**Black Advertising and Strategic Communications Association**

**BASCA**

**Article l**

**Section 1**

*Name*

**Black Advertising and Strategic Communication Association (BASCA) at The Ohio State University**

**Section 2**

*Purpose*

* Increase students’ understanding of the advertising industry and its practices
* Lead more Black students to aspire to and achieve careers in advertising, public relations, marketing and journalism
* Provide Black students with information about and access to available careers in advertising and strategic communication
* Expose students to industry news and real-world applications of advertising principles through trade publications and social science journals
* Provide students with access to academic and professional mentors and role-models
* Create opportunities for students to gain professional experience through internships
* Increase the number of Black students who take courses in advertising and major in Strategic Communication
* Increase the number and percentage of Blacks working in general market agencies
* Foster a social and professional network of students and alumni with interest in and/or ties to advertising and strategic communication

**Section 3**

*Non-Discrimination Policy*

This organization and its members prohibit discrimination against any individual(s) for reasons of age, ancestry, color, disability, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, race, religion, sex, sexual orientation, protected veteran status, or any other bias.

**Article II**

*Membership*

Voting membership should be limited to currently enrolled Ohio State students. Others such as faculty, alumni, professionals, etc. are encouraged to become members but as non-voting associate or honorary members. [For educational and leadership development reasons, student organizations are to be student initiated, student led, and student run.]

Members will pay a fee of $20 to help benefit BASCA. The fee shall be determined by the current Executive Board.  
  
 **Article III**

*Organization Leadership*

The Organization Leadership is comprised of a President, a Vice President, a Vice President of Events, a Treasurer, a Secretary, a Webmaster, and three Members-at-Large. Elections for positions will be held in the beginning of each semester of every year for a term held for one semester, starting the Monday after the semester commences. The Organization Leadership will be elected annually by the Voting Membership and at least 1/3 of the Voting Membership members must be present for voting to occur and will only be considered as elected if he or she receives majority of votes. If there is no deciding majority vote between candidates, there will be another election held between the top two voted for candidates. If, for instance, a member of the Organization Leadership becomes unable to fulfill his or her duty or becomes ineligible to hold his or her position, then a new member will be elected by the majority of the Voting Membership (assuming 1/3 of VM will be present) and will continue to serve until the next regular election.  
  
**Section 1**

*President*

The President is the principal leader and is overall responsible for BASCA’s administration. The President provides a liaison between not only the committees to discuss progress and/or concerns of BASCA, but also other multicultural organizations and The Ohio State University. The President shall manage and chair all committee and general meetings as well as coordinate activities within each committee. The President must act as a spokesperson and be a supportive leader for the members.  
  
**Section 2**

*Vice President*

The Vice President will assist the President as needed. The role of the Vice President is to oversee the general operation of the club. The Vice President is responsible for fulfilling the duties of the President in his or her absence.  
  
**Section 3**

*Social Chair*

The Social Chair is responsible for planning and implementing events that the club will host including guest speakers, fundraising, workshops, etc. The Social Chair shall establish timeline and tasks within budget provided by the Treasurer. After the event, the Social Chair must provide a detailed report of the event to the club members.  
  
**Section 4**

Treasurer

The Treasurer must prepare a budget demonstrating income and expenditure. The Treasurer is responsible for presenting a current and written financial report to all meetings, as well as prepare an annual budget report for funding purposes. The Treasurer must also collect and bank the club’s money into an established bank account under the club name. In addition, the Treasurer is responsible for keeping all receipts to provide proof of general spending as well as a current list of all financial members.  
  
**Section 5**

*Secretary*

The Secretary is responsible for providing a communication link between all members of BASCA. The Secretary shall work in accordance with committees and discuss progress and/or concerns of the club. In addition, the Secretary must organize meeting times, dates, and book meeting rooms as well as prepare and issue agendas, supporting papers, and minutes of the previous meeting and circulate minutes to all members. The Secretary is responsible for sending adequate notice of the meetings to all BASCA members. Also, the Secretary must keep all club records, and maintain registers of members’ names, addresses, and contact details.  
  
**Section 6**

*Webmaster*

The Webmaster is responsible for maintaining the club website on a regular basis. The information provided will be based off topics discussed in the club’s meetings.  
  
**Section 7**

*Members-at-large*

Members-at-large are responsible for tasks assisting the Organization Leadership with the purpose of reaching the club’s goals. The members-at-large also act as a liaison between group members and the Organization Leadership. They will also be in charge of any committee necessary to facilitate the club’s operation as assigned by the Organizational Leaders.  
  
