

AAF at Clarion University Chapter Constitution

Preamble

We, the members of the AAF at Clarion University, do hereby establish this Constitution in order that our purpose be realized to the fullest extent. Our organization purposes to provide and promote a better understanding of the functions of advertising and of its values. Advertising professionalism is key to our education. We will strive to practice our skills and creativity to assist in the advertising and promotion of programs, products, or ideas of our university and community. Through our participation in the AAF at Clarion University, we will promote fellowship with one another, while developing our individual abilities and freely exchanging our ideas.

Article I—Name

Section 1: This organization shall be known as AAF at Clarion University and shall be affiliated with the Academic Division of the AMERICAN ADVERTISING FEDERATION (AAF) and District #2 of the AAF.

Article II—Purposes

Section 1: The purposes of this AAF college chapter shall be (1) to provide and promote a better understanding of the functions of advertising and of its values; (2) to stimulate and encourage advertising professionalism through advertising education; (3) to apply the skills, creativity and energy of advertising to help solve social problems; (4) to develop the individual abilities of its members; and (5) to promote fellowship and free exchange of ideas.

Article III—Membership

Section 1: Membership shall be open to students currently registered for at least one course for credit at Clarion University of Pennsylvania, exclusive of any “incomplete” or “makeup” course. The student shall be in good academic standing as defined by the school, college or university.

Section 2: Application for membership must be in writing and accompanied by a check for the annual dues.

Section 3: After approval, each applicant shall be notified of acceptance for membership by a letter, signed by the chapter president and the chapter’s academic adviser.

Article IV—Finances

Section 1: Membership dues shall be \$40.00 a year, payable in advance, which shall include the affiliation fee of \$35.00 per year in the AMERICAN ADVERTISING FEDERATION.

Section 2: As a Recognized Student Organization, funds will be requested from Student Senate for this organization's activities, competition and travel.

Section 3: Fund-raising activities will be conducted to supplement funds for this organization's activities, competition and travel.

Article V—Board of Directors

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, vice president, secretary, treasurer, and all committee chairpersons (including, but not limited to, public relations coordinator, media liaison, social media manager, and graphics coordinator).

Section 3: A schedule of regular meetings of the board of directors shall be set up by the board within 30 days after the beginning of the academic year. Special meetings may be called by the president. Notice must be given five days in advance of the meeting.

Section 4: All actions of the board of directors shall be subject to reversal by the chapter by a two-thirds vote of those present, if a quorum.

Section 5: In the case of the death or resignation of any officer or director, the board of directors shall elect a successor, who shall take office immediately and serve until the next annual election.

Article VI—Duties of Officers and Directors

Section 1: The president shall be the chief executive officer of the chapter and of the board of directors and shall preside over all meetings of the chapter and the board of directors. The president shall appoint all committee chairpersons, and such appointments are subject to the approval of the board of directors. The president and the treasurer shall sign all written contracts and obligations of the chapter, which must have prior approval of the board of directors to be legal and binding.

Section 2: The vice president shall be vested with all the powers and shall perform all the duties of the president in the absence of the latter.

Section 3: The secretary shall keep a true and accurate record of all proceedings of the chapter and send out all notices. Under the direction of the president, the secretary shall have charge of the clerical work of the chapter.

Section 4: The treasurer shall receive and deposit in the name of the chapter, in a bank or credit union, all money; issue receipts; make all authorized disbursement; and at each annual meeting render an itemized statement, certified by an auditing committee.

Section 5: The board of directors shall have charge of the general management of the chapter; hear all grievances; authorize and audit all expenditures and approve all appointments.

Section 6: The president or a student alternate shall represent the organization at the annual conference of the AMERICAN ADVERTISING FEDERATION, District #2. In the event of the president's inability to attend, the alternate shall be selected by the board of directors.

Article VII—Committees

Section 1: The president may appoint such committees as necessary to conduct chapter business. No committee shall have the authority to commit the chapter on matters of policy or to create financial obligations. All committee plans and actions shall be subject to the approval of the board of directors.

Article VIII—Role of Campus Advisor

Section 1: The Board of Directors will ask a Department of Communication faculty member to serve as faculty advisor. Selection preference should be given to faculty teaching advertising courses.

Section 2: The Board of Directors retains the ability to replace the faculty advisor by majority vote with a quorum present.

Section 3: The faculty advisor will oversee all regulations and procedures of this chapter. This advisor does not carry voting power.

Article VIII—Meetings

Section 1: The annual meeting of the chapter, for the purpose of election and installation of officers and other general business, shall be held in the spring term of each year. Written notice of same shall be sent to each member at least two weeks prior. The date, hour and place of meeting, as determined by the board of directors, must be included in the notice.

Section 2: Regular meetings take place bi-weekly and will be held at such times and places as the board of directors may determine.

Section 3: Special meetings may be called by the president, by the board of directors or by written request by any five (5) members in good standing, provided all members are notified in writing of time, place and purpose of meeting.

Article IX—Quorum

Section 1: Twenty-five percent of the active members shall constitute a quorum for the transaction of business at any meeting of the chapter.

Section 2: One-third of the board of directors shall constitute its quorum for the transaction of business.

Section 3: A simple majority of any committee shall constitute its quorum.

Article X—Elections

Section 1: Elections shall be held at the annual meeting and shall be by secret ballot. Only members in good standing (dues paid) shall be nominated for office or be allowed to vote.

Section 2: A majority vote is required to elect officers. A plurality vote is required to elect directors. In the case of a tie vote for the board of directors, the election shall be decided by lot.

Article XI—Adoption of Bylaws

Section 1: This constitution and bylaws shall become the constitution and bylaws of the AAF college chapter of Clarion University of Pennsylvania by a two-thirds vote of the members present, if a quorum, at any regular or special meeting, providing members have been given written notice at least one week in advance.

Article XII—Parliamentary Authority

Section 1: Robert's Rules of Order, Revised, shall be the authority of this chapter in all matters not covered by these bylaws.

Article XIII—Amendments

Section 1: The constitution and bylaws of the chapter may be amended at any regular meeting of the chapter by a two-thirds vote of the members present at the meeting. A quorum must be present.

Article IX—Ratification

These Bylaws, and its amendments, shall become effective upon ratification by the members of the AAF of Clarion University and following the approval of the Student Senate of Clarion University of Pennsylvania, the vice president for student & university affairs, and the president of Clarion University.