

CHAPTER 103 - PROGRAMS AND MARKETING COMMISSION

ARTICLE I. AUTHORIZATION AND PURPOSE

§1 **AUTHORIZATION.** This chapter and all its regulations are authorized pursuant to Article

III(10)(a)(d) of the Student Government Constitution.

§2 **PURPOSE.** This Commission is known as the Programs and Marketing Commission and the Chair of the Commission is known as the Director of Programs and Marketing who must act as coordinator of Student Government programs and liaison between press outlets, athletics programs, and the Student Government. This commission must:

- (a) Coordinate, plan, and execute two (2) open forums for students each semester.
- (b) Coordinate, plan, and execute the distribution and posting of surveys and informal polling and engagement events.
- (c) Coordinate, plan, and execute the fall and spring banquets and other special events.
- (d) Oversee all Freshman Council sponsored events with the assistance of the Freshman Leadership Director and coordinators.
- (e) Be responsible for communication with and between all components of Student Government, the general public and media of all forms.
- (f) Establish and update a Student Government “Marketing Standards Handbook” which must outline the standardized Student Government and officer seals, motto, and style guide for Student Government.
- (g) Create a yearly marketing plan and goals.
- (h) Assist with marketing and support for other programs and projects established within other commissions.
- (i) Provide other services authorized by statute.
- (J) Work with the advisors and the Office of Institutional Research to distribute a Satisfaction survey as determined by the cabinet and Advisors.