



## Associated Students of Western Washington University

### Communications Committee Charge & Charter

~~October 2015~~ ~~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 AS offices
- Working to increase efficiency of ~~program marketing~~ marketing for program offices and brand management
- 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 and enforcement 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  
Lead Web Developer  
Student Web Designer  
~~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, ~~develop~~ 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, ~~and the AS VP for Activities.~~