

Green Italics = Additions

~~Red Strikethrough~~ = Deletions

DASG MARKETING AND COMMUNICATIONS CODE

This Edition Amended: 3/17/2021

ARTICLE I: MARKETING AND COMMUNICATIONS COMMITTEE

Section 1: Membership

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

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

Section 2: Objectives

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

- A. Relay information between the student body and the DASG Senate including, but not limited to, student concerns and shared governance news.
- B. Promote the DASG Senate and ~~its De Anza's activities, including but not limited to:~~
 - ~~1. Services and programs offered to students that the DASG Senate wishes to support through advertising.~~
 - ~~2. Environmental sustainability across campus.~~
- C. Promoting vacancies and internships in the DASG Senate.
- D. Provide marketing plans for large DASG ~~projects and DASG committees~~ *events* 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)~~ *two (2)* weeks in advance of the event.

Section 3: Right to Act

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

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

Section 4: Committee Duties and Responsibilities

The DASG Marketing and Communications Committee shall:

- A. ~~Produce a DASG Brochure by the end of Summer Quarter that promotes the DASG Senate and serves as a welcome for new DASG members.~~ *Introduce DASG Senate in Social Media Platforms/Brochure that promotes what they do that serves as a welcoming remarks.*
- B. ~~Prepare DASG Shirts for all DASG Senators by Fall Quarter week two (2).~~ *Prepare DASG Merch (Shirt, Sweatshirt, Stickers, etc) for all DASG Senators by end of fall quarter.*
- ~~C. Prepare DASG Business Cards if deemed necessary.~~
- D. Promote the DASG Senate during Welcome Week.
- E. ~~Prepare a Meet Your Senate Day of every quarter no later than the 4th week (except summer~~

~~quarter).~~ Prepare bonding events in the beginning of Fall Quarter meant to break the ice between students and senators.

- F. Table at least once per month in the Main Quad or Campus Center to promote DASG 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 DASG Committee meeting times each quarter.
- ~~H. Coordinate with Diversity and Events to hold the DASG Open House event every quarter.~~
- I. Participate in every Club Day events.
- J. Develop and distribute promotional materials for all DASG events preferably two (2) weeks in advance. It is up to the DASG 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 DASG Diversity~~ liaison to the DASG Programs and Events Committee meetings.
- L. Liaison SSF
- M. Liaison Elections
- N. Promote the General Student Elections during fall and winter quarters.
- O. Update the student body on:
 - 1. DASG events and news
 - 2. External committee reports that pertain to the student body
- P. Manage and oversee the DASG Marketing and Communications Committee Account (41-51190).
- Q. Review its Committee Code at least once per year and submit any proposed amendments to the DASG Senate.
- R. Each member is required to be active on at least one social media platform at least three (3) times per week (Including but not limited to the following: Facebook, Reddit, Discord, Instagram).
- S. Ensure all promotional materials comply with the American Disability Acts (ADA).

Section 5: Committee Recommendations

- A. Recommends members to sit on the following External Shared Governance Committees:
 - 1. Associated Students of Foothill College (ASFC)
 - 2. Inter-Club Council (ICC)
 - 3. Technology Committee
 - 4. Educational Technology Advisory Committee (ETAC)

ARTICLE II: OFFICERS

Section 1: Officers

- A. The DASG Marketing and Communications Committee shall have the following officers:
 - DASG Chair of Marketing and Communications
 - DASG Public Relations Officer
 - DASG Social Media ~~Manager~~ Officer
 - ~~DASG Ad Designer~~ DASG Newsletter Officer
 - DASG Canvas Shell Officer~~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

A. DASG Chair of Marketing and Communications shall:

- 1. Oversee all DASG Marketing and Communications Committee projects and events.
- ~~2. Create a timeline for marketing the DASG Senate as a whole.~~
- 3. Fill out all event planning and requisition forms for the DASG Marketing and Communications Committee.
- 4. *Leads and is in charge of at least one (1) on-going Marketing Project.*
- 5. ~~Ensure that any projects and events that the DASG Marketing and Communications Committee works on will be evaluated by the project or event leads by filling out an evaluation form.~~ *Ensure officers are meeting responsibilities and duties.*
- 6. Communicate with project or event leads to obtain status updates on any marketing plans that are being utilized.

B. DASG 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.~~ *Submit DASG senate promotional items to external groups, including but not limited to the following:*
 - a. La Voz via email every Monday from week two (2) through week ten (10) every quarter with the exception of Summer Quarter.
 - b. *Office of Communications via email for Quick Notes and Events Calendar every Friday.*
- ~~2. Help the DASG Ad Designer design the La Voz Ad as well as with her or his other responsibilities.~~
- ~~3. Update La Voz on upcoming DASG events for possible coverage~~
- ~~4. Split the DASG Senate ad in La Voz between DASG event updates and Shared Governance reports.~~
- 5. *Maintain communication and relations with external groups, including but not limited to the following:*
 - a. *Associated Students of Foothill College (ASFC)*
 - b. *Inter-Club Council (ICC)*
 - c. *La Voz*
 - d. *Office of Communications*

~~B. DASG Ad Designer shall:~~

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

C. DASG Social Media ~~Manager~~ Officer shall:

- ~~1. Maintain and update the DASG Facebook page and any other Internet resources prescribed by the DASG Senate at least once per week aside from the DASG page on the De Anza website.~~
- 1. *Manage the DASG Social Media Platforms provided by the DASG Senate at least three (3)*

times per week.

2. *Oversee design advertisement materials, such as flyers, posters, banners to promote the DASG, DASG committees or DASG projects.*
3. *Oversee all DASG social media correspondence activity as listed in Article I, Section 4, Line 15. (double check line number when finalizing)*
4. *Create a comprehensive Social Media posting schedule and find new approaches to maximizing the functionality of each social platform.*
5. *Promote other committees' events on the schedule they provide with at least five days advance notice.*

D. *DASG Newsletter Officer shall:*

1. *Ensure the newsletter is updated weekly with the latest DASG, De Anza, and District committee reports, events, projects and other relevant information.*

E. *DASG Canvas Shell Officer*

1. *Ensure the Canvas shell is updated weekly with the latest information.*
2. *Moderates any topic or discussion boards.*

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