

American Advertising Federation Student Chapter at UTSA

Constitution

Preamble

We, the members of the AAF College Chapter at UTSA, do hereby establish this Constitution in order that our purpose is realized to the fullest extent. Our organization's purpose is to provide & promote a better understanding of the advertising industry and its ethics, principles, practices and values as a profession. Advertising professionalism is key to our education. We will strive to practice our learned skills to assist in the advertising and promotion of chapter programs, products, services or ideas of our university and community. Throughout our legitimate participation as the official AAF College Chapter at UTSA, we will promote fellowship with one another, while developing our individual abilities and freely exchanging our ideas to represent both the AAF and UTSA Community with pride and integrity, especially as a National Student Advertising Competition (NSAC) team, competing annually.

For student members, the AAF provides valuable insights into the industry of advertising, making connections and landing job opportunities that will help propel future advertising careers for Roadrunners.

I. Name:

Articles American Advertising Federation Student Chapter and shall be affiliated with the Academic Division of the AMERICAN ADVERTISING FEDERATION (AAF) and District 10 of the AAF. The organization will go by the nickname, Ad Club, or our brand, “*AD.c*”

II. Date of Creation and Revision:

Date of creation Spring 2015, date of last revision: SEP 13, 2016/Fall 2016

III. Purpose Statement:

We are the official American Advertising Federation Student Chapter at the University of Texas at San Antonio whose goal is to give students the opportunity to meet with professionals in the field, and hone their skills as business majors, marketing majors, communication majors, and undergraduates interested in cultivating a career in Advertising. The purposes of this AAF chapter shall be (1) to educate and promote a better understanding of the functions of advertising, and its social & cultural values in America; (2) form a team to compete annually in the National Student Advertising Competition, aka “NSAC.”(3) Stimulate, encourage & network with AAF San Antonio professionals, and provide valuable

campus programming that provides AAF-Mosaic® education issues & initiatives; (4) to cultivate & provide the practical skills expected of advertising professionals for both commercial & nonprofits purposes, locally; (5) assist in skill set development for its membership; and (6) to promote fellowship and free exchange of ideas among all students, faculty and staff at UTSA. (7) Participate in the American Advertising Awards

IV. Membership: DUES \$100 Annually (\$55 to AAF.org/\$45 to AD.c)

Section 1: Membership is available to all undergraduate majors at UTSA. Student members abide by Student Activities guidelines, policies & procedures. Our College Chapter of AAF at UTSA subscribes to the purpose and basic policies of the organization's and AAF Education values. Anyone may become a member of the organization subject only to compliance with the provisions of the constitution. Enrollment or employment at another University of Texas System campus does not meet the requirement for student organization membership. All officers/representatives must be currently enrolled students at UTSA.

Section 2: Application for membership must be in the form of the AD.c Application, in writing, and accompanied by a check for the annual dues. *Annual Memberships run from August 1-July 31. New Membership periods are Oct. 1 & Feb 1, annually.*

Section 3: In addition to paying dues for membership, to maintain active member status, of the American Advertising Federation College Chapter at UTSA, members must attend at minimum one meeting a month, or participate in three hours of *on-campus* events, and/or participate in three hours of *off-campus* events.

V. Legal Agreement Statement:

The American Advertising Federation Student Chapter agrees to abide by all UTSA policies, as well as local, state, and federal laws.

VI. Officers:

Section 1: The management of the affairs of this chapter shall be vested in the executive committee

Section 2: Anyone seeking to become an officer for the American Advertising Federation Student Chapter must obtain active membership status before running for election. Positions are offered to those who wish to take more of a leadership role, and become more involved with club, (NSAC) AD TEAM, activities both on and off campus, and support the goals of the

organization. Student officers must maintain a 2.25 GPA to qualify for an executive board position.

Section 3: Members who wish to become officers must obtain at least a 2.25 UTSA cumulative, and must meet all criteria described in the [UTSA Student Organization Packet](#), online. Annual Elections will be held in October, and mid-term elections February, when vacancies occur. New officers will be elected via ballot online, and verified academically by the faculty advisor, Red Madden. NSAC Team Tryouts will be held October, annually. Only active, paid student members are eligible to tryout for the NSAC team.

Section 4: The Executive Board (EB) shall schedule regular EB meetings, outside of AD.c's monthly public programming/meetings, for the benefit of the EB. The AD.c president may also call special meetings. Notice must be given *five days* in advance of the meeting.

Section 5: In the case of the death or resignation of any officer or chair, the executive committee shall elect a successor, who shall take office immediately and serve until the next annual election. It is also the duty of the executive committee and the chairs to find replacements when their positions are up for reelection.

- a. **President:** The president shall be the chief executive officer of the chapter and of the executive committee and shall preside over all meetings of the chapter and the board of directors. The president shall appoint all committee chairpersons, and such appointments are subject to the approval of the board directors. The president and the treasurer shall sign all written contracts and obligations of the chapter, which must have prior approval of the board of directors to be legal and binding
- b. **First Vice President:** The vice president shall be vested with all the power and shall perform all the duties of the president in the absence of the latter.
- c. **Second Vice President:** In the absence of the President and 1st Vice President, or in the event of their inability or refusal to act, the 2nd Vice President shall perform the duties of the President and, when so acting, shall have all powers of and be subject to all restrictions upon the President and 1st Vice President.
- d. **Secretary:** The secretary shall keep a true and accurate record of all proceedings of the chapter and send out all notices. Under the direction of the president, the secretary shall have charge of the clerical work of the chapter.
- e. **Treasurer:** The treasurer shall receive and deposit in the name of the chapter, in a bank or credit union, all money; issue receipts; make all

authorized disbursement; and at each annual meeting rendered an itemized statement, certified by an auditing committee.

