



UNLVCSUN

STUDENT GOVERNMENT

CONSOLIDATED STUDENTS UNIVERSITY OF NEVADA, LAS VEGAS *54th Legislative Session*

EXECUTIVE BILL 54-01

AN ACT TO AMEND THE CSUN BYLAW CHAPTERS 204, & 208 THROUGH CSUN BYLAW CHAPTER 211

Bill Number: EB 54-01

Authors of Legislation: Sayla Daily, Student Body Vice President for the 54th Executive Board
Sponsor of Legislation: CSUN Internal Affairs Committee

WHEREAS, the Consolidated Students of the University of Nevada (CSUN) represents all 25,000+ undergraduate students enrolled at the University of Nevada, Las Vegas; **AND**

WHEREAS, the Senate of the Consolidated Students of the University of Nevada, under the authority of CSUN Constitution VI.D.01, is “empowered to enact any legislation that falls under the jurisdiction of CSUN”; **AND**

WHEREAS, the objective of CSUN’s Executive Departments is to serve and advocate for the student body through their designated roles and responsibilities; **AND**

WHEREAS, the structure and duties of each Executive Department should be clearly defined to ensure efficiency, accountability, and alignment with CSUN’s mission; **AND**

WHEREAS, CSUN recognizes the need to update and clarify the roles of Executive Department positions to reflect evolving needs, responsibilities, and organizational improvements; **AND**

WHEREAS, these amendments aim to enhance the effectiveness and transparency of CSUN’s Executive Departments in serving the student body and carrying out their initiatives;

LET IT BE ENACTED that the following amendments to the CSUN Bylaws be adopted to reflect the changes outlined in Addendum A.

ADDENDUM A

CHAPTER 204: ELECTORAL PROCESS

Section 01: Establishment

Section 02: Mission

~~Section 03: Associate Director of Elections~~

Section 03: Associate Director of Elections Logistics

Section 04: Associate Director of Elections Events

Section 05: Elections Commission

Section 06: Mechanics Of The Elections

Section 07: Voters' Guide

Section 08: Candidates

Section 09: Qualifications Of Voters

Section 10: Petitions For Initiative And Referendum

Section 11: Recall Elections

Section 12: Meetings And Events

Section 13: Election Rules

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Section 17: Counting Of The Ballots

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CHAPTER 208: EXECUTIVE DEPARTMENTS

Chapter 208: Executive Departments

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Section 02: Composition

Section 03: Director Duties

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Chapter 209: Department of Marketing & *Social Media*

Section 01: Purpose

Section 02: Scope of Practice

Section 03: Director of Marketing & Social Media

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Chapter 210: Department of E&O

Section 01: Purpose

Section 02: Scope of Practice

Section 03: Director of Elections & Operations

Section 04: Associate Director of Elections Logistics

Section 05: Associate Director of Elections Events

Section 06: Associate Director of Operations

Chapter 211: *Department of Civic and Legislative Affairs*

Section 01: Purpose

Section 02: Scope of Practice

Section 03: Director of Civic & Legislative Affairs

Section 04: Associate Director of Legislative Affairs

Section 05: Associate Director of Diversity, Equity, Inclusion, and Advocacy

CHAPTER 204: ELECTORAL PROCESS

SECTION 01: ESTABLISHMENT

A. There is hereby established an Electoral Process as an extension of the executive

branch of CSUN.

B. The electoral process will be conducted within the Department of Elections and Operations, and supervised by the Director of Elections and Operations and the ~~Associate Director of Elections~~.

SECTION 03: ASSOCIATE DIRECTOR OF ELECTIONS LOGISTICS ~~ASSOCIATE DIRECTOR OF ELECTIONS~~

A. There is an Associate Director of ~~Elections Logistics Elections~~, who shall be appointed by the Executive Board with the consent of the Senate.

B. The duties of the Associate Director of Elections Logistics include, but are not limited to, the following:

1. Serve as head of the process.
- ~~2. Manage all activities therein with the assistance of the Director of Elections and Operations.~~
3. Present the election rules *and filing packet* for each election to the Elections Commission for approval. Once approved, the rules shall then be submitted to the Senate for approval.
4. Create and make available a ~~filing packet~~ *voting guide* for all elections in which candidates appear on the ballot. ~~This packet shall be submitted to the Senate for approval before the filing for each election begins.~~
5. Ensure that physical voting booths, if applicable, are opened and closed at their designated times.
6. Deliver a report to the CSUN Senate and Executive Board after each election cycle.
7. Serve as the chairperson for the Elections Commission and shall vote only to break a tie.
8. Maintain agendas and attendance for all meetings of the Elections Commission.

