

Clarion Consulting Association

BYLAWS

ARTICLE 1. – NAME

The name of this organization shall be the Clarion Consulting Association (CCA) of Clarion University.

ARTICLE 2. – PURPOSE

We are helping businesses succeed in Pennsylvania and neighboring business regions with core business concepts such as: data analytics, search engine optimization, content creation, and all other aspects of business related to marketing, accounting, finance, human resources, operations, and management. All business partners will become clients of CCA.

The main purpose of this association is to help businesses to succeed and in the process Clarion University students to showcase their talent in the business sector. The students will have the opportunity to learn and practice real-world skills that they will be able to apply in future employment opportunities after graduating.

ARTICLE 3. – MEMBERSHIP

Section 1. The qualifications of joining CCA are at least a grade point average of 2.0, a member must attend at least two meetings in a semester which may include a virtual meeting. All students of Clarion University and Clarion County Community can be members and office bearers of CCA. Clarion University students who work on the real-world projects for companies in courses, such as Marketing Problems and Marketing Research, will be allowed to call themselves consultants of CCA.

Section 2. There will be a membership fee of \$25 which includes a T-Shirt and certificate.

Section 3. Members who do not attend at least two meetings in the course of a semester or members whose GPA's drop below the required level of 2.0 will be removed from CCA.

ARTICLE 4. – DUTIES AND ELECTIONS OF THE OFFICERS

Section 1. These are the executive members (CEO, COO, CMO, CFO, CTO, CHRO, and CBDO) and consultants in CCA as their roles are described below.

Chief Executive Officer (CEO) - Oversee the association, provide guidance to consultants on a variety of issues related to business and managing this association, main point of contact for clients of CCA, and call meetings when required.

Chief Operating Officer (COO) - Oversee the operations of the association, provide leadership to other consultants in CCA and clients of CCA. Step-in for required roles when the CEO is not present.

Chief Marketing Officer (CMO) - Head director of all marketing operations and fundraising, oversee marketing tasks that consultants will be working for CCA clients, finalize plans for any marketing plan.

Chief Financial Officer (CFO) - Head of funding for the association, ensures that the financials of CCA will be in order, plans out budgets for marketing plans, works with clients of CCA on financial problems.

Chief Technology Officer (CTO) – Head of technical aspects of CCA clients including search engine optimization and digital marketing and analytics.

Chief Human Resources Officer (CHRO) – Head of membership for CCA consultants and CCA clients.

Chief Business Development Officer (CBDO) - Head of business development aspects for CCA, which has a primary focus on recruiting new clients.

Consultants – Other members of the association that will provide guidance to companies based on the given problems presented. Will be known as CCA consultants.

Section 2. We will elect each position at the last meeting of the academic year or with the help of nominations. Current CEO will call open election, elections will go in order from COO down. If there is a tie CEO is the tie breaker. Elections will be held in normal meeting location.

Section 3. For the sake of a fair election majority vote will always be the deciding factor in determining a winner of an election.

ARTICLE 5. - ROLE OF CAMPUS ADVISOR

Section 1. This is a professional association ideated by the advisor. The advisor will help CEO and other office bearers in their roles, and in promoting CCA to the clients.

Section 2. The advisor will provide guidance to the association in technical aspects of business consulting as well as give mentorship support.

Section 3. The agendas and minutes of the meetings needs to be approved by the advisor.

ARTICLE 6. – MEETINGS

Section 1. Meetings will take place on a monthly basis throughout the semester and can take place in digital form as well.

Section 2. At least four active consultants must be present for it to be considered a meeting.

Section 3. At least half of the attendees at the meeting must agree.

Section 4. Have an agenda for the meeting. CEO opens the meeting, go over agenda, and close the meeting after discussions.

Section 5. Special meetings: CEO calls them, at least a days' notice must be given. It does not need to be voted upon, consultants will be notified through email or text.

ARTICLE 7. – FINANCES AND FUNDING

Section 1. Dues will not be required by consultants of CCA. Dues may or may not be required by CCA clients depending on the nature of business problems solved by CCA.

Section 2. Request for funding from Student Senate will be made every year.

Section 3. The association will have opportunities to do fundraising for additional funding and may be supported by CCA clients as required.

ARTICLE 8. – AMENDING, SUSPENDING, AND ACCEPTING.

Bylaws can be changed if ½ of the executive members votes to change any part of them.

All changes to the Bylaws must be approved by the Student Senate, Advisor, the Vice President of Student Affairs, and the President of Clarion University.

ARTICLE 9. RATIFICATION.

These Bylaws, and its amendments, shall become effective upon ratification by the consultants of Clarion Consulting Association (CCA) of Clarion University and following the approval of the Student Senate of Clarion University of Pennsylvania, Advisor, the Vice President for Student & University affairs, and the President of Clarion University.