Chapter XV
Marketing and Promotions Director and Committee

Section 1. Purpose
a. This chapter, in conjunction with the ASUCR Constitution, shall govern the Marketing and Promotions Director of the Senate.
b. For the purpose of this chapter and all amendments made hereto, and all motions and resolutions of the Senate concerning personnel matter;
i. "Committee" shall refer to the Marketing and Promotions Committee;
ii. “Chair” shall refer to the Marketing and Promotions Committee Director.

Section 2. Term
a. The Marketing and Promotions Director shall serve for a one-year term as prescribed in Article III, Section A of the ASUCR Constitution.

Section 3. Qualifications
a. The qualifications for the Marketing and Promotions Director are prescribed in Article IV, Section H of the ASUCR Constitution.

Section 4. Committee Composition and Operating Procedures
a. The Marketing and Promotions Committee organization shall consist of eight (8) members. Seven (7) of the eight (8) members shall be appointed by the Marketing and Promotions Director in conjunction with the Personnel Director and approved by Senate. The eighth member shall be the Marketing and Promotions Director, serving as chair;
b. The Marketing and Promotions Committee consists of the following:
i. Marketing and Promotions Director;
ii. Vice-chair;
iii. Committee Secretary;
iv. Social Media Coordinator;
v. Promotions and Decorations Coordinator;
v. Designer (3).

Section 5. Duties of the Marketing and Promotions Director
a. Preside over all Committee meetings;
b. Appoint a committee member to serve as Vice-chair, with the approval of the Committee;
c. Call meetings as required, or when a majority of the Committee members request such action;
d. Notify all committee members of meetings at least 48 hours in advance;
e. Be responsible for the preparation and distribution of the reports and/or minutes of the Committee;
f. Be responsible for maintaining all files concerning the Committee;
g. Have the right to vote on all Committee matters, as well as the privilege of the floor;
h. Create marketing and promotional campaigns that accurately brand ASUCR;
i. Maintain a streamlined process which allows other members of ASUCR to request and receive marketing and promotional material in a timely manner;
j. Produce graphics and publications which create a unified aesthetic for ASUCR;
k. Ensure that all marketing and promotion campaigns continuously build an active relationship with the UCR student body;
l. Create a working marketing calendar for each month for the office;
m. Oversee the updating and maintenance of the ASUCR Website;
n. Perform all other duties as assigned by the Senate or Executive Cabinet;
Section 6. Duties of the Marketing & Promotions Committee Vice-chair
a. Assist the Marketing and Promotions Director;
b. Assist in communications between the Marketing and Promotions Director and Senate in the absence of the Director;
c. Perform all other duties as assigned by the Senate, the Executive Cabinet, or the Director;
d. Serve as Chair of Marketing and Promotions Committee meetings when the Chair is not present.

Section 7. Duties of the Committee Secretary
a. Assist the Director with overseeing office bylaws and recording marketing ideas for future reference;
b. Responsible for maintaining, organizing, and updating any Committee paperwork;
c. Take meeting minutes at all Marketing and Promotions Committee meetings.

Section 8. Duties of the Social Media Coordinator
a. Maintain and update social media accounts of ASUCR;
b. Regularly promote events, make announcements, and help establish transparency within ASUCR.

Section 9. Duties of the Promotions and Decorations Coordinator
a. Coordinate marketing and promotional materials for ASUCR;
b. Assist with event decorations as requested by the Chair or Senate.

Section 10. Duties of the Designer
a. Design marketing and promotional materials, i.e., graphics and publications, at the request of the Chair or Senate.

Section 11. Recording of ASUCR Meetings
a. Marketing and Promotions Committee shall record all regularly scheduled Executive Cabinet, Senate, and Judicial Council meetings;
i. Marketing and Promotions Director shall make every effort to record any emergency meetings.
b. The Chair shall coordinate the recording of all meetings;
i. The Chair may designate this task to any committee member;
ii. It is the responsibility of the Chair to ensure all meetings are recorded.
   1. If the designated committee member fails to record a meeting, both the designated committee member and the chair will be held accountable.
c. All recordings should be uploaded and made accessible to the student body no later than forty-eight (48) hours after each meeting.

Section 12. Senate
a. The Marketing and Promotions Committee shall serve as a standing committee of Senate, removal of members, except for the chair, requires a majority vote of Senate;
b. Members shall perform all duties as assigned by ASUCR Constitution, Marketing and Promotions Bylaws and Senate;
c. The Senate shall have final review of all Committee recommendations and approve all Committee decisions before they take effect.

Section 13. Vacancy
a. In the event of a vacancy, the Marketing and Promotions Director position shall be dealt with as prescribed in the Elections Bylaws.

Section 14. Amendments
All proposed amendments to Marketing and Promotions Director and Committee bylaw shall be submitted to the Marketing and Promotions Committee for approval. All amendments to the Marketing and Promotions Director and Committee bylaws shall require two-thirds (⅔) in favor of the Marketing and Promotions Committee prior to submitting the amendments to the Legislative Review Committee;

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