**Associated Students, Incorporated**

**California State University, Bakersfield**

**Public Affairs Code**

**Section I: Purpose**

The Public Affairs Committee (PAC), through the Executive Vice President, shall:

* 1. Shall oversee any implementation of all big picture Associated Students, Inc. (ASI) initiatives.

1.2 Suggest enhancements on existing Associated Students, Inc. (ASI) sponsored services.

1.3 Assist and explore possible ASI projects for the year and coordinate efforts for the development of the project.

1.4 Oversees marketing efforts about the organization throughout both the main campus and CSUB AV

**Section II: Rationale**

The Public Affairs Committee shall focus on any big picture initiatives, campaigns, or marketing strategies that positively affect the campus community, both internally and externally.

**Section III: Membership**

The PAC shall consist of a cap of three voting members for the PAC to hold an official meeting. The Board of Directors shall act in place until membership is retained.

Voting Members:

3.1 Executive Vice President

3.2 Vice-Chair

3.3 Director of L.E.A.D. Program

3.4. Director of Marketing

3.5 Director CSUB AV

Non-Voting Members:

3.8 At least one L.E.A.D member

3.9 ASI President (ex-officio) or designee

3.10 ASI Executive Director (ex-officio) or designee

**Section IV: Specific Member Responsibilities**

4.1 Director of L.E.A.D. Program: The Director of L.E.A.D. Program shall be in charge of but not limited to; organizing and implementing an orientation, activities, and meetings for students that want to be involved in ASI and learn more about the organization.

4.3. Director of Marketing: The Director of Marketing shall be in charge of but not limited to; marketing ASI both internally and externally and publicizing events on campus, establishing ASI’s brand/image/public perception for the year, work on initiatives that help student body more acquainted with ASI leaders to humanize the organization and its members.

4.4. Director CSUB AV: The Director CSUB AV shall be in charge of but not limited to; attending SLAC meetings, publicizing AV events to the ASI Board, and informing the ASI Board of issues facing the AV campus.

**Section V: Operating Procedures**

5.1 Policies and procedures conducted by the committee shall be governed by the regulations established under “Meetings,” Article VII, Section 7 of the Bylaws.

5.2 The committee shall meet at least six (6) times a semester at the discretion of the PAC Chair (and/or majority of the members).

5.3 A member of the committee may be removed pursuant to the Board of Directors Attendance and/or Removal Policy.

5.4 The PAC Chair shall provide and maintain the agendas for all IAC meetings.

5.5 The Vice-Chair of the PAC shall be appointed by the PAC ~~IAC~~ Chair and approved by a majority vote by the PAC.

5.6 The Vice-Chair shall be in charge of taking minutes and regulating attendance at all PAC meetings.

5.7 The Vice-Chair shall assume all responsibilities of the meetings upon the resignation or removal of the Chair.

5.8 The committee must have quorum (majority of membership) to conduct business.

**Section VI: Amendment & Enactment**

The Public Affairs Committee Code can be amended pursuant under “General Duties of Directors” Article XI, Section 1, Clause C.

Enacted: 1/21/00; 5/19/00; 3/28/08; 10/19/10; 4/11/11; 1/4/15; 2/6/15; 4/6/18