



The University of West Florida

Student Government Association

Office of Communications Restructure

Legislation: 17-18 Bill VIII

Author(s): Chief of Staff Dupuis

First Reading: _____	Second Reading: _____
Yes: _____	Yes: _____
No: _____	No: _____
Abstain: _____	Abstain: _____

Ms. Bayla Bessemer
Senate Pro Tempore

Be it known that Student Government 17-18 Bill VIII is hereby signed on _____.

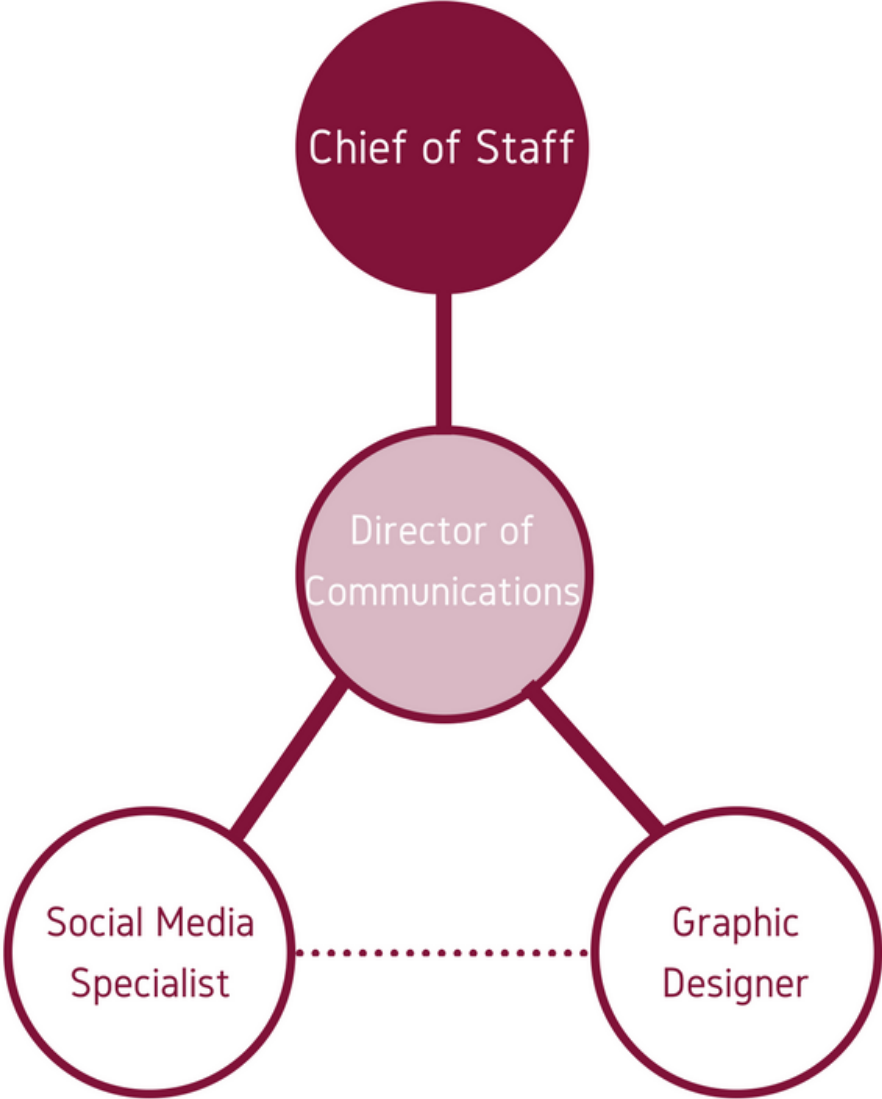
Pass Veto

Date

Mr. Kishane Patel
Student Body President

Legislative Intent: The purpose of this is to restructure the President’s Cabinet, particularly the Office of Communications, to reflect its current needs and usage. The Office of Communications will now consist of a Director of Communications, a Social Media Specialist, and a Graphic Designer. The three positions will be stipended by removing \$500 from the Director’s stipend and reallocating it to the Graphic Designer. The Assistant Director of Communications has been renamed to Social Media Specialist to better reflect the expectations of that role.

New Structure Visual:



Chapter 205: Chief of Staff

- 205.01 The Chief of Staff should fill in for the Student Body President on University business as needed.
- 205.02 Oversee the ~~Director~~ Office of Communications and Director of Governmental Affairs.
- 205.03 Attend weekly Executive and Senate meetings.
- 205.04 Manage ad hoc Committees.
- 205.05 Coordinate weekly meetings with the President's Cabinet and the Office of Communications.
- 205.06 Manage Cabinet positions and meetings.
- 205.07 Perform all additional duties as deemed necessary by the President.
- 205.08 The Chief of Staff shall receive a stipend of \$3,000, which shall be allocated appropriately throughout the course of their term.

