



# Associated Students of Western Washington University

## Communications Committee Charge & Charter

~~October 2018~~ September 2019

### 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 AS Communications Office during special projects ~~such as the development and upholding of the AS Branding Guide~~
- Developing a shared understanding of inclusive practices in AS promotions and marketing

### II. MEMBERSHIP

- AS Communications Director (Chair)
- AS Vice President for Activities (Vice-Chair)
- KUGS Marketing and Development Director
- Outdoor Center Marketing Resource Coordinator
- AS Video Coordinator
- Publicity Center Project Manager, ~~appointed by coordinator~~
- AS Review Representative, ~~appointed by AS Review EIC~~
- ~~ESC Coordinator for Marketing~~
- ESC Marketing and Outreach Coordinator
- SAIRC, appointed by Director
- Environmental & Sustainability Programs Representative, Appointed by Director
- REP Organizing and Outreach Coordinator
- AS Productions Assistant Director for Marketing & Assessment
- AS Lead Graphic Designer
- ~~Publicity Center Coordinator, or designee (Advisor)~~
- AS Communications Coordinator, Secretary (ex officio)
- ~~Secretary (non-voting)~~

### III. CHAIR

The Chairperson shall be the AS 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~~ twice 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 committee will still meet to discuss business and provide reports; however, no agenda items requiring a vote will be heard. Regardless of quorum, minutes will still be taken and reported by the Secretary. 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.

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**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 AS Communications Director, and the AS VP for Activities.

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