

American Advertising Federation at UCSD (Adwave) Constitution

ARTICLE I. NAME OF STUDENT ORGANIZATION

The organization shall be called American Advertising Federation at UCSD (Adwave).

ARTICLE II. STATEMENT OF PURPOSE

The American Advertising Federation at UCSD (Adwave) provides an educational and professional platform for students to develop their abilities for an advertising and/or marketing career. We aim to inspire and bring together the brightest and most creative minds at UCSD.

ARTICLE III. NONPROFIT STATEMENT

American Advertising Federation at UCSD (Adwave) is a non-profit student organization.

ARTICLE IV. REQUIREMENTS FOR MEMBERSHIP

Section 1: Any student currently enrolled at UCSD who has an interest in marketing or advertising is eligible for membership via an application and interview process.

Section 2: Membership dues shall be \$75.00 per academic year, payable in advance, which shall include national dues of \$55.00 per year for the American Advertising Federation.

Section 3: Membership will be subject to forfeit if dues are not paid in full within 30 days of membership.

ARTICLE V. FREQUENCY OF ORGANIZATION MEETINGS

Section 1: The General Body of American Advertising Federation at UCSD shall meet at least once per week from mid October to June to ensure adequate communications, completion of NSAC competition and foster knowledge of advertising.

Clause A: All general body meetings will be scheduled with at least 3 days of notice.

Section 2: The executive board of American Advertising Federation at UCSD shall meet at least once per week from October to June to maintain communication, organize events, and envision the direction of the organization.

Clause A: All executive board meeting will be scheduled at least 48 hours in advance.

Clause B: Emergency board meetings can be held with at least 4 hours of notice if three fourths of the executive board can be present.

ARTICLE VI. QUALIFICATIONS FOR HOLDING OFFICE AND METHODS OF SELECTING AND REPLACING OFFICERS

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

Section 1: The management of the affairs of this chapter shall be vested in the board of directors.

Section 2: The board of directors shall include the following elected officers: President, Chief Creative Officer, and Chief Strategy Officer.

Section 3: Committees for case studies shall be led by 5 Directors: Strategy, Media Planning, Creative, Experiential, and Production Directors. Each director shall lead a committee.

Section 4: In the case of the resignation of any officer, the board of directors shall elect a successor, who shall take office immediately and serve until the next annual election.

Section 5: Any chapter member in good standing may nominate and be nominated for a position on the board of directors.

Section 6: Those nominated will be subject to an application and slating process in which the current President and the incumbent of the position will select the most qualified candidate.

Section 7: President

Clause A: Appointment

Subsection 1: The President shall be selected upon review of application and interview process by the executive board of American Advertising Federation at UCSD

Clause B: Powers and Responsibilities

Subsection 1: Oversee the advancement of the agency and the NSAC competition

Subsection 2: Plan and execute meeting agendas and opportunities for the growth of Adwave as an agency

Subsection 3: Ensure clear communication of deliverables from each department based on project timelines

Subsection 4: Guarantee all NSAC deadlines are met as well as all required materials are turned in

Subsection 5: Work with UCSD, recruiters, and professionals in the local community to not only build relationships, but also obtain opportunities for the professional advancement of the Adwave and its members

Subsection 6: Record attendance during executive meetings, send recaps and summaries of executive meetings to the board

Subsection 7: Put together membership materials (Director, Binders, Schedules, Timelines)

Subsection 8: Assist in the recruitment process through interviews and membership applications

Subsection 9: Organize and delegate the committees in charge of: quarterly retreats, banquet, etc.

Subsection 10: Serve as the main line of communication with Coach, meeting with him when necessary and ensuring that he is constantly updated on the team's progression

Subsection 11: Compose quarterly budgets and reports, provide reimbursements, collect membership dues. Manage the bank account and oversee the agency's expenditures

Subsection 12: Reserve rooms for GBMs and events, oversee logistics.

Section 9: Chief Creative Officer

Clause A: Appointment

Subsection 1: The Chief Creative Officer shall be selected upon review of application and interview process by the executive board of American Advertising Federation at UCSD.

Clause B: Powers and Responsibilities

Subsection 1: Manage the Creative, Public Relations, and Production team to ensure consistent creative messaging

Subsection 2: Meet weekly with Creative, PR, and Production directors

Subsection 3: Help enforce deadlines

Subsection 4: Act as a liaison between Creative, PR, Production and the Executive team

Section 10: Chief Strategy Officer

Clause A: Appointment

Subsection 1: The Chief Strategy Officer shall be selected upon review of application and interview process by the executive board of American Advertising Federation at UCSD

Clause B: Powers and Responsibilities

Subsection 1: Manage the Strategy and Media team to ensure consistent strategic messaging

Subsection 2: Meet weekly with Strategy and Media directors

Subsection 3: Help enforce deadlines

Subsection 4: Act as a liaison between Strategy, Media, and the Executive team

Subsection 5: Assist with surveys and focus groups

ARTICLE VII. RISK MANAGEMENT

"American Advertising Federation at UCSD (Adwave) at UCSD is a registered student organization at University of California, San Diego, but not part of the University itself".

American Advertising Federation at UCSD (Adwave) understands that the University does not assume legal liability for the actions of the organization.

Section 1: Risks involved with this organization include local travel to competition's host school.

Clause A: Local travel will be done either through bus transportation or members willing to volunteer their cars as transportation.

ARTICLE VIII. COMMUNITY ADVISOR

Section 1: The community advisor will be a voluntary faculty member involved with the Rady School of Management.

Clause A: The advisor will serve for the duration of the competition, October to April, and duties include assisting and advising with the creation of the competition campaign plan.

ARTICLE IX. FINANCIAL MANAGEMENT

Section 1: Finances will be taken care of through fundraisers throughout the year and membership dues collected at the beginning of the year.

Section 2: Any money received will be handled by the President, which will then be used to help fund organization activities and supplies.

Section 3: Budgets submitted to the A.S. will only be done on an as-needed basis.

ARTICLE X. AFFILIATION WITH OTHER GROUPS

Section 1: This organization will be affiliated with the American Advertising Federation, a national organization.

Clause A: Affiliation with this group for members means that they will have the ability to participate and compete in the National Student Advertising Competition held annually.

Clause B: Additional requirements for members due to affiliation with this organization include paying dues of \$55.00 to the American Advertising Federation.