

# B.B.044

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

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## 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.

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## 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  
3 that benefit the University's non-College of General  
4 Studies 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  
9 too narrowly-defined to efficiently meet the needs of  
10 SGB; *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  
19 process for any Conditional Committee Chair unless otherwise  
20 specified 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 Title 2, Chapter 3, Article 3. Communications Committee

50 Item 1. Purpose of the Communications Committee

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

66 Item 2. Structure of the Communications Committee

- 67 A. The Communications Committee shall be led by the  
68 Communications Director selected as a member of the Office  
69 of the President.
- 70 B. The Communications Committee will consist of appointed  
71 students.
- 72 C. The Communications Committee must contain at least one  
73 Assistant Communications Director and at least one Press  
74 Secretary. Other committee roles may include but are not  
75 limited to the following suggested positions:
- 76 1. Videographer
  - 77 2. Social Media Manager
  - 78 3. Photographer
  - 79 4. Webmaster
  - 80 5. Graphic Designer
- 81 a. The individual duties as well as number of  
82 individuals within each of the aforementioned  
83 positions are up to the discretion of the  
84 Communications Director

85 Item 3. Communications Committee Member Duties

- 86 A. In addition to their individual responsibilities, the duties and  
87 responsibilities of each Communications Committee Member  
88 include the following:

- 89                   1. Have a general knowledge base of Student  
90                   Government Board operations and current initiatives  
91                   2. Aid in Student Government Board outreach to the  
92                   student body  
93                   3. Attend weekly meetings of the Communications  
94                   Committee as determined by the Communications  
95                   Director  
96                   4. Attend at least one SGB Public Meeting per month

97   Item 4. Communications Committee Vice Chairs

- 98           A. The Communications Director shall appoint vice-chairs (also  
99           known as Assistant Communications Directors) as deemed  
100           necessary

101   Item 5. Length of Term

- 102           A. Each member of the Communications Committee shall serve  
103           under a term of one academic year  
104           B. Resignations shall be submitted in writing to the  
105           Communications Director”; *and be it further*

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

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

113   ADOPTED: this 18<sup>th</sup> day of April 2017 by a vote of 8 for, 0 against,  
114           and 0 abstentions.

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