



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~~ **increase efficiency** 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.

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