Design Co Constitution 2024-2025

ARTICLE I: NAME OF THE ORGANIZATION

The organization shall be called Design Co at UC San Diego. Which may herein be referred to simply as Design Co.

ARTICLE II: STATEMENT OF PURPOSE

Design Co is a pre-professional student organization at UC San Diego that bridges the gap between designers and industry. Our mission is to cultivate a space that fosters opportunity and growth as an inclusive community of designers. The "Co" means Community, Collective, and Collaborative, which is everything we stand for. We believe that fostering an inclusive design community means collaborating with others and growing with everyone. By combining workshops, events, and other career growth opportunities, we're taking the challenges of breaking into industry head on and building a strong design community while we're at it.

ARTICLE III: NON-PROFIT STATEMENT

Design Co at UC San Diego is a non-profit student organization.

ARTICLE IV: REQUIREMENTS FOR MEMBERSHIPS

All individuals are eligible to be members of this organization. Membership is free. However, the executive board reserves the right to revoke membership from individuals who demonstrate improper conduct as defined in the UCSD Student Handbook.

ARTICLE V: FREQUENCY OF ORGANIZATIONS MEETINGS

Design Co will hold one General Body Meeting (GBM) weekly to bi-weekly on Wednesday at 6:30PM. Events of different scales will be held throughout the quarter. The Executive Board (E-board) is responsible for maintaining the general welfare and objectives of Design Co. The E-board will meet weekly independently from the GBM mentioned above. The E-board is responsible for planning events, creating committees

as deemed necessary, and providing structure to the organization as a whole.

ARTICLE VI: QUALIFICATIONS FOR HOLDING OFFICE AND METHODS OF SELECTING AND REPLACING OFFICER

Only registered UC San Diego students may hold office in the organization. Only registered UC San Diego students may vote in elections for the selection of the organization's officers.

The Executive Board will be structured into 5 teams: Operations, Community Engagement, Marketing, Industry Relations, and Creative. Each team will be led by 1-2 Directors. The director roles and other executive board officer roles are listed below. The Executive Board will be composed of the following base structure, but is adaptable as the organization evolves.

Director of Operations
- Manages digital organizational tools and applications for funding and events
- Work with other Directors to create, manage, and track budget, spending etc
- Serve as Point of Contact w/ UCSD Design Lab
- Executing logistics including TAP forms, tabling, room reservations, booking flights (for retreats, Bay Area trip, etc), merchandise details, inventory
- Directly supports and leads Finance Coordinator, Operations Coordinator(s), and Project Coordinators

Director of Marketing
- Working in collaboration with Marketing Coordinators and Visual + Brand Designers, ideate and implement large scale marketing campaigns (posters, tabling, event webpages)
- Determine quarter and year long marketing strategies (Social media, physical marketing, SEO, website engagements, reach etc)
- Lead outreach to departments on campus and other student organizations for further marketing and reach for large scale events (STRIDE)
- Plan and execute media projects alongside the Media Coordinators for marketing purposes

Creative Director

- Oversees the brand direction of Design Co including but not limited to, visual identity and tone of voice guidelines
- Directly supports and leads Visual and Brand Designers
- Directly supports Web Developers to ensure visual and brand guidelines are followed in our online presence
- Lead large scale initiatives such as sub-branding

Director of Community
- Helps with the visioning of large scale initiatives and events
- Ideates, proposes, and carry out new community growth initiatives
- Directly supports and leads Community Engagement Coordinators

Director of Industry Relations
- Works to maintain, develop, and create relationships and partnerships with a variety of industry partners
- Directly supports and leads Industry Engagement Coordinators
- Works with other Industry Engagement Coordinators to serve as point of contact with industry partners

Finance Coordinator
- Work with Director of Operations to manage funds of the organization
- Allocating and managing budgets for Design Co initiatives and documenting transactions
- Coordinating with Operation Coordinators to ensure logistics and costs are well aligned

Operations Coordinator
- Work with Director of Operations to manage operations of the organization
- Executing logistics including TAP forms, tabling, room reservations, booking flights (for retreats, Bay Area trip, etc), merchandise details, inventory
- Coordinating with Finance Coordinators to ensure logistics and costs are well aligned

Project Coordinator
- Work with Director of Operations to manage projects and large-scale events
- Organizing ~2 project initiatives and leading the summer student-led internship and a design competition
- Working closely with the Operations Coordinator(s) and Finance Coordinator

to execute events

Visual and Brand Designer
- Work with Creative Director to determine brand strategy
- Work closely with the marketing team to design weekly outgoing materials.
- Produce digital and physical marketing materials.
- Work with Creative Director on the branding of large scale events and initiatives

Industry Relations Coordinator
- Work with Director of Industry Relations to maintain, develop, and create relationships and partnerships with a variety of industry partners
- Serve as main point of contact (POC) between a variety of industry partners and Design Co
  - Includes but is not limited to taking on bi-weekly check-in calls, initial partnership creation calls, etc.

