Associated Students of Western Washington University
Communications Committee Charge & Charter
October 2015

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 Resources Coordinator
- Publicity Center Account Executive, appointed by coordinator
- Publicity Center Lead Graphic Designer
- KVIK Coordinator (optional)
- AS Review Representative
- ESC Public Relations Coordinator
- 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
- Student Web Designer (Non-voting)
- Lead Web Developer (Non-voting)
- Secretary (Non-voting)
- Publicity Center Coordinator (Director of Student Activities, or designee (advisor))

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 (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.