



MARKETING AND COMMUNICATIONS CODE

This Edition Amended: 5/15/2019

ARTICLE I: MARKETING AND COMMUNICATIONS COMMITTEE

Section 1: Membership

The DASB Marketing and Communications Committee shall consist of the following:

- A. Voting Members
 - 1. DASB Chair of Marketing and Communications
 - 2. At least two (2) additional DASB Senators
- B. Non-Voting Members
 - 1. DASB Senate Interns must be approved by as outlined in the DASB Senate Bylaws.
 - 2. DASB Senate Interns must meet the eligibility requirements as specified in the DASB Senate Bylaws.
- C. Advisors
 - 1. DASB Senate Advisor

Section 2: Objectives

The objectives of the DASB Marketing and Communications Committee shall be:

- A. Relay information between the student body and the DASB Senate including, but not limited to, student concerns and shared governance news.
- B. Promote the DASB Senate and its activities, including but not limited to:
 - 1. Services and programs offered to students that the DASB Senate wishes to support through advertising.
 - 2. Environmental sustainability across campus.
- C. Promoting vacancies and internships in the DASB Senate.
- D. Provide marketing plans for large DASB projects and DASB committees as a whole (the committee's work, meeting place, and times) by the third week of every quarter. No more than five (5) promotional options will be implemented. These options include, but are not limited to, A-frames, outreach plans, website, flyers, banners, t-shirts, and other promotional materials.
- E. Committees are required to notify the Marketing and Communications Committee at least three (3) weeks in advance of the event.

Section 3: Right to Act

The DASB Senate delegates authority to the DASB Marketing and Communications Committee to take action on behalf of the DASB Senate to fulfill its own objectives with the following restrictions:

- A. The DASB Senate must endorse or otherwise officially support an organization before the DASB Marketing and Communications Committee may advertise that organization

Section 4: Committee Duties and Responsibilities

The DASB Marketing and Communications Committee shall:

- A. Produce a DASB Brochure by the end of Summer Quarter that promotes the DASB Senate and serves as a welcome for new DASB members.
- B. Prepare DASB Shirts for all DASB Senators by Fall Quarter week two (2).
- C. Prepare DASB Business Cards if deemed necessary.
- D. Promote the DASB Senate during Welcome Week.
- E. Prepare a Meet Your Senate Day of every quarter no later than the 4th week (except summer quarter)
- F. Table at least once per month in the Main Quad or Campus Center to promote DASB excluding summer quarter. Tabling must take place the first week of the month and at least one per quarter must be in the evening.
- G. Produce a flyer informing students of all the DASB Committee meeting times each quarter
- H. Coordinate with Diversity and Events to hold the DASB Open House event every quarter

- I. Participate in every Club Day event.
- J. Develop and distribute promotional materials for all DASB events preferably two (2) weeks in advance. It is up to the DASB Marketing and Communications Committee's discretion to approve marketing requests and will provide five (5) promotional options at most per request.
- K. Send a representative to the DASB Diversity and Events Committee meetings.
- L. Update the student body on:
 - 1. DASB events and news
 - 2. External committee reports that pertain to the student body
- J. Manage and oversee the DASB Marketing and Communications Committee Account (41-51190).
- M. Review its Committee Code at least once per year, and submit any proposed amendments to the DASB Senate.

ARTICLE II: OFFICERS

Section 1: Officers

- A. The DASB Marketing and Communications Committee shall have the following officers:
- DASB Chair of Marketing and Communications
 - DASB Public Relations Officer
 - DASB Social Media Manager
 - DASB Ad Designer
- The Vice Chair of the Committee must also be a Committee Officer
- B. The Committee shall reserve the right to create or dissolve ad hoc positions as deemed necessary.
- C. Committee Officers are appointed or removed with a majority vote of the Committee.
- D. The Committee Chair shall assume all duties and responsibilities of vacant positions.

Section 2: Individual Duties and Responsibilities

D. DASB Chair of Marketing and Communications shall:

1. Oversee all DASB Marketing and Communications Committee projects and events.
2. Create a timeline for marketing the DASB Senate as a whole.
3. Fill out all event planning and requisition forms for the DASB Marketing and Communications Committee.
4. Ensure that any projects and events that the DASB Marketing and Communications Committee works on will be evaluated by the project or event leads by filling out an evaluation form.
5. Communicate with project or event leads to obtain status updates on any marketing plans that are being utilized.

A. DASB Public Relations Officer shall:

1. Submit the La Voz Ads design to La Voz via email every Monday from week two (2) through week ten (10) every quarter with the exception of Summer Quarter.
2. Help the DASB Ad Designer design the La Voz Ad as well as with her or his other responsibilities.
3. Update La Voz on upcoming DASB events for possible coverage
4. Split the DASB Senate ad in La Voz between DASB event updates and Shared Governance reports.

B. DASB Ad Designer shall:

1. Design advertisement materials, such as fliers, posters, banners to promote the DASB, DASB committees or DASB projects.
2. After completing any work, any further edits will be up to the Ad Designer's discretion.

C. DASB Social Media Manager shall:

1. Maintain and update the DASB Facebook page and any other Internet resources prescribed by the DASB Senate at least once per week aside from the DASB page on the De Anza website.

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