

B.B.044

ADDING THE COMMUNICATIONS DIRECTOR AND THE COMMUNICATIONS COMMITTEE TO
THE SGB GOVERNING CODE

STUDENT GOVERNMENT BOARD UNIVERSITY OF PITTSBURGH

AUTHORED BY: Communications Director Kara Boutselis and Executive Vice
President Sydney Harper
CO-AUTHORED BY: President Natalie Dall

[11 APRIL 2017]

Kara Boutselis introduced the following resolution; which was read for the first time.

~~[18 APRIL 2017]~~

~~Read the second time and voted on.~~

A BILL

TO ADD THE POSITION OF COMMUNICATIONS DIRECTOR AND THE BYLAWS
FOR THE COMMUNICATIONS COMMITTEE TO THE GOVERNING CODE

- 1 WHEREAS, the University of Pittsburgh Student Government
2 Board carries out several initiatives and programs that
3 benefit the University's non-College of General Studies
4 undergraduate population;
- 5 WHEREAS, SGB needs an established committee of students
6 specializing in communications to optimize our ability
7 to reach our constituent population;
- 8 WHEREAS, the existing role of the Press Secretary in the code is too
9 narrowly-defined to efficiently meet the needs of SGB;
10 *now, therefore, be it*
- 11 RESOLVED, on this ~~[18th day of April in the year 2017]~~, the
12 University of Pittsburgh Student Government Board
13 enacts the following additions and revisions to the
14 Student Government Board Governing Code:

15 “Title 1, Chapter 4, Article 4, Item 2.

16 A. The Incoming President, Executive Vice President, Vice
17 President and Chief of Cabinet, and Board Liaison shall be
18 members of the Nominating Task Force for the selections process
19 for any Conditional Committee Chair unless otherwise specified
20 in a Committee’s section of the Governing Code.

21 Title 2, Chapter 2, Article 3. Communications Director

22 Item 1. Appointment

23 A. The President shall appoint the Communications Director.

24 Item 2. Duties of the Communications Director

25 A. The Communications Director shall:

- 26 1. Serve as the point person for all marketing and
27 communications endeavors within Student
28 Government Board
- 29 2. Be knowledgeable of the initiatives and events of
30 Student Government Board
- 31 3. Work closely with all Board Members and Committee
32 Chairs in the creation and implementation of
33 marketing campaigns for events and initiatives
- 34 4. Oversee the Communications Committee and liaise
35 between Committee Members and the other
36 Committees and Board Members
- 37 5. Interview and select members of the Communications
38 Committee
- 39 6. Collaborate with the Assistant Communications
40 Director and Press Secretary to advise members of
41 Student Government Board on engaging with media
42 representatives
- 43 7. Hold five office hours per week in the Student
44 Government Board Office
- 45 8. Attend all Public Meetings of the Student Government
46 Board

47 B. The President may assign additional responsibilities to the
48 Communications Director as needed

49 C. The Communications Director shall not run for a Board
50 Member or Presidential Position or serve as a member of a
51 Campaign Team while serving in their role

- 52 a. If the Communications Director should choose to run for
53 a Board or Presidential position in the spring term, they
54 must resign by the last day of the fall term
55 b. The Communications Director cannot endorse a
56 candidate or slate running for a Board or Presidential
57 position

58 Title 2, Chapter 3, Article 3. Communications Committee

59 Item 1. Purpose of the Communications Committee

- 60 A. The Communications Committee is meant to serve as the
61 main source of marketing and outreach of Student
62 Government Board
63 B. The main goals of the Communications Committee are as
64 follows:
65 1. Increase student engagement with Student
66 Government Board through improved social media,
67 communication, and marketing tactics
68 2. Assist Board members and Committees with promotion
69 of all events, projects, and initiatives
70 3. Increase Student Government Board's presence on
71 social media accounts
72 4. Provide a new way for students in the arts and creative
73 studies to get involved with Student Government Board

74 Item 2. Structure of the Communications Committee

- 75 A. The Communications Committee shall be led by the
76 Communications Director selected as a member of the Office
77 of the President.
78 B. The Communications Committee will consist of appointed
79 students.
80 C. The Communications Committee must contain at least one
81 Assistant Communications Director and at least one Press
82 Secretary. Other committee roles may include but are not
83 limited to the following suggested positions:
84 1. Videographer
85 2. Social Media Manager
86 3. Photographer
87 4. Webmaster
88 5. Graphic Designer

89 a. The individual duties as well as number of
90 individuals within each of the aforementioned
91 positions are up to the discretion of the
92 Communications Director

93 Item 3. Communications Committee Member Duties

94 A. In addition to their individual responsibilities, the duties and
95 responsibilities of each Communications Committee Member
96 include the following:

- 97 1. Have a general knowledge base of Student Government
98 Board operations and current initiatives
- 99 2. Aid in Student Government Board outreach to the
100 student body
- 101 3. Attend weekly meetings of the Communications
102 Committee as determined by the Communications
103 Director
- 104 4. Attend at least one SGB Public Meeting per month

105 Item 4. Communications Committee Vice Chairs

106 A. The Communications Director shall appoint vice-chairs (also
107 known as Assistant Communications Directors) as deemed
108 necessary

109 Item 5. Length of Term

- 110 A. Each member of the Communications Committee shall serve
111 under a term of one academic year
- 112 B. Resignations shall be submitted in writing to the
113 Communications Director"; *and be it further*

114 RESOLVED, that all numbering changes resulting from these
115 revisions shall be automatic, pursuant to the rules set
116 forth in items 1.1.1.0.4 and 1.1.1.0.5 of the Student
117 Government Board Governing Code; *and be it finally*

118 RESOLVED, that this resolution shall be effective immediately upon
119 adoption and shall reflect the changes shown in the
120 attached document.

121 ~~ADOPTED: this [18th day of April 2017] by a vote of [#] for, [#]
122 against, and [#] abstentions.~~

Natalie R. Dall, President
University of Pittsburgh Student Government Board