- f. The executive committee shall have charge of the general management of the chapter; hear all grievances; authorize and audit all expenditures and approve all appointments.
- g. **Elected Chair Positions for AD.c:**
 - i. **Creative Chair**
 - ii. **Events Chair**
 - iii. **Social Media Chair**
 - iv. **Membership & Recruitment Chair**

Section 5: **Each term will consist of one academic year.** An individual can serve no more than two Academic Years in one executive or chair position.

VII. Procedure for Decision Making:

Section 1: Officers and members can propose activities both on and off campus during scheduled meetings.

Section 2: The event or activity must be approved by a majority vote from the executive board, and at least one person in a chair position. If a majority vote is not attained, the President (or Vice President if President is absent) has the final decision. After a decision is reached, the appropriate officers and chairs will be assigned to organize the activity or event.

Section 3: In the event that an officer or chair is unable to perform his/her responsibilities or if he or she refuses to perform his/her responsibilities, a warning will be given by the President. If the issue is not resolved to the satisfaction of all the officers, then the person in question will be relieved of his/her duties and responsibilities upon a majority vote of impeachment by the executive officers.

Section 4: **Quorum is met with the presence of all officers, or three executive officers and a group consisting of three members or chairs, *and approved by the Faculty Advisor.***

VIII. Committees:

Section 1: It may become necessary during the academic year to establish committees to oversee specific events or activities from the club. These committees will be established by the decision of the executive officers and the members.

Section 2: The committee will consist of a chair, and active members and executive officers as needed on a volunteer basis. At least one chair must oversee the committee.

IX. Meetings:

Section 1: The annual meeting of the chapter, for the purpose of election and installation of officers and other general business, shall be held no later than October 1 of every academic year. Written notice of same shall be sent to each member at least two weeks prior. The date, hour and place of meeting, as determined by the executive committee, must be included in the notice. Section 2: Meetings will be held monthly for general and active members, and officers will meet privately bi-weekly, and weekly, if special meetings are necessary. Elected officers & chairs must attend both EB and public programming/meetings.

Section 3: The time and place for the meetings will be decided within the first two weeks of each academic semester. The time and place of general meetings will be arranged to promote maximum attendance by as many members as possible. The time and place for officer meetings will be arranged so that as many officers as possible are able to attend.

Section 4: If an officer is unable to attend, he or she must notify the president at minimum two hours before the meeting is held.

Section 5: Special meetings may be called by the president, by the executive committee or by written request by any five (5) members in good standing, provided all members are notified in writing, place and purpose of meeting.

X. Disbursement of Organization Assets:

Section 1: Should this organization be disbanded, all organization assets will be withdrawn and donated to the Department of Communication at the University of Texas at San Antonio, by the Faculty Advisor, Treasurer, First VP, and current student President.

XI. Finances:

Section 1: Membership dues shall be \$100 a year, payable in advance, which shall include the affiliation fee of \$55 per year to the AMERICAN ADVERTISING FEDERATION and \$45, shall go directly to the AAF college chapter at UTSA.

Section 2: People seeking membership in Spring semesters, must apply by the February deadline for acceptance in Spring.

Section 3: A proposal for the withdrawal of funds may only be made by an executive officer at any meeting and all executive officers will vote to determine if the amount will be provided for the proposed cause. This process is only required for a withdrawal of more than \$15. If the amount is less than \$15, the officer must obtain approval from both the president and treasurer, and the Faculty Advisor must be notified to withdraw said funds. Officers & Faculty Advisors are the only members authorized to purchase items that cost more than \$15 for the organization. If the cost is less than \$15 an active member may make the purchase. Monies will be reimbursed to the purchaser in the exact amount upon presentation of a valid purchase receipt. A receipt and the appropriate change must be given to the treasurer within one week of the purchase date.

Section 4: If the aforementioned rules are not followed, the executive officer or active member will lose eligibility for club membership for that semester upon majority vote of all executive officers.

XII. Amendments:

Section 1: Any member may suggest an amendment to this constitution. Enactment of a new amendment will be voted upon by all active members and officers. An amendment will be enacted upon a majority vote.

Section 2: In the event of a tie, the president will cast the deciding vote.

Section 3: If voted upon, the President will revise the constitution with editing by the Vice President with the provision that the verbiage in the amendment is approved by majority vote. In the event of a tie, the President will cast the deciding vote.

XIII. Faculty/Staff Advisor:

Section 1: The executive board & chairs may nominate or dismiss faculty advisor(s) from the AAF College Chapter.

Section 2: After a majority vote by all officers, an officer may be assigned to ask the proposed advisor to become an advisor to the organization. If the nominated advisor agrees, the President will complete the appropriate administrative requirements.

Section 3: Any officer may be asked to hold meetings with the advisor(s) and said advisor(s) will be encouraged to participate in organization activities.

Section 4: The executive committee retains the ability to replace the faculty advisor by majority vote with a quorum present.

Section 5: The faculty advisor will oversee all regulations and procedures of this chapter. This advisor does not carry voting power.

- End of Constitution -