SECTION 04: ASSOCIATE DIRECTOR OF ELECTION EVENTS

A. There may be an Associate Director of Elections Events who shall be appointed by

the Executive Board with the consent of the Senate.

B. The duties of the Associate Director of Elections Events include, but are not limited to, the following:

- 1. Coordinate, plan, and execute all CSUN election-related events in the Fall and Spring semesters in collaboration with the Director of Elections and the Associate Director of Election Logistics.*
- 2. Organize and facilitate signature election events, including the Spring Semester Executive Elections Debate and Fall Semester Meet-the-Candidates Forum.*
- 3. Develop and implement “Get Out the Vote” campaigns and events to increase voter turnout and student engagement during both election cycles.*
- 4. Collaborate with the CSUN Marketing Department to design and distribute promotional materials for election events (flyers, videos, social media graphics, etc.).*
- 5. Create event timelines and run-of-show documents to ensure smooth event execution.*

CHAPTER 209: DEPARTMENT OF MARKETING & SOCIAL MEDIA

SECTION 01: PURPOSE

A. There is hereby established a Department of Marketing & *Social Media* for the purposes of utilizing various marketing strategies and platforms to increase student awareness, enhance campus life engagement, and establish a sense of community on campus.

SECTION 02: SCOPE OF PRACTICE

- A. Produce cohesive, creative graphic design content for CSUN social media platforms and physical marketing efforts
- B. Develop physical merchandise to properly brand CSUN
- C. Formulate strategic marketing plans in partnership with other UNLV entities
- D. Oversee the marketing request form used by all CSUN officials
- E. All other duties contained within the CSUN Constitution and Bylaws

SECTION 03: Director of Marketing and Social Media

- A. The Director of Marketing & Social Media at CSUN is responsible for developing,*

managing, and executing digital and physical marketing strategies to promote CSUN initiatives, events, and programs. This role oversees all content creation for CSUN's official social media platforms, ensures brand consistency, and enhances student engagement through innovative marketing campaigns.

B. The duties of the Director of Marketing & Social Media include, but are not limited to, the following:

- 1. Oversee the creation, scheduling, and publishing of content across all official CSUN social media platforms.*
- 2. Oversee the creation and promotional swag materials for distribution to the UNLV student community.*
- 3. Develop and implement social media strategies to increase engagement and reach.*
- 4. Monitor analytics and adjust social media strategies based on performance data.*
- 5. Assist in designing and producing promotional materials, graphics, and videos for digital distribution.*
- 6. Ensure all marketing materials align with CSUN's branding guidelines.*
- 7. Provide guidance and direction to team members involved in marketing initiatives.*
- 8. Maintain an organized content calendar for upcoming posts and promotions.*
- 9. Work with the Associate Director of Digital Marketing and the Associate Director of Physical Marketing to ensure marketing goals are met.*
- 10. Deliver a report to the Senate at every Senate Meeting in order to update Senators on the activities of the department.*
- 11. Work with the CSUN Faculty Advisors to keep track of the departmental budget to ensure budget allocation is properly managed.*
- 12. Ensure timely delivery and high quality of all marketing materials.*

SECTION 04: Associate Director of Digital Marketing

A. The duties of the Associate Director of Digital Marketing include, but are not limited to, the following:

- 1. Create logos, flyers, posters, and other digital designs using marketing software.*
- 2. Maintain consistency in visual branding across all materials.*
- 3. Develop and maintain a comprehensive social media calendar.*
- 4. Create and post engaging content on official UNLV CSUN social media platforms (Instagram, TikTok, X, YouTube, etc.).*
- 5. Create promotional materials for UNLV promotional platforms (Involvement Newsletter, UNLV RAVE, SUES Digital Marketing, etc).*
- 6. Produce and edit videos for various digital platforms to enhance student*

engagement.

