



RESOLUTION No.: 2017-18-9

**AUTHORED BY: Genesee Black-Lanouette, College of Professional Studies
Representative
Maddie Halloran, Graduate Representative**

**REFERRED TO: AS BOARD OF DIRECTORS
ACTION SCHEDULED: April 9, 2018**

**SUBJECT: An Act to Change the Elections Commissioner Position Title and
Responsibilities to Public Relations Officer.**

WHEREAS, the Associated Student Board of Directors and its programs have events and promotional needs year round which are beneficial to the community; and,

WHEREAS, the Associated Student Board of Directors, its programs, and its events which would benefit from a position which focuses on their promotion and success; and,

WHEREAS, as noted in the A.S. Constitution, Section B, it is the AS Board of Directors mission to stimulate the educational, social, physical, and cultural well-being of the University community. An effective year round public relations campaign is greatly beneficial to enhancing student and community awareness of the Associated Student Board of Directors, its funded programs, and its events. A public relations position would assist in educating the community on student issues and encourage students to participate in shared governance; and,

WHEREAS, the current Election Commissioner position on the Associated Student Board of Directors is primarily focused on general outreach and marketing for the A.S. elections during the spring semester. The responsibilities of outreach and marketing during the Fall semester is left to Board of Director members who are interested in outreach and marketing. The level of interest changes from year to year.

RESOLVED, the current the Election Commissioner position be renamed as the Public Relation Officer; and,

RESOLVED, the Public Relation Officer position term start on the first 2018-19 Board of Directors meeting; and,

RESOLVED, the Public Relation Officer Position stipend would be set for the full academic year; and,

BE IT ENACTED, by the A.S. Board of Directors that the following amendments are made to the Administrative Code and A.S. Administrative Code be numbered accordingly:



Associated Students

Section 5 Associated Students Public Relations Officer

- 5.01 The purpose of this position is to coordinate and implement an effective public relations campaign to enhance student and community awareness of the A.S. Government and the A.S. elections.
- 5.02 The A.S. Public Relations Officer shall be a student-at-large who is not a member of the A.S. Board of Directors.
- 5.03 A.S. Public Relations Officer must meet the qualifications to be a student office holder as outlined in Elections Code, Section 5. and Minimum Qualifications for Office Holders.
- 5.04 Three weeks prior to the application due date, the position will be advertised as open.
- 5.05 The Elections Commissioner shall be nominated by the AS President, with the consultation of a Vice President, and approved by a two-thirds (2/3) vote of Board of Directors.
- 5.06 In consultation with the A.S. President, the duties of the Public Relations Officer shall include, but are not necessarily limited to the following list.
- A. Serve within the powers and duties described in Elections Code Section 3;
 - B. Report on activities and actions to the A.S. Board of Directors regarding general public relations and A.S. elections efforts;
 - C. Administer the public relations and elections budget;
 - D. Establish and maintain weekly office hours;
 - E. Attend A.S. Board of Directors meetings, orientations, and retreats;
 - F. Chair the A.S. Public Relations Committee;
 - G. Coordinate communication tools (including print media; electronic media and bulletin boards), prepare ads, news releases and public service announcements to improve student and community awareness of the A.S. Government and its events and activities;
 - H. Announce A.S. Board and Committee vacancies in Lumberjack Newspaper as per Government Code, Section 5;
 - I. Develop and coordinate an active relationship between the student community, campus clubs and the Associated Students;
 - J. Consult with College Representatives and other members of Board regarding publicity for their projects;
 - K. Serve as an advisor to the A.S. Executive Committee; and,
 - L. Serve through the A.S. transitional meeting in May.

BE IT ENACTED, by the A.S. Board of Directors that the following amendments are made to the A.S. Elections Code and that the A.S. Elections Code be numbered accordingly:



Associated Students

Section 1 Purpose and Authority

- 1.03 The Elections Code shall be administered by the Public Relations Officer. The Public Relations Officer shall be nominated by the AS President, with the consultation of a Vice President, and approved by the AS Board of Directors. It will be the duty of the Public Relations Committee to enforce the Elections Code. The Public Relations Officer shall carry out procedures as set forth in the A.S. Constitution and the A.S. Code.

Section 3 Public Relations Committee Powers and Duties

- 3.12 The mission of The Public Relations Committee shall be to:

- A. Assist in the development and creation of outreach and marketing strategies and materials which promote the A.S. mission, values, and vision.
- B. Maintain strong student involvement and voice in the AS programming activities and events.
- C. Be efficient with use of A.S. funds and resources;
- D. Develop A.S. as a programming leader on the HSU campus;
- E. Ensure the successful promotion of all A.S. programming events and activities;
- F. Develop and coordinate an active relationship between the student community, campus clubs and the Associated Students;
- G. Build community spirit by planning and co-sponsoring events that take place on the HSU campus.

3.11 Function: The Public Relations Committee

- A. Meet regularly to conduct all programming business;
- B. Seek input and suggestions for programming ideas from the HSU campus community;
- C. Generate a wide mix of outreach and marketing strategies and materials which promote AS events and activities;
- D. Evaluate recommendations for programming events.

Genesee Black-Lanouette,
College of Professional Studies Representative

Maddie Halloran,
Graduate Representative

Paola Valdovinos,
Legislative Vice President

Joey Mularky,
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