



Associated Students of Western Washington University

Communications Committee Charge & Charter

April 2017 August 2016

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 marketing for program offices and brand management.
- Promoting cooperative inter-departmental marketing efforts
- Sharing skills and best practices between offices
- Serving as an advisory board for the Communications office during special projects such as the development and upholding 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 Resource Coordinator

Publicity Center Account Executive, appointed by coordinator

KVIK Coordinator (Optional)

AS Review Representative

ESC Coordinator for Marketing

Resource & Outreach Programs representative, appointed by Director

Environmental & Sustainability Programs Representative, Appointed by Director

REP organizing and Outreach Coordinator

AS Productions Assistant Director for Marketing & Assessment

AS Club Promotion and Outreach Facilitator

Publicity Center Coordinator, or designee (Advisor)

Secretary (non-voting)

III. CHAIR

The Chairperson shall be the Communications Director. The Chairperson shall convene the meetings, develop 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 percent (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.