



DASG

MARKETING AND

COMMUNICATIONS

CODE

This Edition Amended: 5/11/2022

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
- 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 all its events and activities
- C. Promoting vacancies and internships in the DASG Senate.

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. Introduce DASG Senate in Social Media Platforms (Including but not limited to the following: Facebook, Reddit, Discord, Instagram, etc.)/Brochure that promotes what they do that serves as a welcoming remarks.
- B. Prepare DASG Promotional Materials (Shirt, Sweatshirt, Stickers, etc.) by end of fall quarter.
- C. Promote the DASG Senate during Welcome Week.
- D. Prepare bonding events in the beginning of Fall Quarter meant to break the ice between students and senators (e.g. Weeks of Welcome, Meet Your Senate Day, etc.).
- E. Table at least once per month in the Main Quad or Campus Center to promote DASG excluding summer quarter.
- F. Produce a flyer informing students of all the DASG Committee meeting times each quarter.
- G. Participate in Club Day events.
- H. Provide marketing plans for large DASG events as a whole (the committee's work, meeting place, and times) three weeks prior to the event. It is up to the DASG Marketing and Communications Committee's discretion to approve marketing requests. No more than five (5) promotional requests options will be implemented at the same time. These options include, but are not limited to, A-frames, social media, outreach plans, website, posters, flyers, banners, t-shirts, and other promotional materials. (Committees are required to notify and fill out a request form to the Marketing and Communications Committee at least two (3) weeks in advance of the event.)
- I. Send a liaison to the DASG Programs and Events Committee meetings.

- J. Send a liaison to the DASG Student Services and Feedback Committee meetings.
- K. Send a liaison to the DASG Elections Committee meetings.
- L. Promote the General Student Elections during fall and winter quarters.
- M. Update the student body on:
 - 1. DASG events and updates
 - 2. Internal and external committee reports that pertain to the student body
- N. Manage and oversee the DASG Marketing and Communications Committee Account (41-51190).
- O. Review its Committee Code at least once per year and submit any proposed amendments to the DASG Senate.
- P. 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, etc.). DASG Office Hours comment portion would count as one of the three (1/3) times per week for Senators.
- Q. 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. Guided Pathways
 - 4. Technology Committee
 - 5. 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 Vice Chair of Marketing and Communications
 - DASG Public Relations Officer
 - DASG Social Media Officer
 - DASG Canvas Shell Officer
 - DASG Editor 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. Fill out all event planning and requisition forms for the DASG Marketing and Communications Committee.
 - 3. Leads and is in charge of at least one (1) on-going Marketing Project.
 - 4. Ensure officers are meeting responsibilities and duties.
 - 5. Communicate with project or event leads to obtain status updates on any marketing plans that are being utilized.
- B. **DASG Vice Chair of Marketing and Communications shall:**
 - 1. Record and send out all committee meeting minutes
 - 2. Organize workspace
 - 3. Assist chair with ensuring officers are meeting responsibilities and duties
 - 4. Assist chair in communicating with project or event leads to obtain status updates on any marketing plans that are being utilized.
- C. **DASG Public Relations Officer shall:**
 - 1. 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.
 - a. DASG/ICC has half page shared advertisement space on La Voz
 - b. Office of Communications via submission form for Quick Notes and Events Calendar every Friday.
 - c. Office of College Life via submission form for Office of College Life Newsletter every Friday
 - 2. 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. Guided Pathways
- e. Office of Communications

D. DASG Social Media Officer shall:

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. Manage Social Media Content Calendar and find new approaches to maximizing the functionality of each social platform.

E. DASG Editor Officer shall:

1. Assure all content being put out by DASG Marketing and Communications Committee adheres to Office of College Life Social Media Guidelines & Journalism Best Practices
2. Proofreading for clarity & accuracy, and suggesting revisions on an as-needed basis
3. Confirming with event/announcement organizer to make sure all event times and details are accurate and up to date
4. Verifying content is well-researched and representative of not only DASG Marketing and Communications Committee, but also DASG and De Anza College as a whole.

E. DASG Canvas Shell Officer

1. Ensure the Canvas shell is updated weekly with the latest information.
2. Manage moderation of all discussion boards.

Adopted: 6/9/2010
Amended: 5/25/2011
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