- 7. Implement and manage digital and physical marketing requests and CSUN events, including mixers and bondings.*
- 8. Utilize digital tools to streamline marketing processes.*
- 9. Lead initiatives to refresh and maintain CSUN's visual identity.*
- 10. Ensure timely delivery and high quality of all marketing materials.*

SECTION 05: Associate Director of Physical Marketing

A. The duties of the Associate Director of Physical Marketing include, but are not limited to, the following:

- 1. Design and distribute flyers, posters, banners, and other promotional materials.*
- 2. Place orders for CSUN swag items through Integrated Graphics Services (IGS).*
- 3. Coordinate tabling efforts, bulletin board postings, and other on-campus advertising methods.*
- 4. Ensure consistency between physical and digital marketing campaigns.*
- 5. Manage marketing materials for CSUN-sponsored events, including signage, merchandise, and giveaways.*
- 6. Track inventory and manage the distribution of marketing materials.*
- 7. Gather feedback from students to improve future marketing strategies.*
- 8. Submit reports and provide them to the Marketing Director on effectiveness and student engagement.*
- 9. Ensure timely delivery and high quality of all marketing materials.*

CHAPTER 210: DEPARTMENT OF ELECTIONS AND OPERATIONS

SECTION 01: PURPOSE

A. There is hereby established a Department of Elections and Operations for the purposes of managing all electoral processes and fostering a positive environment for all three branches of CSUN

SECTION 02: SCOPE OF PRACTICE

A. *Manage the logistics and promotion of CSUN elections* ~~Oversee the elections-processes~~

B. Plan team building and ~~bonding~~ *collaborative* events to be conducted throughout the semester
for each branch

C. ~~Plan~~ ~~Execute bi-annual retreats~~ *social events, team-building, and mixers* for all CSUN officials ~~for internal CSUN development to foster internal development and strengthen collaboration~~

D. All other duties contained within the CSUN Constitution and Bylaws

SECTION 03: Director of Elections & Operations

- A. *The Director of Elections and Operations is responsible for overseeing all electoral processes and fostering a positive environment across the three branches of CSUN. This role involves meticulous planning, coordination, and management of election procedures, team-building activities, and retreats, ensuring compliance with university policies and maintaining the integrity of the student government.*
- B. *The duties of the Director are, but not limited to, the following:*
 - 1. *Oversee and manage all CSUN Elections, ensuring adherence to the CSUN Election Rules, Constitution, Bylaws, and all other relevant guidelines.*
 - 2. *Ensure secure and accessible voting, establish polling locations, and monitor campaign activities.*
 - 3. *Provide guidance and support to candidates, including managing campaign material requests and ensuring compliance with expenditure limits.*
 - 4. *Oversee team-building events throughout the year.*
 - 5. *Allocate departmental budget for team development and social events.*
 - 6. *Receive, review, and address election-related complaints, coordinating Elections Commission Hearings to ensure fair assessments.*
 - 7. *Oversee campaign finances, review and approve candidate expenditures, and ensure compliance with financial limits.*
 - 8. *Collaborate with the Associate Director of Elections, the Associate Director of Operations, the CSUN faculty advisor, and the Elections Commission to ensure smooth operations and effective training.*
 - 9. *Supervise the Associate Director of Elections and the Elections Commission, ensuring they are informed and trained on election processes and rules.*
 - 10. *Ensure all activities comply with federal, state, and local laws, university policies, and the CSUN Constitution and Bylaws.*
 - 11. *Maintain accurate records of election-related documents, complaints, and rulings, ensuring the proper archiving of documentation for future reference.*
 - 12. *Work with the CSUN faculty advisors to monitor the departmental budget and ensure responsible budget allocation.*
 - 13. *Deliver a report to the Senate at every Senate meeting to update Senators on the department's activities.*

SECTION 04: Associate Director of Elections Logistics

- A. The duties of the Associate Director of Elections Logistics are outlined in Chapter 204, Section 03 of this document.*

SECTION 05: Associate Director of Elections Events

- A. The duties of the Associate Director of Elections Events are outlined in Chapter 204, Section 04 of this document.*

SECTION 06: Associate Director of Operations

- A. The duties of the Associate Director of Operations include, but are not limited to, the following:*
 - 1. Plan and organize bi-monthly internal and external CSUN bonding events, including team meetings, retreats, and social gatherings.*
 - a. Manage event logistics, including room selection, catering, setup, and technology needs.*
 - b. Maintain records of reservations, contracts, and event logistics.*
 - 2. Work closely with the Director of Elections & Operations to streamline internal processes.*
 - 3. Assist with budget planning and financial tracking related to operational activities.*
 - 4. Serve as a point of contact for internal team-building initiatives.*
 - 5. Manage scheduling and booking processes for executive department activities.*
 - 6. Create an annual end-of-the-year gathering for all CSUN Officials.*

CHAPTER 211: DEPARTMENT OF LEGISLATIVE AND CIVIC AFFAIRS

SECTION 01: PURPOSE

- A. There is hereby established a Department of Legislative and Civic Affairs for the purposes of providing development and implementation of strategies to advance legislative initiatives that represent the interests of Students of the University of Nevada, Las Vegas, and to expand civic education and engagement at all levels of government.

