



**Associated Students of Western Washington University**  
Communications Committee Charge & Charter  
October 2012

**I. CHARGE**

Ensure responsible use of student resources allocated to marketing and promotions by:  
-Coordinating the promotion and public relations efforts of the Associated Students offices  
-Working to reduce congestion of program marketing  
-Promoting cooperative inter-departmental marketing efforts  
-Sharing skills and best practices between offices  
-Serving as a sounding board for the Communications office during special projects such as the development of the AS Branding Guide

**II. MEMBERSHIP**

Communications Director (chair)  
AS Vice President for Activities (vice-chair)  
KUGS Marketing and Development Director  
Outdoor Center Marketing Resources Coordinator  
Publicity Center Account Executive, appointed by coordinator  
Publicity Center Lead Graphic Designer  
KVIK Coordinator (optional)  
ESC Public Relations Coordinator  
Resource & Outreach Programs representative, appointed by director  
Environmental & Sustainability Programs representative, appointed by director  
Representation & Engagement Programs representative, appointed by director  
AS Productions Assistant Director for Marketing & Assessment  
VU Marketing Intern  
Secretary (non-voting)  
Director of Student Activities, or designee (advisor)

**III. CHAIR**

The Chairperson shall be the Communications Director. The Chairperson shall convene the meetings, approve agendas, and preside at all meetings. The Vice-Chairperson shall be the AS Vice President for Activities and acts in the absence of the Chairperson.

**IV. MEETINGS**

Meetings shall be called by the Chair. The committee shall meet at least once per quarter with a minimum of twenty four (24) hours notice. Meetings may also be called by any member with support of at least twenty-five (25%) of the seated, voting membership.

**V. VOTING**

Decisions shall be made by consensus. If consensus cannot be made, any voting member can make a motion. In order for a motion to pass it must obtain a majority of the legal votes cast. An abstention shall not count as a legal vote cast.

**VI. QUORUM**

A majority of the voting membership shall constitute a quorum. If a quorum is not present, the Chair will adjourn the meeting and reschedule to a new day and hour.

**VII. SUBCOMMITTEES**

In order to provide for coordination and direction, the committee may establish subcommittees as necessary. Unless otherwise noted, these groups shall follow the provisions of the committee with respect to procedure.

**VIII. RULES OF OPERATION**

The committee may adopt and amend rules of operation governing its operation by a majority vote of the committee, subject to review or approval by the AS Board of Directors.

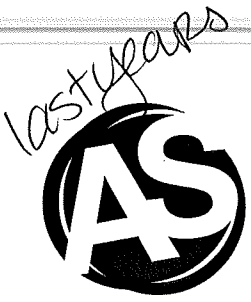
IX. AMENDMENTS

This Charter may be amended by a majority vote of the AS Board of Directors.

X. REPORTAGE

This committee shall report to the AS Board of Directors through the Communications Director.

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**Associated Students of Western Washington University**  
Marketing and Promotions Committee Charge & Charter  
April 2011

**I. CHARGE**

To coordinate the promotion and public relations efforts of the Associated Students offices. To assist offices in taking advantage of organization-wide promotion resources. To support and guide the individual AS offices towards consistent promotional efforts. To coordinate upcoming events, programs, and initiatives.

**II. MEMBERSHIP**

Communications Director (chair)  
AS President, or designee (vice-chair)  
KUGS Development Director  
Outdoor Center Marketing Resources Coordinator  
Publicity Center Account Executive, appointed by coordinator  
KVIK Coordinator  
Club Coordinator  
ESC Public Relations Assistant Coordinator  
Recycle Center Education Coordinator  
Resource & Outreach Programs representative, appointed by director  
Environmental & Sustainability Programs representative, appointed by director  
Representation & Engagement Programs representative, appointed by director  
AS Productions Assistant Director for Marketing & Assessment  
Secretary (non-voting).  
Director of Student Activities, or designee (advisor)

**III. CHAIR**

The Chairperson shall be the Communications Director. The Chairperson shall convene the meetings, approve agendas, and preside at all meetings. The Vice-Chairperson shall be the AS Vice President for Activities and acts in the absence of the Chairperson.

**IV. MEETINGS**

Meetings shall be called by the Chair. The committee shall meet at least twice per month with a minimum of twenty four (24) hours notice. Meetings may also be called by any member with support of at least twenty-five (25%) of the seated, voting membership.

**V. VOTING**

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**X. REPORTAGE**

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