Public Relations Director Title Addition

Description: A bill to expand the title of the Public Relations Director position to include the term “marketing” and be hereafter known as the Public Relations and Marketing Director.

WHEREAS the current title of the Public Relations Director fails to imply the broad range of duties carried out by that officer,

WHEREAS the Public Relations Director carries out advertising, design, marketing, and public relations duties for the student association,

WHEREAS the Public Relations Director frequently coaches and advises other officers and student clubs and organizations on marketing avenues available through the student association and at the University,

WHEREAS the term “public relations” is likely to appeal more to students majoring in public relations who are considering applying for the office and less to those majoring in the related fields of marketing, communications, management, and graphic design, even though the duties of the office are not exclusive to the public relations field.

BE IT THEREFORE ENACTED THAT the officer title of “Public Relations Director” be expanded to include the term “marketing.”

BE IT FURTHER ENACTED THAT the title of Public Relations Director be changed to Public Relations & Marketing Director.

Tags: Public Relations Director, Public Relations and Marketing Director, Officer Charter, Appointed Officer

Sponsor: Daryn Frischknecht, Student Advocate Vice President

Co-sponsor: Casey Saxton, ASUSU Public Relations Director
Policy Paper

Committee: Executive Council
In Attendance: Douglas Fiefia, Daryn Frischknecht, Charley Riddle, Kevin Meacham, Thomas Rogers, Sonina Hernandez, Matthew Anderson, Brittney Garbrick, Casey Saxton, and Trevor Olsen.
Absent: Emily Esplin
Result: Passed unanimously

Purpose:

The purpose of this bill is to expand the name of the Public Relations Director to include the term “marketing” to more accurately reflect the duties of that office and be hereafter known as the Public Relations and Marketing Director.

Pros:

- The addition of the term “marketing” will more accurately describe the duties of the office.
- The addition will likely appeal to a larger group of students who may consider applying for the office.

Cons:

- The name will be longer.
- The name will have to be changed in official documents and on other materials.