

ASSOCIATED STUDENTS OF SAN FRANCISCO STATE UNIVERSITY MARKETING & COMMUNICATIONS COMMITTEE CHARTER

CHARTER STATEMENT #406
APPROVED 04/19/2017

Purpose

The role of the Marketing and Communication Committee is to assist the Board of Directors (the “BOD”) of the Associated Students (the “Organization-AS”) in fulfilling its oversight responsibilities related to:

- a) Maintaining the integrity and increase the usage of Associated Students’ at San Francisco State University brand;
- b) Guides the development of strategies and activities for greater outreach and engagement with campus, and helps responds to all internal communications, external communications and local media
- c) Promote all A.S. services, activities and initiatives, to communicate them to the student body and SFSU community by consistently utilizing messaging and marketing techniques to providing students with accurate and relevant information in a timely manner

Composition & Qualifications

The AS President shall serve as the chair of the Marketing & Communications Committee and shall appoint a Vice Chair within the first thirty (30) days after the committee has been initiated. The BOD shall appoint a Marketing and Communications Committee of at least four (4) members, consisting of:

Voting Members

Required:

- AS President (Chair)
- Vice President of Internal Affairs
- Vice President of External Affairs
- Vice President of University Affairs

Optional:

- Three (3) BOD Representatives

Advisory Members:

- Assistant Executive Director of Marketing and Communications.

The Organization's Assistant Executive Director of Marketing and Communications will serve as an advisor to the Marketing and Communications Committee. With the approval of the Organization's Executive Director, the BOD or the chairperson of the Marketing and Communications Committee may request additional advisors to assist the committee.

In order to meet this obligation, newly appointed members are required to participate in one (1) training session prepared and conducted by the Chair and advisor(s) to the Marketing and Communications Committee prior to being seated on the committee or within the first 60 days of appointment. Members appointed to the committee are responsible for reading all the previous minutes of that term and the Marketing & Communication Committee's Annual Folder. The Annual Folder shall be the responsibility of the Chair and Vice Chair to compile of monthly reports for transitional purposes.

Meetings

The committee meetings may be scheduled at such times and places as the Marketing and Communications Committee determines. With the understanding of scheduled dates, times, and location of the committee, meetings may be conducted either in person or telephonically.

A majority of the Marketing & Communications Committee present in person or by teleconference shall constitute a quorum. Meetings of the Marketing and Communications Committee shall be conducted in accordance with the appropriate open meeting laws that preside over the Organization as a whole. The most current approved edition of Robert's Rules of Order Newly Revised shall govern the conduct of the meetings.

The committee shall, through its chairperson, report regularly to the BOD following the meetings of the committee, addressing such matters as the quality of the Organization's marketing efforts, current projects/initiatives taken by the Marketing and Communications Committee, or other matters related to the committee's functions and responsibilities.

Responsibilities of the Marketing & Communications Committee

To successfully carry out its purpose as defined above, the Marketing and Communications Committee's key responsibilities include:

- Monthly reports to the Board of Directors on the efforts within the Marketing and Communications Committee
- Knowledge of Associated Students' Logo Policy that are directly related to the roles of the Marketing and Communications Committee
- Contributing to the development of the communications and marketing annual work plan



- Establishing, reviewing, and implementing short-term and long-term strategic goals for the Marketing and Communication Committee for the Board term, in alignment with the Marketing Department. Review of previous goals of past Marketing and Communications Committees must be held at the committee's earliest convenience.
- Advising staff on strategies and development for various marketing communications channels and web presences including, electronic/social media (e.g. Facebook, Twitter, Snapchat, etc), public relations, website and printed collateral
- Cultivating and distribute the Associated Students' Board of Directors (AS BOD) Monthly Newsletter (See Attachment A: Newsletter Statement of Purpose)
- Contributing to the development of the communications and marketing annual work plan.
- Constructing strategic marketing efforts around BOD related initiatives
- Reviewing the Marketing and Communications committee charter annually
- Providing annual marketing budget recommendations by the month of March.
- Supporting overall comprehensive marketing and communications strategy.
- Partnering with staff to oversee a consistent and active communication strategy to all stakeholders for the purposes of program messaging, potential fundraising, awareness and branding.
- Contributing perspective to assist staff in establishing organizational marketing, branding and communication plans and initiatives.
- Building on current brand and develop creative market outreach programs that will drive new student engagement and awareness of AS by students.
- Maintaining and build relationships with campus partners and members of the press in conjunction with staff efforts.
- Identifying key speaking engagements for staff and board to help market and brand Associated Students.
- Identifying and keep updated on campus wide initiatives and university communications strategies.

Skills & Attributes

Personal

- Fulfill required time commitment.
- Willing and able to make asks on organization's behalf (ambassadors).
- Honesty, integrity and respect for others.
- Visionary: future orientation.
- Good communications skills; open-minded and articulate.
- Strong team-builder and team member.
- Leadership skills.
- Self-confident and outgoing personality.

Professional

- Be willing to learn direct experience developing and implementing marketing strategy.
- Be willing to learn development of branding strategies.
- Demonstrate interest in the non-profit/social responsibility sector.
- Comfortable working in a fluid environment and taking initiative.
- Be knowledgeable on the AS organization in general, including strategic direction
- Be knowledgeable about Board matters in particular, such as major issues, policies and procedures, and board priorities.
- Demonstrate effectiveness in meetings and task forces; seen as a leader.
- Create a network of community/business contacts and willingness to reach out as an ambassador of the organization for awareness and engagement.
- Be willing to learn Strategic Planning experience.

Estimated time commitment and meeting format

- Attend weekly Committee meetings
- Participation in a monthly Town Hall
- Participation in events, taking part in at least one event or program activity per semester:
Estimated time commitment: 5-10 hours/ month depending needs
- Busiest time period: work is consistent throughout the year.

Member Benefits and Learning Outcomes

- Develop new skills in the area of meeting facilitation, marketing strategies, event planning, branding, and strategic messaging.
- Be part of community.
- Meet a diverse range of people.
- Help make a difference in the day-to-day life of the organization

Limitation of Marketing and Communications Committee's Role

- Governance is not the responsibility of the Marketing and Communications Committee; it is the responsibility of the Board of Directors, the Marketing and Communications Committee only serves and acts on behalf of the Board.