  
   
 **Article IV**

Executive Committee

  **President**

* Leads and facilitates all BASCA meetings
* Creates an agenda for all BASCA meetings
* Appoints committees as necessary
* Regularly checks to make sure that BASCA is in good standing with the University
* Represents organization at campus events and functions
* Regularly meets with advisor(s)
* Official spokesperson of BASCA

**Vice-President**

* Assumes all of the presidential duties during BASCA meetings in the absence of the
* President (President must give an advanced noticed to the Vice-President in the event he or she is absence order to properly facilitate the meeting)
* Assists with the preparation of agendas for BASCA
* Takes on various tasks as assigned by President
* Regularly checks with each board and committee member to answer questions make sure their respective job is done effectively and relays all information to the President

**Treasurer**

* Oversees all funds and is held responsible for making all financial decisions
* Head of Trustee Board
* All financial information for the Advisor filters solely through the Treasurer
* Communicates to the entire organization about all financial activities
* Keeps all financial records for the group
* Responsible for fundraising
* All financial information must be updated for each meeting
* Responsible for creating a budget for all events/functions
* Assumes all duties of President and Vice President if both are absence (advanced noticed must be given in order to properly conduct the meeting)  
     **Trustee Board**
* Held by the same standards as the Treasurer
* Meets weekly with the Treasurer
* Takes on various tasks as assigned by Treasurer
* At the time of any financial transactions, that information must be immediately relayed to the Treasurer so that it can be recorded and presented to the President and Vice-President

   **Secretary**

* Records minutes for all BASCA meetings
* Presents minutes from the previous meetings to all members either in-person or via email
* Keeps and maintains a calendar of all meetings and events
* Responsible for creating and maintaining an current up to date email list of all BASCA members
* Responsible for keeping all BASCA members up to date with current events   
    
   **Article V**

Standing Committees

**Student Organization Liaison**

* Regularly build and maintain relationships with other student organizations
* Actively publicize and advertise events at student organization meetings
* Actively looking to recruit new members to BASCA
* Responsible for announcing any events within BSA at the BASCA meetings
* Informs all members of the organization of any multicultural events going on campus so that BASCA can be properly represented

   **Social Media Chair**

* Works with other marketing chair
* Create a sleek and professional web page
* Have all event and meeting times and locations posted on page
* Update page often
* Provide plenty of visuals to attract potential members
* Consist of creating and maintaining a Facebook page
* Create and maintain positive conversation via Twitter (Make sure the group is constantly talked about in a positive light)
* Promote the vision of the group
* Bring people into the group via social media

**Internship/Scholarship Coordinator**

* Works with other marketing chairs
* Responsible for internship search
* Help coordinate the internship search
* Responsible for scholarship search
* Responsible for fundraising

**Social Chair**

* Organize and plan BASCA events
* Draft press releases for events
* Build relationships throughout the community

**Article VI**

Method of Selecting and/or Removing Officers and Members

Membership of this organization should consist of enrolled Ohio State University students.  Should BASCA expand to other institutions, members should consist of enrolled students at that institution.  General members and elected or appointed leaders are expected to carry themselves in a professional manner, both during BASCA events and meetings, and also at times outside of BASCA events and meetings.  Members and leaders should speak positively about BASCA, and encourage others to get involved when the opportunity arises.  General members and elected or appointed leaders represent BASCA and its image, and should strive to represent this organization in a positive manner.  In the event that a member or leader does not meet these expectations, procedures will be taken for objectively considering the members or leader's probationary membership status or removal from the organization.  This will be determined by the organization's appointed or elected leaders, and must be approved by the organization's adviser.  This organization and its members shall not discriminate against individuals for reasons of race, national origin, color, religion, gender, age, veteran status, sexual orientation, and/or ability status.  Membership for this group shall be open to all who are interested.  Members should then strive to promote this organization to the entire student body and those interested in membership.  
  
 **Article VII**

*Advisor(s) or Advisory Board: Qualification Criteria*

        **Section I: Qualifications Criteria**

* All members of BASCA must be at least a part-time student at The Ohio State University (Main Campus)
* All students are required to attended at least 3 meetings in order to have voting power and participate in committees
* All executive board members must have a minimum of a 2.0 GPA.
* All members must attend meetings regularly. All excused absences must be reported to either the President, Vice-President or Secretary
* Members of organizations must be responsible forming a trustee board if desired to oversee all financial decisions

**Article VIII**

*Meetings of the Organization*

Required meetings for Executive Board and members will be held once a week. Members will be notified via email of the meeting time and location. If a meeting is to be cancelled members should be notified 24 hours prior to the meeting.  
  
 **Article IX**

*Method of Amending Constitution*

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 a business meeting, which is at minimum 50% + 1 of total organization members). The constitution should not be amended easily or frequently.   
  
 **Article X**

*Method of Dissolution of Organization*

In the event that the Black Advertising Strategic Communication Association ceases to be an active student organization, all remaining operating and programming funds from The Ohio State University shall be returned to the university and all funds provided by outside businesses should be returned to them. All money raised by the student organization shall be used to support The Ohio State University, other Black Advertising Strategic Communication Associations, or the Public Relations Student Society of America at The Ohio State University.  
  
Dissolution shall be decided by voting. BASCA would need a seventy-five percent of members to be present and vote to agree to disband the organization along with verbal consent by the organizational advisor.

**By-Laws**

By-laws contain the standing (permanent) rules of procedure of an organization. Articles in the by-laws may be covered in appropriate detail in the constitution of very small organizations. However, most groups keep separate by-laws because they usually contain more detail and are subject to change more than that of the constitution and,

therefore, may require different procedures for amending.

Provision for amendment of the by-laws should be somewhat easier than that of the constitution as rules of procedure should adapt to changing conditions of the student organization. When amending the by-laws, as with the constitution, previous notice of any changes is usually required to be given to the membership and should not be changed in the same meeting in which proposed. By-laws are more permanent, however, than passing a general motion, which may require only a simple majority vote of voters present at a general meeting of the membership (a quorum being present). By-laws cannot run contrary to the constitution.