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 bill; 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

WHEREAS, the University of Pittsburgh Student Government Board carries out several initiatives and programs that benefit the University’s non-College of General Studies undergraduate population;

WHEREAS, SGB needs an established committee of students specializing in communications to optimize our ability to reach our constituent population;

WHEREAS, the existing role of the Press Secretary in the code is too narrowly-defined to efficiently meet the needs of SGB; now, therefore, be it

RESOLVED, on this [18th day of April in the year 2017], the University of Pittsburgh Student Government Board enacts the following additions and revisions to the Student Government Board Governing Code:
A. The Incoming President, Executive Vice President, Vice President and Chief of Cabinet, and Board Liaison shall be members of the Nominating Task Force for the selections process for any Conditional Committee Chair unless otherwise specified in a Committee’s section of the Governing Code.

Title 2, Chapter 2, Article 3. Communications Director

Item 1. Appointment

A. The President shall appoint the Communications Director.

Item 2. Duties of the Communications Director

A. The Communications Director shall:

1. Serve as the point person for all marketing and communications endeavors within Student Government Board
2. Be knowledgeable of the initiatives and events of Student Government Board
3. Work closely with all Board Members and Committee Chairs in the creation and implementation of marketing campaigns for events and initiatives
4. Oversee the Communications Committee and liaise between Committee Members and the other Committees and Board Members
5. Interview and select members of the Communications Committee
6. Collaborate with the Assistant Communications Director and Press Secretary to advise members of Student Government Board on engaging with media representatives
7. Hold five office hours per week in the Student Government Board Office
8. Attend all Public Meetings of the Student Government Board

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

Title 2, Chapter 3, Article 3. Communications Committee

Item 1. Purpose of the Communications Committee
A. The Communications Committee is meant to serve as the main source of marketing and outreach of Student Government Board.

B. The main goals of the Communications Committee are as follows:
   1. Increase student engagement with Student Government Board through improved social media, communication, and marketing tactics.
   2. Assist Board members and Committees with promotion of all events, projects, and initiatives.
   3. Increase Student Government Board’s presence on social media accounts.
   4. Provide a new way for students in the arts and creative studies to get involved with Student Government Board.

Item 2. Structure of the Communications Committee

A. The Communications Committee shall be led by the Communications Director selected as a member of the Office of the President.

B. The Communications Committee will consist of appointed students.

C. The Communications Committee must contain at least one Assistant Communications Director and at least one Press Secretary. Other committee roles may include but are not limited to the following suggested positions:
   1. Videographer
   2. Social Media Manager
   3. Photographer
   4. Webmaster
   5. Graphic Designer
      a. The individual duties as well as number of individuals within each of the aforementioned positions are up to the discretion of the Communications Director.

Item 3. Communications Committee Member Duties

A. In addition to their individual responsibilities, the duties and responsibilities of each Communications Committee Member include the following:
1. Have a general knowledge base of Student Government Board operations and current initiatives
2. Aid in Student Government Board outreach to the student body
3. Attend weekly meetings of the Communications Committee as determined by the Communications Director
4. Attend at least one SGB Public Meeting per month

Item 4. Communications Committee Vice Chairs
A. The Communications Director shall appoint vice-chairs (also known as Assistant Communications Directors) as deemed necessary

Item 5. Length of Term
A. Each member of the Communications Committee shall serve under a term of one academic year
B. Resignations shall be submitted in writing to the Communications Director; and be it further

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

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

ADOPTED: this 18th day of April 2017 by a vote of 8 for, 0 against, and 0 abstentions.

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