The University of West Florida

Student Government Association

The Office of Communications

Legislation: 21-22 Bill I

Author(s): Chief of Staff Larkin

Sponsor(s): Senate Pro Tempore Grant



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Ms. Sydney Grant

Senate Pro Tempore

Be it known that Student Government 21-22 Bill I is hereby signed on \_\_\_\_\_\_.



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Mr. Ruben Gardner

**Chapter 206: Office of Communication**

206.01: Office of Communication

1. There shall be an Office of Communications comprised of:

* Director of Communications
* ~~Social Media Specialist~~
* ~~Graphic Designer.~~
* Assistant Director of Communications

206.02 The Office of Communications shall:

1. Maintain all marketing for Student Government Association events, programs and services.
2. Maintain and update the Student Government Association website and all social media.
3. Maintain internal and external communication.
4. Coordinate the promotion of Student Government Association’s visibility and awareness on campus.
5. 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:

1. Be responsible for managing and directing all internal and external communication efforts of the Student Government Association.
2. Direct and supervise the Assistant Director of Communications. ~~Communications Office~~.
3. Attend all meetings and act as the liaison between executive members and the Office of Institutional Communications.
4. ~~Collect activity reports from all executive members, p~~Prepare content for distribution~~,~~ and delegate appropriate tasks to the Assistant Director of Communications.
5. Advise the President and executive members on all communication related efforts.
6. Submit weekly reports to the Chief of Staff and President outlining all activities of the Office of Communications.
7. Report directly to the Chief of Staff and perform all additional duties as deemed necessary.
8. Promote and support all Student Government Association events and activities weekly using appropriate advertising methods, including graphic design, banners, signs, flyers, and electronic marquees, etc.
9. Produce and distribute press releases to all relevant media sources in sufficient time to ensure timely submission.
10. Generate video content to publicize on social media related to executive and legislative initiatives.
11. The Director of Communications shall receive a stipend of $2,000.00, which shall be allocated appropriately throughout the course of their term.

~~206.04~~ ~~The Social Media Specialist shall:~~

1. ~~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.~~
2. ~~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. Report directly to, and perform all other duties deemed necessary by the Director of Communications. D. The Social Media Specialist shall receive a stipend of $500.00, which shall be allocated appropriately throughout the course of their term.~~

~~206.05 The Graphic Designers shall:~~

1. ~~Design a variety of products, such as advertising, posters, promotional items, exhibitions and displays, to promote Student Government Association events and initiatives.~~
2. ~~Coordinate with the Social Media Specialist to implement advertising through the Student Government Association website and all relevant social media platforms.~~
3. ~~Submit completed or updated designs to the Social Media Specialist, Director of Communications, and Chief of Staff.~~
4. ~~Report directly to the Director of Communications and perform all other duties deemed necessary.~~
5. ~~The Graphic Designer shall receive a stipend of $500.00, which shall be allocated appropriately throughout the course of their term.~~

206.04 The Assistant Director of Communications shall:

1. Assist Director of Communications in preparing content for distribution and in delegating appropriate tasks.
2. Submit weekly reports to the Chief of Staff outlining all activities.
3. Produce and create a posting calendar each month for The Student Government Association Social Media pages.
4. Report directly to the Director of Communications and perform all additional duties as deemed necessary.
5. Report and serve as Director of Communications if deemed necessary or in case of absence.
6. Perform all additional duties as deemed necessary by the Director of Communications.
7. The Assistant Director of Communications shall receive a stipend of $1,000.00, which shall be allocated appropriately throughout the course of their term.