



# Associated Students of Western Washington University

## Communications Committee Charge & Charter

October 2018

### **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  
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.