SECTION 02: SCOPE OF PRACTICE

- A. Promote civic education by coordinating with Las Vegas municipal, Clark County, Nevada and Federal governments to provide workshops and internship/employment opportunities for students
- B. Encourage students who are Nevada citizens to register to vote and connect non-Nevadan U.S. citizens to resources to vote in their jurisdiction of residence
- C. Connect students to their elected leaders at all levels of government, including hosting nonpartisan town halls on campus
- D. Provide support and advocacy for students seeking permanent residency or United States citizenship
- E. Collaborate with Registered Student Organizations to effectively communicate on issues that impact our community
- F. Conduct lobbying trips, as directed by the President, to the seats of governments to advocate for student interests
- G. Raise awareness around the NSHE Board of Regents actions, votes, and behavior to promote accountability and transparency
- H. All other duties contained in the CSUN Constitution and Bylaws

SECTION 03: Director of Civic and Legislative Affairs

- A. The Director of Civic and Legislative Affairs at CSUN is responsible for promoting civic engagement, governmental awareness, and student advocacy within CSUN. This role serves as the primary liaison between students and government entities at the municipal, state, and federal levels, ensuring students have access to civic education, voting resources, and legislative advocacy opportunities.*
- B. The duties of the Director of Civic and Legislative Affairs include, but are not limited to, the following:*
 - 1. Coordinate with Las Vegas municipal, Clark County, Nevada, and federal government agencies to provide student civic education workshops and internship/employment opportunities.*
 - 2. Host nonpartisan town halls, panel discussions, and information sessions to connect students with elected leaders.*
 - 3. Promote awareness of upcoming elections, ballot measures, and voter deadlines.*

4. *Organize advocacy trips, as directed by the CSUN President, to advocate for student interests at government offices.*
5. *Monitor and raise awareness of NSHE Board of Regents actions, decisions, and policies to promote accountability and transparency.*
6. *Collaborate with Registered Student Organizations (RSOs) and community groups to communicate and address issues impacting students.*
7. *Work closely with Directors of other departments to ensure that all events are properly advertised to the campus community.*
8. *Deliver a report to the Senate at every Senate Meeting to update Senators on the department's activities.*
9. *Work with the CSUN Faculty Advisors to monitor the departmental budget and ensure proper budget allocation.*

SECTION 04: Associate Director of Legislative Affairs

- A. *The Duties of the Associate Director of Legislative Affairs include, but are not limited to, the following:*
 1. *Promoting civic education and engagement among the UNLV student body and connecting students' concerns to their leaders in public office.*
 2. *Updating CSUN and UNLV students on legislative changes happening at the NSHE Board of Regents level and any other projects.*
 3. *Create infographics on information shared with the student body in fun, trending, and relatable ways.*
 4. *Relay information to CSUN officials about any NSHE Board of Regents updates or decisions to keep CSUN well-informed.*
 5. *Advocate for students of all backgrounds by holding or assisting with events informing students about political rights, local government, and civic programs.*

SECTION 05: Associate Director of Diversity, Equity, Inclusion, and Advocacy

- A. *The Duties of the Associate Director of Diversity, Equity Inclusion, and Advocacy include, but are not limited to, the following:*
 1. *Develop programs and initiatives that enhance inclusivity and equity on campus.*
 2. *Advocate for policies that support underrepresented and historically marginalized student populations.*
 3. *Advocate for all students by holding or assisting with Heritage Month kickoffs and events.*
 4. *Partner with Registered Student Organizations (RSOs) to address social justice issues affecting students.*
 5. *Assist the Director of Civic and Legislative Affairs in coordinating*

- advocacy trips and town halls focused on DEIA-related topics.*
6. *Connect students with advocacy resources and opportunities to engage in civic discourse.*
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EB 54-01, ADOPTED by the Senate on this ____ Day of ____, 2025

Christian Abbo, Senate President

Liana Wieand, Senate Secretary

EB 54-01, APPROVED on this __ Day of __, 2025 by

Allister Dias, Student Body President