Chapter 206: Office of Communication

- 206.01 There shall be a Director of the Office of Communications titled Director of Communications, Social Media Specialist, and Graphic Designer. ~~Assistant Director of Communications, two Marketing Coordinators, and two Social Media & Technology Coordinators.~~
- 206.02 The Office of Communications shall:
 - A. Maintain all marketing for Student Government Association events, programs and services.
 - B. Maintain and update the Student Government Association website and all social media.
 - C. Maintain internal and external communication.
 - D. Coordinate the promotion of Student Government Association's visibility and awareness on campus.
 - E. Be responsible for maintaining and coordinating the use of the event marquee to include any message promoting a Student Government

Association sponsored event, senate meeting or other communication deemed necessary and prescribed by the Executive Committee.

206.03 The Director of Communications shall:

- A. Be responsible for managing and directing all internal and external communication efforts of the Student Government Association.
- B. Direct and supervise the Communications Office.
- C. Attend all meetings and act as the liaison between executive members and the Office of Communications.
- D. Collect activity reports from all executive members, prepare content for distribution, and delegate appropriate tasks to each member of the communications staff.
- E. Advise the President and executive members on all communication related efforts.
- F. Submit weekly reports to the Chief of Staff and President outlining all activities of the Office of Communications.
- G. Report directly to the Chief of Staff and perform all additional duties as deemed necessary.
- H. Promote and support all Student Government Association events and activities using appropriate advertising methods, including graphic design, banners, signs, flyers, and electronic marquees, etc.
- I. Produce and distribute press releases to all relevant media sources in sufficient time to ensure timely submission.
- J. Generate video content to publicize on social media related to executive and legislative initiatives.
- K. The Director of Communications shall receive a stipend of \$1700 ~~2,200~~, which shall be allocated appropriately throughout the course of their term.

206.04 The ~~Assistant Director of Communications~~ Social Media Specialist shall:

- A. Establish and maintain effective working relationships with relevant media representatives of print, broadcast, and internet media sources to help facilitate coverage of Student Government activities and events.
- B. ~~Oversee Marketing Coordinators.~~ Promote and support all Student Government Association events and activities by implementing advertising through the Student Government Association website and all relevant social media platforms.
- C. ~~Under the direction of the Director of Communications, produce and distribute press releases to all relevant media sources in sufficient time to ensure timely submission.~~
- D. Report directly to, and perform all other duties deemed necessary by the Director of Communications.
- E. The Social Media Specialist ~~Assistant Director of communications~~ shall receive a stipend of \$500, which shall be allocated appropriately throughout the course of their term.

206.05

The ~~Marketing Coordinators~~ Graphic Designer shall:

- A. Design a variety of products, such as advertising, posters, promotional items, exhibitions and displays, to promote Student Government Association events and initiatives. ~~Promote and support all Student Government Association events and activities using appropriate advertising methods, including graphic design, banners, signs, flyers, electronic marquees, etc.~~
- B. Coordinate with the Social Media Specialist to implement advertising through the Student Government Association website and all relevant social media platforms.
- C. Submit completed or updated designs to the Social Media Specialist, Director of Communications, and Chief of Staff. ~~Conduct research to evaluate the effectiveness of all communication campaigns in order to achieve optimal results.~~

D. Report directly to the Director of Communications and perform all other duties deemed necessary.

E. The Graphic Designer shall receive a stipend of \$500, which shall be allocated appropriately throughout the course of their term.

206.06 ~~The Social Media & Technology Coordinators shall:~~

~~A. Act as advisors to Student Government Association in all matters relating to information technology.~~

~~B. Coordinate the development of information technology, in accordance with the wishes of the President and all executive members, in order to promote the efficiency and responsiveness of the Student Government Association.~~

~~C. Facilitate the training of Student Government Association Members in the use of any information technology as necessary.~~

~~D. Monitor and manage the Student Government Association website and all integrated services (blogs, calendars, etc) in order to streamline all communication efforts in a modern, timely and efficient manner.~~

~~E. Implement all prepared content for the Student Government website with the direction of the Communications Director and according to the wishes of the President and executive members.~~

~~F. Develop and maintain working relationships with any and all outsourced internet services (web developers, hosting providers, domain registrars, etc).~~

~~G. Report directly to the Director of Communications and performs all other duties deemed necessary.~~