications Committee Code.

ARTICLE II: Purpose
Section 1. The purpose of the ASUSF Senate Marketing and Communications Committee is to promote and market ASUSF Senate and its programs to the campus community and the community at large. The Committee coordinates ASUSF Senate election efforts and plans the ASUSF Summits in fall and spring. Furthermore, the Committee provides oversight to all Senate marketing channels including the website, social media, newsletter, and printed publications.

Section 2. The Committee shall have the authority to:
   a. Coordinate Fall Town Hall and Spring Town Hall in conjunction with each semester.
   b. Create Senate Week where the committee aims to reach all ASUSF students and promote Senate to student body.
   c. Create publicity materials such as pens, or whatever he/she deems necessary in order to promote Senate to the student body.
   d. Host a committee meeting every month with Communication-based organizations on campus in order to further improve the communication climate on campus.
   e. Create weekly communications to communication-based organizations to keep them updated on highlights of meetings, work Senate is accomplishing, etc.
   f. Work in conjunction with Vice President of Internal Affairs and committee to constantly update Senate website and promote to student body.
   g. Coordinate marketing of elections recruitment to have contested elections for all Senate positions.
   h. Coordinate marketing of elections voting to educate all ASUSF members what is on the ballot, the impact of one’s vote on the campus, and the importance of voting.

ARTICLE III: Membership
Section 1. The membership of the Committee shall be:
   i. The Vice President of Marketing and Communications shall serve as the chair of the Committee. The chair will be a non-voting member, with the exception of the case of breaking a tie.
   j. The following three (3) Senators: ASUSF Senior Class Representative, ASUSF Freshman Class Representative, and ASUSF Transfer Student Representative. These members are voting members.
k. At least three (3) members of the Association appointed by the ASUSF President or the Internal Affairs Committee. These members are voting members.
l. The ASUSF President may serve as an ex officio non-voting member.
m. The Senate advisor may serve as an ex officio non-voting member.
n. The Chair, upon consultation of the ASUSF President or the Internal Affairs Committee, may add additional committee members, as deemed necessary. However, voting membership shall not exceed ten (10) members.

**Section 2.** All members shall be currently enrolled undergraduate students at the University of San Francisco and shall have a minimum of a cumulative 2.5 grade point average at the time of appointment.

**Section 3.** Terms of appointment shall be for the academic year, ending on the last day of classes.

**Section 4.** Resignations from the Committee must be submitted in writing to the ASUSF Vice President of Internal Affairs.

- Each member acquiring three (3) unexcused absences from Committee meetings during the course of the semester shall be considered to have resigned from their position on the committee.

**Section 5.** Vacancies will be filled for the remainder of the term within thirty (30) days, and in the same manner as the original appointments.

**ARTICLE IV: Officers**

**Section 1.** The Committee shall consist of various chair positions to coordinate the business of the committee:

- The **Chair** shall be responsible for creating agendas, sending out committee communications, and facilitating all committee meetings.
- The **Administrative Chair** shall be responsible for recording meeting minutes, preparing reports for Senate meetings, and recording attendance.
- The **Elections Chair** shall be responsible for promoting Senate elections, recruiting applicants for election, and oversight of the Elections budget.
- The **Historian Chair** shall be responsible for taking photos and videos of Senate functions and managing the Senate Flickr and YouTube accounts.
- The **Social Media Chair** shall be responsible for developing content and posting regularly on Senate social media including Facebook, Instagram, and Twitter.

**ARTICLE V: Duties of Officers**

**Section 1.** The Chair has the responsibility to:

- Serve as the spokesperson of the Committee.
- Ensure that the duties of the committee are fulfilled.
c. Hold committee meetings at least once per week for one (1) hour.
d. Prepare agendas for committee meetings weekly and must send agendas and corresponding materials to committee members at least 48 hours prior to meetings weekly.
e. Ensure that minutes are taken and send completed minutes to committee membership within 48 hours after the meeting.
f. Have the Senate advisor sit in on at least one (1) meeting per semester.
g. Recommend any changes to the Committee Code.

ARTICLE VI: Meetings

Section 1. The Committee shall meet at least once a week for one hour during the normal academic year. The Committee shall meet on Thursdays from 4:30 to 5:30 p.m.

Section 2. The Chair may call emergency meetings, with at least twenty-four (24) hour notification to all members.

Section 3. Quorum shall consist of a simple majority of the voting members, plus the Chair.

Section 4. The Chair shall establish the parliamentary procedure of the Committee. In case of conflicts from Committee members, Robert’s Rules of Order, Newly Revised, will be applied.

ARTICLE VII: Amendments

Section 1. This code is established under the authority give in Article X, Section 1 of the ASUSF Senate Constitution. This code shall be in effect upon majority vote of the ASUSF Senate.

Section 2. This code shall supersede all other codes pertaining to the same subject, but will not supersede any provisions of the Constitution and By-Laws of the ASUSF Senate.

Section 3. This code may be amended by a 2/3 majority vote of the Committee followed by approval with a majority vote of the ASUSF Senate, upon written recommendation by the Internal Affairs Committee.

ADOPTION

Adopted by the ASUSF Senate, amended in April 2020.

EFFECTIVE DATES

2015/16 Amended by Senate vote in May 2016 to reflect non-substantive changes for structure and wording. Amended by ASUSF Special Election vote in February 2016 to reflect the adoption of new committee membership as a result of restructuring ASUSF Senate.

2019/20 Amended by Senate vote in April 2020 to reflect non-substantive changes for structure and
wording.