## Addendum A

## Chapter 205: Director of Public and Campus Relations

### Section 01: Establishment

There is hereby established the Department of Public and Campus Relations as an executive department of the Association.

### Section 02: Mission

The mission of the Department of Public and Campus Relations is to advance the Association’s institutional reputation by creating smart and effective marketing and communications solutions that showcase the University as a dynamic Tier I institution and increase awareness of ASUN activities.

### Section 03: Structure

The Department of Public and Campus Relations shall consist of the Director of Public and Campus Relations.

1. DIRECTOR OF PUBLIC AND CAMPUS RELATIONS
   1. The Director of Public and Campus Relations shall be appointed by the President, with the consent of the Senate.
   2. The duties of the Director of Public and Campus Relations are as follows:
      1. To form focus groups and committees at the Presidents request to collect student concern on local, national, and campus issues. The committee shall be composed of, but not limited to, students, faculty, and community leaders.
      2. To focus on increasing the visibility of the Association in the greater campus, local, state, and national communities.
      3. To draft media releases for the Association with approval from the President.
      4. Produce multimedia-content to release weekly updates to the students about ASUN including but not limited to new initiatives, allocations of funds, passed legislation, and upcoming events.
      5. To provide a vision statement and blueprint for Inkblot to provide for consistency in branding, messaging and design of ASUN by meeting weekly with the Creative Director of Inkblot to assess the progress of brand management and ensure the brand and its message is relevant.
      6. To act as President if, by reason of death, resignation, removal from office, inability, or failure to qualify, there is no President, Vice President, Speaker of the Senate, Director of Clubs and Organizations, Director of Programming, or Attorney General to act as President.
      7. To advise the Senate regarding the efficacy of its outreach efforts.
      8. To have a report read or spoken into record at minimum every other Senate meeting.
      9. To be responsible for all operations of the Best of Reno Campaign including, but not limited to, corresponding with affiliated partners, surveying students, and distributing awards to the selected businesses.
      10. To cross-promote relevant content between the Association’s digital media platforms including but not limited to newsletters, blog posts, and social media

### Section 04: Authorization of appropriations

There is hereby authorized to be appropriated such sums as may be necessary for the support of the Department.