Community Engagement Coordinator
- Working with Community Director to coordinate community engagement
- Planning and coordinating of events that help grow the design community on campus
- Facilitating relevant initiatives such as mentorship and fellowships
- Manage Discord platform

Social Media Coordinator
- Working with Director of Marketing, ideate and coordinate marketing initiatives
- Working with Director of Marketing, determine marketing strategies, direction, SEO strategies, reach, engagement etc
- Manage our social media accounts (Facebook, Instagram, LinkedIn)
- Design and send out email newsletters

Content Writer
- Write copy and content for our social media posts, event pages, and website
- Work closely with our creative team to determine and uphold tone of voice guidelines
- Curate articles written by board members and general members for our Medium publication

Media Coordinator

- Capture and edit event photos and videos for publication on our various social media platforms
- Create videos/media projects for marketing and social media purposes

Web Developer
- Work with Creative Director
- Builds and maintains websites for Design Co and ensure that online presence abides by brand guidelines
- Track data on student org thru Google Data
- Update website with new events and promotional material

The **General Body Members** are encouraged to attend events and to participate in event planning/execution.

Active Members are defined as members who attend a majority of *Design Co* events per quarter (3 or more per quarter) These members are likely to be the ones attending the mini GBMs.

Officer attendance for Executive Board meetings is mandatory (excluding committee members not involved in the planning and execution of particular events).

Officer attendance for events: Officers are required to attend all events. They are allowed 2 excused absences per quarter. If officers do not adhere to this minimum, they will need to "make up time."

Making up time is done by taking upon various responsibilities as outlined by another board member in need of assistance.

Officers are responsible for **transitioning** old members into new positions during the latter half of Spring Quarter.

Applications for Officer positions open up quarterly and/or annually. Vacant positions are advertised to all UCSD students. All UCSD students are encouraged to apply. All applications are reviewed holistically, in an ethical manner that focuses on reducing bias, and ensures all applicants are given an equal opportunity at an officer role, regardless of their backgrounds.

Replacing Officers: Officers who resign or are forced to resign may leave only at the end

of an academic quarter. Before he/she leaves, he/she must find a replacement and is responsible for adequate advertising of the position.

Principal Members spots are given to officers on the executive board or officers in the Operations Team.

Officers are encouraged to have a **Meeting with the Department** to update the department on the current status of *Design Co* and to identify more opportunities for department-*Design Co* connections.

The Executive Board is responsible for abiding by all CSI regulations.

ARTICLE VII: RISK MANAGEMENT

Design Co at UC San Diego is a registered student organization at the University of California, San Diego, but not part of the University itself.

Design Co at UC San Diego understands that the University does not assume legal liability for the actions of the organization.

Design Co is responsible for getting a faculty advisor to fill the role of **Community Advisor** for each year.

In Case of Interaction with Minors and/or the Elderly: Design Co is aware that all registered student organizations that serve minors or the elderly have access to training on child and elder abuse prevention for its members via the Center for Student Involvement, online or in person (in person by request only). Design Co will develop plan(s) for activities and events where members will be interacting with minors or the elderly such that members will receive education and/or training on Child Abuse Neglect Reporting Act (CANRA), common sense measures to both avoid child or elder abuse allegations (i.e. avoiding one-on-one situations; working with minors in plain view of others; limiting calls/texts/social media posts or other communications with minors), and how to properly report potential harm or neglect to minors or the elderly with whom they are working.

ARTICLE VIII: COMMUNITY ADVISOR

The community advisor of Design Co is a design professional from industry with previous involvement in our organization. They understand the mission of Design Co and help to carry out that mission. They serve as a liaison between the student organization and industry. They will join monthly meetings with members of the executive committee to discuss organization growth, strategy, and goals.

ARTICLE IX: FINANCIAL MANAGEMENT

Financial Management: Design Co is funded by The Design Lab, and through other industry partners. The organization also relies on fundraising. Funds will be managed by the Director of Operations and Finance Coordinators, who will be acting as Chief Financial Officers among their other duties.

ARTICLE X: AFFILIATION WITH OTHER GROUPS

Design Co is not affiliated with other groups. However, Design Co does work closely with the UCSD Design Lab and several industry partners.