SENATE BILL
S.B. W17-026

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<td>Johnathan Li (President Pro Tempore)</td>
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<th>TITLE</th>
<th>Enactment on Athletics Awareness Committee</th>
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BACKGROUND
This committee is based off of the resolution I drafted last year with the senate interns based off the research we conducted on why UCR has a low attendance/participation rate at our sporting events. We decided to create this committee in order for ASUCR to partner with the Athletics department with marketing efforts, assisting with any athletic events, and to help increase student participation. The main purpose of this committee is to help promote school spirit and show support for our Athletics Department.

THE ASUCR SENATE HEREBY ENACTS CHAPTER XLVIII OF THE ASUCR BYLAWS AS FOLLOWS,

Chapter XLVIII
Athletics Awareness Committee

Section 1. Establishment

(a) The Athletic Awareness Committee of the Associated Students of the University of California, Riverside is to assist the Marketing Office of the Athletics Department in bringing exposure and attention to the athletics program. The goal of the Committee is to achieve a new culture that fosters support for the athletics program at the University of California, Riverside.

Section 2. Powers and Responsibilities

(a) The Athletic Awareness Committee has the authority to share any form of media that the athletics department sends on all forms of media of the ASUCR.
(b) The committee shall work in tandem with the marketing director in the Athletics Department and their student-athletic representative for marketing and promotion on any athletic events.
(c) The committee shall have the ability to conduct joint events with the Athletics Department with the assistance of ASUCR.

(d) The committee shall discover and search new ways to engage the student population to attend athletic events.

Section 3: Membership

(a) The Athletic Awareness Committee shall consist of at least eight (8) members as follows:
   (i) Two (2) ASUCR Senators;
   (ii) One (1) Student Athletes (and one (1) alternate);
   (iii) One (1) Personnel Committee member;
   (iv) One (1) Marketing and Promotions Committee member;
   (v) Two (2) Undergraduate Students.

(b) The process for appointing representatives to the committee shall be as follows:
   (i) The appointment of the chairperson and vice chairperson shall be selected by the committee itself within the first meeting of Fall Quarter;
   (ii) The committee shall be assembled within the first 2 weeks of Fall Quarter;
   (iii) The Athletic Department shall nominate one student-athlete representatives and one alternative;
   (iv) The Personnel Director shall appoint a committee member from their office;
   (v) The Marketing and Promotions Director shall appoint a committee member from their office;
   (vi) The Personnel Director shall appoint two students from the undergraduate body.

Section 4: Officers

(a) The Chairperson shall:
   (i) Be in charge of coordinating all meetings of the Committee;
   (ii) Create agendas for each meeting, preside over meetings to ensure that the agenda is being followed and the conversation remains orderly;
   (iii) The Chairperson shall not act as a voting member unless there is a tie amongst the members of the Committee; and report all actions of the Committee to the ASUCR Senate;
   (iv) Act as an ex-officio of the Senate and report on behalf of the Committee.

(b) The Vice-Chairperson shall:
   (i) Be in charge of acting as Chairperson in the absence of the Chairperson;
   (ii) Be a voting member except when acting as Chairperson in the absence of the Chairperson, in which case they shall only vote in the case of a tie as the Chairperson normally would;
   (iii) Assist the Chairperson with their duties as needed;
(iv) Be responsible for contacting and remaining in correspondence with potential and current sponsors of the athletic program.
(v) Responsible for taking minutes of each Athletic Awareness meeting.

(c) The Senators shall:
   (i) Be in charge of staying in contact with organizations and committees that are relevant to the Athletic Awareness Committee and its effort to promote the athletic program. Also report to the Senate if the Chair or Vice Chair cannot attend the senate meeting.

(d) The student athlete representative shall:
   (i) Update the committee on any athletic events that occur in the following week and how the committee/ASUCR can help promote the event.
   (ii) Bring forth every meeting any issues that are affecting the Athletics Department in which the ASUCR can assist in.

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Wen-Yu Chou
Executive Vice President

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Signed Legislation can be found in the ASUCR Office

INTRODUCED ON - February 2, 2017
COMMITTEE APPROVED ON - February 2, 2017
   VOTE COUNT - 5-0-1
SENATE APPROVED ON - February 8, 2017
   VOTE COUNT - 11-0-0