

DIXIE STATE UNIVERSITY STUDENT  
ASSOCIATION

# Public Relations Board Policies and Procedures

Rules and Bylaws

# Bylaws

**Article I: Name**

**Article II: Purpose**

**Article III: Selection of Board Members Article IV: Meetings**

**Article V: Job Responsibilities**

**Article VI: Amending Bylaws**

**ARTICLE I. NAME-** The name of this organization shall be known as the Public Relations Board

**ARTICLE II. PURPOSE** -The Public Relations Board serves as a branch of the Dixie State University and is responsible for:

**Section A.** Providing the other branches of government with quality publicity as requested

**Section B.** Representing Dixie State College in a positive and professional manner.

**Article III.** Selection of Board Members

**Section A.** Managers

1. After the Student Body President is elected and Vice Presidents are appointed, the Executive Council will begin the process of selecting managers.
2. Applicants must have at least 24 DSU credits, be full time students (12+ credits), and maintain a minimum G.P.A. of a 2.75.
3. Manager positions shall be filled during the spring semester of the year prior to office. They shall be appointed by the Vice President of Public Relations, with the consent of the Vice President of Service, Vice President of Student Life, Vice President of Clubs, Vice President of Academics, and Student Body President.

**Section B.** Committee Members

1. After Managers have been appointed, Committee member applications shall become available.
2. Positions shall be filled by the beginning of the semester.
3. Committee members will be selected by the Vice President of Public Relations with the consent of the Multi-Media Manager, Publicity Manager, Marketing Manager, and Graphic Design and Print Manager.
4. Committee vacancies shall be filled and must follow the application process.

**Article IV.** Meetings- The Public Relations Board shall meet once a week. Other meetings may be called at the discretion of the Vice President of Public Relations.

**Article V.** Job Responsibilities

**Section A.** Vice President of Public Relations- The Vice President of Public Relations serves as a voting member of the Dixie State University Student Association Executive Council and is responsible for all promotions and advertisement of DSUSA and all Student Life and Leadership programs. Specific jobs include but are not limited to:

1. 20 office hours per week (hours to be logged to Orgsync weekly)
2. Serve under the direction of the Student Body President
3. Attend all Executive Council and Public Relations meetings on time and prepared to report
4. Maintains a minimum 2.75 G.P.A. and 12 credit hours each semester
5. Voting Member of Fee Allocation Committee
6. Oversees the Publicity, Graphic Design and Print, Multi-Media and Marketing Managers
7. Provide marketing plans for DSUSA events
8. Manage the Public Relations Department budget
9. Oversees all Public Relations Department campaigns and deadlines including, but not limited to:
  - a. Marketing
  - b. Graphic Design and Print
  - c. Publicity
  - d. Multi-Media
  - e. Dixie Sun
  - f. 91.3 The storm radio station
  - g. Dixie Publicity (Steve Johnson)
10. Fulfill any assignments given by the Student Body President and advisors
11. Provide any training for predecessor to understand his/her job description before the end of the year
12. Weekly meeting with advisor
13. Represents DSUSA in a positive manner and upholds the DSU Code of Conduct

**Section B.** Multi-Media Manager- The Multi/Media Manager uses multimedia to market DSUSA events through the website, social media, television screens, and more to supplement other marketing plans. Specific jobs include but are not limited to:

1. Serves under the direction of the Vice President of Public Relations
2. Attends all Public Relations Board meetings on time and prepared to report
3. Maintains a minimum 2.75 G.P.A. and 12 credit hours each semester
4. 20 office hours per week (hours to be logged to Orgsync weekly)
5. Creates videos and commercials for social media and TV screens on campus bi-monthly and for special events
6. Update the DSUSA website including:
  - a. Biographies of DSUSA leaders
  - b. DSUSA events
  - c. Constitution and Bylaws
7. Oversees all social media for DSUSA including:

- a. Youtube
  - b. Facebook
  - c. Twitter
  - d. Instagram
  - e. Blog
  - f. Picture albums
8. Oversees Instagram and Twitter Competitions
  9. Define committee responsibilities, chair weekly meetings with committee members, and turn in agendas to Vice President of Public Relations
  10. Fulfill assignments given by the Vice President of Public Relations and advisors
  11. Provide training for predecessor to understand his/her job description before the end of the semester
  12. Maintain a current spreadsheet of all social media and computer passwords
  13. Build and maintain DSUSA Orgsync portal, club umbrella and website
  14. In charge of all photography and videography for all DSUSA events
  15. Represents DSUSA in a positive manner and upholds the DSU Code of Conduct

**Section C. Marketing Manager-** The Marketing Manager ensures that every student at Dixie State University is aware of upcoming DSUSA events through creative marketing and talking to students on campus. Specific jobs include but are not limited to:

1. Serves under the direction of the Vice President of Public Relations
2. Attends all Public Relations board meetings on time and prepared to report
3. Maintains a minimum 2.75 G.P.A. and 12 credit hours each semester
4. 20 office hours over week (hours must be logged to Orgsync weekly)
5. Fulfill assignments given by the Vice President of Public Relations and advisors
6. Plans 3-5 blender activities per semester
7. Oversees “guerilla Marketing Campaigns”
8. Create and distribute the Red Storm Roll by Thursday morning every week
9. Define committee responsibilities, chair weekly meetings with committee members, and turn in agendas to Vice President of Public Relations
10. Provide training to predecessor to understand his/her job description before the end of the year
11. Increase DSUSA visibility by staging giveaways at events
12. Represents DSUSA in a positive manner and upholds the DSU Code of Conduct

**Section D. Publicity Manger-** the Publicity Manager uses creativity and people skills to connect with fellow students and make them aware of all the great opportunities available to them as Dixie State University Students. They manage a small committee that focuses on increasing attendance at campus events and strengthening the relationships between Dixie students, student government, and faculty. Specific jobs include but are not limited to:

1. Serves under the direction of the Vice President of Public Relations
2. Attends all Public Relations Board meetings on time and prepared to report
3. Maintains a minimum 2.75 G.P.A. and 12 credit hours each semester

4. 20 office hours per week (hours must be logged to Orgsync weekly)
5. Send DSUSA news and announcement updates to Dixie Sun every week
6. Create and administer surveys for DSUSA events and/or sanctioned by Executive Council and reports survey information to the Vice President of Public Relations weekly and Executive Council as needed
7. Define committee responsibilities, chair weekly meetings with committee members, and turn in agendas to Vice President of Public Relations
8. Oversees distribution of all advertising material for DSUSA events including but not limited to:
  - a. Posters
  - b. A-frames
  - c. Dorm Storms
  - d. Signs
  - e. Flyers
9. Fulfill assignments given by the Vice President of Public Relations and advisors
10. Provide training for predecessor to understand his/her job description before the end of the year
11. Represents DSUSA in a positive manner and upholds the DSU Code of Conduct

**Section E.** Graphic Design and Print Manager- The Graphic Design and Print Manager designs and prints any posters, banners, flyers

1. Serve under the direction of the Vice President of Public Relations
2. Attends all Public Relations Board meetings on time and prepared to report
3. Maintains a minimum 2.75 G.P.A. and 12 credit hours each semester
4. 20 office hours per week (hours must be logged to Orgsync weekly)
5. Assist in the design of any graphics, logos, or any other promotional material needed for multimedia programs, as needed by the Multi-Media Manager
6. Maintain an inventory of supplies for the DSUSA Public Relations department (such as paper, ink, tape, etc.)
7. Designs and prints all posters, banners, fliers, and any other marketing material at a minimum of nine days before the event
8. Fulfill assignments given by the Vice President of Public Relations and advisors
9. Provide training for predecessor to understand his/her job description before the end of the year
10. Define committee responsibilities, chair weekly meetings with committee members, and turn in agendas to Vice President of Public Relations
11. Represents DSUSA in a positive manner and upholds the DSU Code of Conduct

**Article VI.** Amending Bylaws

**Section A.** Any member of the DSUSA Executive Council may motion to amend these bylaws.

**Section B.** Amendment must be approved by a 2/3 vote of the DSUSA Executive Council.

**Section C.** Bylaws then shall be edited and updated on the DSUSA website following the vote.