



UNLVCSUN

STUDENT GOVERNMENT

CONSOLIDATED STUDENTS OF THE UNIVERSITY OF NEVADA, LAS VEGAS

56th Executive Session

EXECUTIVE BILL 56-04

AN ACT TO AMEND THE CSUN BYLAW CHAPTER 209

Bill Number: EB 56-04

Authors of Legislation: Princessa Tolano, Student Body Vice President

Sponsor of Legislation: EXECUTIVE BOARD

WHEREAS, the Consolidated Students of the University of Nevada (CSUN) represents all 27,000+ 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 purpose of the Department of Marketing and Social Media is to utilize diverse marketing strategies and communication platforms to increase student awareness, promote engagement in campus life, and foster a stronger sense of community among the student body; **AND**

WHEREAS, expanding the responsibilities and collaborative efforts of the Director of Marketing and Social Media, the Associate Director of Digital Marketing, and the Associate Director of Physical Marketing will enhance the department’s effectiveness in serving and engaging the student body; **AND**

THEREFORE, BE IT ENACTED, that all provisions outlined in Addendum A shall be reflected within the CSUN Bylaws under Chapter 209 once passed through each required body and signed by the President

ADDENDUM A

CHAPTER 209: DEPARTMENT OF MARKETING AND SOCIAL MEDIA

SECTION 01: PURPOSE

- A. There is hereby established a Department of Marketing and 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 and 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 and 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 *and* graphics., ~~and videos for digital distribution.~~
 - 6. *Produce and edit videos and photography for various digital platforms to enhance student engagement.*
 - 7. Ensure all marketing materials align with CSUN's branding guidelines.
 - 8. Provide guidance and direction to team members involved in marketing initiatives.
 - 9. Maintain an organized content calendar for upcoming posts and promotions.

10. Work with the Associate Director of Digital Marketing and the Associate Director of Physical Marketing to ensure marketing goals are met.
11. Deliver a report to the Senate at every Senate Meeting in order to update Senators on the activities of the department.
12. Work with the CSUN Faculty Advisors to keep track of the departmental budget to ensure budget allocation is properly managed.
13. Ensure timely delivery and high quality of all marketing materials.
14. *Coordinate tabling efforts*
15. *Work with the Associate Director of Physical Marketing to track inventory and manage the distribution of 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 bonding events/activities.
 8. Utilize digital tools to streamline marketing processes.
 9. Lead initiatives to refresh and maintain CSUN's visual identity.
 10. *Oversee and respond to direct messages from CSUN official social media platforms*
 11. 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.

EB 56-04, ADOPTED by the Senate on this ____ Day of ____, 20__

Sharon Flores, Senate President

Liana Wieand, Senate Secretary

EB 56-04, APPROVED on this __ Day of __, 20__ by

Kelechi Odunze, Student Body President