



Associated Students of Western Washington University
Communications Committee Charge & Charter
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 Associated Students offices
- Working to reduce congestion of program marketing
- 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 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
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, 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.

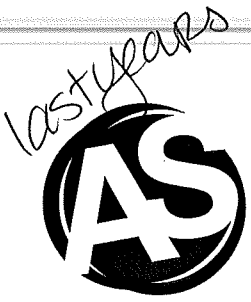
**VIII. RULES
OF OPERATION**

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.

DRAFT



Associated Students of Western Washington University
Marketing and Promotions Committee Charge & Charter
April 2011

- I. CHARGE** To coordinate the promotion and public relations efforts of the Associated Students offices. To assist offices in taking advantage of organization-wide promotion resources. To support and guide the individual AS offices towards consistent promotional efforts. To coordinate upcoming events, programs, and initiatives.
- II. MEMBERSHIP** Communications Director (chair)
AS President, or designee (vice-chair)
KUGS Development Director
Outdoor Center Marketing Resources Coordinator
Publicity Center Account Executive, appointed by coordinator
KVIK Coordinator
Club Coordinator
ESC Public Relations Assistant Coordinator
Recycle Center Education 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
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, 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 twice per month 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.