



Senate of the Associated Students of the University of Nevada

84th Session, 2016-2017

AN ACT TO ELIMINATE THE ASSISTANT DIRECTOR OF DIGITAL MEDIA POSITION AND TRANSFER DUTIES TO THE ASSISTANT DIRECTOR OF PUBLIC AND CAMPUS RELATIONS

Bill Number: 84-08

Authored By: Speaker Pro Tempore Jackson

Sponsored By: 2016-2017 Student Government Assembly

Whereas, both the Assistant Director of Public and Campus Relations and the Assistant
Director of Digital Media positions lack substantive job duties;

Whereas, the Assistant Director of Public and Campus Relations and the Assistant Director of
Digital Media positions have proven to lack productivity;

Whereas, the duties of the Assistant Director of Digital Media can be incorporated into the
Assistant Director of Public and Campus Relations position;

Be it enacted by the Senate of the Associated Students, Addendum A is added to the Statutes of
the Associated Students as the new Chapter 205;

Be it further enacted, SAS IV.402.03.c.15 be struck from the Statutes of the Associated
Students.

Adopted in Senate on July 20th, 2016

Attest:

Noah Teixeira, Speaker of the Senate

Brandon Boone, President of the Associated Students

I certify that this Act originated in the Senate.

Andrea Godoy, Secretary of the Senate

CHAPTER 205: DEPARTMENT 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 one Director of Public and Campus Relations, one Assistant Director of Public and campus Relations, and one Assistant Director of Digital Media.

a) 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:
 - i. To attend meetings of the Staff Employees Council, Faculty Senate, and Graduate Student Association.
 - ii. To deliver a report on the Association to each of the aforementioned bodies through whatever means appropriate.
 - iii. To report to the President on happenings of each of the aforementioned bodies and possibilities for collaboration.
 - iv. To form joint committees of student and other members of the campus community to examine campus concerns and issue recommendations to the President of the Association.
 - v. To coordinate an annual joint meeting of the leadership of each of the aforementioned bodies.
 - vi. To focus on increasing the visibility of the Association in the greater campus, local, state, and national communities.
 - vii. To draft media releases for the Association with approval from the President.
 - viii. To establish an annual strategic plan for outreach to the K-12 system.
 - ix. To provide a vision statement and blueprint for Inkblot to provide for consistency in branding, messaging and design of ASUN by the first Friday of each May.
 - x. To meet weekly with the Creative Director of Inkblot to assess the progress of brand management and ensure the brand and its message is consistent and relevant.
 - xi. To present a new appointment to the Senate within the following two weeks of said committee or Senate meeting if an executive appointment is reported unfavorably by the Senate committee on Oversight or if an appointee is not passed by the Senate, or in the event that he or she is unable to find a qualified candidate within those two weeks, he/she must present himself/herself to the Committee on Oversight and explain the circumstances.

- xii. 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.
- xiii. To advise the Senate regarding the efficacy of its outreach efforts
- xiv. To have a report read or spoken into record at minimum every other Senate meeting.

b) ASSISTANT DIRECTOR OF PUBLIC AND CAMPUS RELATIONS

- 1) The Assistant Director of Public and Campus Relations shall be nominated by the Director, with the consent of the Senate, and shall report to the Director of Public and Campus Relations
- 2) The duties of the Assistant Director of Public and Campus relations shall be as follows:
 - are as follows:
 - i. To assist the Director of Public and Campus Relations with duties, tasks and projects where the Director deems necessary.
 - ii. To be responsible for monitoring and reporting to the Director of Public and Campus Relations on media coverage related to, or directly involving the Association.
 - iii. To build and protect the brand and ensure its message is consistent and relevant.
 - iv. To be responsible for updating and maintaining content on the Association's website.
 - v. To cross-promote relevant content between the Association's digital media platforms.