Impact Marketing and Design Constitution

Constitution Article One: Identity

I. Official Name: Impact Marketing and Design at The Ohio State University, shorthand: IMAD

II. Purpose: Impact Marketing and Design strives to service other organizations at The Ohio State University through (including, but not limited to) strategic planning, marketing, technological advancement, logistics, and event planning.

III. Discrimination Policy: Impact Marketing and Design and its members shall not discriminate against any individual(s) for reasons of age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status.

Article Two: Membership

I. Membership in IMAD is structured based on a two tier system.
   A. Executive Board (further outlined in 3.V)
   B. Undergraduate voting members
   C. Elected during the spring semester of each school year

II. General membership
   A. Can join at any point during the school year
   B. Can be undergraduate, graduate, or professional students

Article Three: Executive Structure

I. The Executive Board shall make all major organizational decisions

II. All terms for Executive Board members are one year.

III. Executive Board members may seek other office or reelection, as long as they maintain all required prerequisites for holding office.

IV. Most votes require a simple majority, unless noted in the Constitution, Bylaws, or Election Materials. The entire board must vote, abstentions are allowed.

V. The structure and roles of the Executive Board are recommended to be altered depending on the evolution of the organization.

A. President

   I. The President is responsible for maintaining the constitution, bylaws, and elections materials.
II. The President shall schedule and execute all general and Executive Board meetings.

III. The President shall make all room reservations.

IV. The President shall hold one on one meetings with members of the Executive Board as needed.

V. The President shall assist the Executive Board in any manner necessary.

B. Vice President

   I. The Vice President shall maintain and grow relationships between Impact Marketing and Design and the university.

   II. The Vice President shall plan all general meetings.

   III. The Vice President shall plan all networking events.

   IV. The Vice President shall serve as the acting head of Impact Marketing and Design in the President’s absence.

C. Treasurer

   I. The Treasurer shall oversee all financial matters related to Impact Marketing and Design.

   II. The Treasurer shall maintain a budget in spreadsheet format.

   III. The Treasurer is responsible for seeking and maintaining sponsorships.

   IV. The Treasurer is responsible for approving all organizational purchases and reimbursements.

   V. The Treasurer shall attend training, as is required by the Ohio Union.

D. Executive Secretary

   I. The Executive Secretary shall record all meetings in written format.

   II. The Executive Secretary shall maintain and promote all internal communications.

   III. The Executive Secretary shall maintain all public relations.

   IV. The Executive Secretary shall maintain and promote selective membership in Impact Marketing and Design.

E. Director of Accounts

   I. The Director of Accounts shall actively seek and maintain relationships with other student organizations and nonprofit organizations.

   II. The Director of Accounts shall lead meetings with clients.
III. The Director of Accounts shall learn as much as possible about the unique needs of each potential client.

IV. The Director of Accounts shall present all initial findings to the Executive Board.

V. The Director of Accounts shall present all recommendations to clients.

F. Director of Marketing
   I. The Director of Marketing is responsible for maintaining social media accounts.
   II. The Director of Marketing shall aid the Director of Accounts with any presentation (if required).
   III. The Director of Marketing is responsible for presentation of various recruitment events.
   IV. The Director of Marketing shall present all findings to general meetings.

G. Director of Growth and Development (G&D)
   I. The Director of G&D is responsible for all strategic growth recommendations for clients.
   II. The Director of G&D shall identify potential gaps in client growth processes.
   III. The Director of G&D shall explore the possibilities of outward organizational expansion for all clients.
   IV. The Director of G&D shall explore any all fundraising (development) solutions.
   V. The Director of Growth shall present all findings to the Executive Board.
   VI. The Director of Growth shall aid the Director of Accounts with any presentation (if required).

H. Historian
   I. The Historian shall photograph and document any noteworthy events.
   II. The Historian must attend every event outside of general meetings or assign another member to document.
   III. The Historian shall keep group members updated on personal special events. (ie. Birthdays)
   IV. The Historian shall maintain and update the event calendar.

**Article Four: Committees**

I. The Executive Board shall create committees based on want or need.

II. Committees will be drawn out of the general membership.

III. Committee members must be elected at the discretion of the Executive Board.

**Article Five: Removing Officers or Members**
I. General or committee members may be removed.

   A. Any Executive Board member may submit a Notice of Suggested Removal in letter format to the President (via email).

   B. At the next full Executive Meeting, the Executive Board will discuss and vote on the removal based on a 2/3 majority.

II. Executive Board members may be impeached.

   A. Any Executive Board member may submit a Notice of Suggested Removal in letter format to the President (via email).

   B. At the next full Executive Meeting, the subject will be given the option to explain/defend themselves (up to ten minutes of question and answer) or remove themselves from the meeting.

   C. The remaining Executive Board members will discuss and vote. A 4/5 result is required to remove the subject.

   D. In the event of a split, the Executive Board may continue discussing or have the advisor decide the casting vote.

Article Six: The Election Process

I. Elections shall take place in the Spring of each year.

II. All election details shall be found in the election materials (distributed after Winter break).

Article Seven: Advisors

I. Advisors are not required to attend any meeting.

II. Advisors must attend Ohio Union certification training.

III. Advisors should aid and advise the Executive Board.

Article Eight: Organizational Meetings

I. Executive Meetings are required for all executive members unless they submit an approved excuse to the Vice President and Executive Secretary 24 hours before the meeting.

   A. Valid excuses: class, exam, interview, reasonable case by case basis.

II. General members are not required to attend a number of meetings.

Article Nine: Methods of Amendment

I. (Per Ohio Union): Proposed amendments should be in writing, should not be acted upon but
read in the Executive Meeting in which they are proposed, should be read again at a specified number of subsequent Executive Meetings and the Executive Meeting in which the votes will be taken. Approval should require at least two-thirds of voting members present (and to conduct any business an organization should have quorum present at an executive meeting, which is at minimum 50% + 1 of total organization members). The constitution should not be amended easily or frequently Article Ten: Dissolution

I. Dissolution should occur based on a 2/3 executive board vote.

II. Assets and liabilities are the responsibility of each respective board position within reason.

   A. Any applicable sponsorship shall be returned to the sponsor.

III. Any quarrels over unreasonable assets or liabilities shall be resolved with the advisor as a mediator.
Bylaws Article One: Parliamentary Authority

I. The rules contained in the Constitution shall govern the organization in all cases to which they are applicable and reasonable, and in which they are not inconsistent with the bylaws of this organization.

Article Two: Membership

I. Members may join at any point during the year.

II. General members may be undergraduate, graduate, or professional students.

III. General members shall be selected based on an application process.

Article Three: Election of Leadership

I. Elections shall take place in the Spring of each year.

II. All election details shall be found in the election materials (distributed after Winter break).

Article Four: Committees

I. The Executive Board shall create committees based on want or need.

II. Committees will be drawn out of the general membership.

III. Committee members must be elected at the discretion of the Executive Board.

Article Five: Meetings

I. Executive Meetings are required for all executive members unless they submit an approved excuse to the Vice President and Executive Secretary 24 hours before the meeting.

   A. Valid excuses: class, exam, interview, reasonable case by case basis. II. General members are not required to attend number of meetings.

Article Six: Amending the Bylaws

I. (Per Ohio Union): Proposed amendments should be in writing, should not be acted upon but read in the general meeting in which they are proposed, should be read again at a specified number of subsequent general meetings and the general meeting in which the votes will be taken. Approval should require at least two-thirds of voting members present (and to conduct any business an organization should have quorum present at an executive meeting, which is at minimum 50% + 1 of total organization members). The constitution should not be amended easily or frequently.