



Associated Students of Western Washington University

Communications Committee Charge & Charter

October 2021

I. CHARGE

Ensure responsible use of student resources allocated to AS marketing and promotion by:

- Coordinating the promotion and public relations efforts of the AS
- Working to increase efficiency of marketing for program offices and brand management
- Promoting cooperative marketing efforts
- Sharing skills and best practices between offices
- Developing a shared understanding of inclusive practices in AS promotions and marketing
- Serving as an advisory board for the AS Communications Office during special projects such as the development and implementation of the AS Branding Guide

II. MEMBERSHIP

AS Communications Director (Chair)
AS Vice President for Activities (Vice-Chair)
Communications Coordinator
KUGS Marketing and Development Director
Outdoor Center Marketing Resource Coordinator
AS Club Hub Representative
AS Review Representative
ESC Coordinator for Marketing
SAIRC 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 Manager (Co-Advisor)
Assistant Director of Student Activities, or designee (Co-Advisor)
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 as Chair in the absence of the AS Communications Director.

IV. MEETINGS

Meetings shall be called by the Chair. The committee shall meet at least biweekly 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 by a majority vote of the committee, subject to review or approval by the AS Executive Board.

IX. AMENDMENTS

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

X. REPORTAGE

This committee shall report to the AS Executive Board through the AS Communications Director and the AS VP for Activities.