



# COMMUNICATION AND DIGITAL MEDIA ASSOCIATION CONSTITUTION

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*We the Students of the University of Houston – Clear Lake, in order to provide greater opportunity for success in the communication and digital media industry, do hereby ordain and establish this Constitution for the Communication and Digital Media Association of the University of Houston - Clear Lake.*

# **ARTICLE I**

## **Name, Affiliation & Purpose**

### **SECTION 1.**

#### **Section 1.1      Name and Affiliation**

The name of this organization is Communication and Digital Media Association, hereafter referred to as CDMA, and is not affiliated with a national, state or off-campus organization.

#### **Section 1.2      Purpose**

The Communication and Digital Media Association exists to develop better public understanding of all forms of communication and media; to encourage and uphold sound and ethical practices; to promote friendly relationships between students, faculty, and field professionals; and to provide a support system for both undergraduate and graduate students, especially those studying communication and/or digital media at the University of Houston-Clear Lake (UHCL).

# **ARTICLE II**

## **Membership**

### **SECTION 1.**

#### **Section 1.1      Eligibility**

Any registered student, holding a minimum of 3 credit hours per semester, at University of Houston-Clear Lake, may apply for membership. No student will be denied membership based on major, race, color, sex, genetic information, religion, age, national origin, disability, gender identity, veteran status, or any other legally protected class (please see the UHCL Nondiscrimination Policy).

#### **Section 1.2      Active Membership**

Upon completion of the membership application and fulfillment of any applicable dues, applicants shall become members of CDMA. Active members are defined as approved applicants that attend a minimum 50% of official meetings and events. Membership dues must be paid, in full, prior to participation in organization events. Membership shall not be recognized until dues have been met. Honor cord points may not be earned without fulfillment of said dues.

#### **Section 1.3      Membership Dues**

Membership dues for the organization will be established by a majority vote at a regular CDMA meeting that includes officers and general members. A written purpose for said membership dues must accompany the motion for dues and must also pass by a majority vote.

## **SECTION 2.**

### **Section 2.1      Membership Renewal**

All members will be required to go through the membership application process every academic year.

### **Section 2.2      Membership Removal**

Any officer or member may be removed from membership with a majority vote by the Executive Board in the event that an officer or member fails to adhere to requirements designated by this constitution.

CDMA membership may be revoked if a student:

- 1) Violates the student handbook
- 2) Violates the constitution of CDMA
- 3) Falls below 50% attendance of CDMA meetings

## **SECTION 3.**

### **Section 3.1      Attendance**

Members will be required to attend general CDMA meetings throughout the Fall and Spring semester. Each member must maintain an attendance record of at least 50% or more to be considered an active member. Averages will be calculated by the number of meetings held and will be displayed for members to see. If a member falls below 50% the Executive Board will have the right to proceed with the removal process as referred to in Article II, Section 2.2. Executive Board members must maintain an attendance record of 75% of all events and meetings.

## **SECTION 4.**

### **Section 4.1      Rights**

All members are eligible to attend and participate in CDMA meetings and events. Members may vote in all officer and committee elections.

### **Section 4.2      Responsibilities**

All members are responsible for maintaining accurate attendance and honor cord points. All officers and members must demonstrate support for the purpose of this organization and meet the requirements designated in this constitution.

## **ARTICLE III**

### **Committees**

#### **SECTION 1.**

##### **Section 1.1      Committee Formation**

Committees shall be formed and/or dissolved based on the needs of the organization, to achieve the mission and goals of the set year as determined by the Executive Board. The President has the authority to establish such committees with a majority vote from the Executive Board. The Executive Board must specify the purpose of any such committee and nominate, appoint and/or elect a chairperson.

##### **Section 1.2      Committee Leadership**

Any committee formed must be led by a chairperson. All members and officers of CDMA are eligible to be chairpersons. The Vice President will serve as Committee Chair in the absence of elected chairperson. Vice President will be chairperson by default if no member is elected chairperson.

## **ARTICLE IV**

### **Meetings**

#### **SECTION 1.**

##### **Section 1.1      Meeting Time & Location**

General meetings are to be held on a bi-weekly basis throughout the long semesters. Meetings times and location will be determined at a general by a majority vote. Meeting times and locations must aim to be accommodating to the schedules of a majority of members. Meetings must not be conducted in a manner of exclusivity, with the exception of the Executive Board.

#### **SECTION 2.**

##### **Section 2.1      Special Meetings**

Special meetings may be called by a minimum of three officers. Notice of special meetings must be communicated to all members at least 72 hours in advance of the meeting.

#### **SECTION 3.**

##### **Section 3.1      Quorum**

To vote at any meeting, at least one half of the active voting membership must be present to form quorum. In order to maintain fairness in standard practices, every effort must be made to meet quorum.

# **ARTICLE V**

## **Executive Board**

### **SECTION 1.**

#### **Section 1.1      Definition of Executive Board**

The Executive Board is the principle administrative governing body of the organization that consists of the elected officer positions and the faculty advisor. Authority is granted to this Board to promulgate policies and procedures for the organization within the guidelines of Student Life, and UHCL policies in accordance with local, state and national laws. CDMA Officer Positions are as follows in descending order:

- A) President
- B) Vice President
- C) Treasurer
- D) Secretary
- E) Public Relations Representative, Graphic Designer, Web Manager, Event Coordinator and Student Government Representative

The Executive Board must have at least the top three positions filled. All officers must have completed the membership application process.

### **SECTION 2.**

#### **Section 2.1      Responsibilities of Executive Board**

The Executive Board must meet at least once (1) a month during long semesters to prepare for general meetings. The Board may meet as often as necessary to accomplish the mission of the organization. All officers must uphold the constitution and demonstrate support for the mission of the organization. Officers must also demonstrate excellent student conduct in accordance to the Student Life Handbook and all University of Houston Clear-Lake policies. Conduct in violation of the aforementioned policies will be subject to review by the Executive Board and disciplinary actions such as impeachment and/or membership removal may be brought against the officer.

#### **Section 2.2      Officer Duties**

Officer duties shall include, but are not limited to the following:

##### **President:**

- Serve as spokesperson and representative of the organization.
- Brings to order and preside over all meetings in which he/she is present.
- Complete and submit all necessary forms and paperwork required for the proper functioning of the Association as required by the Student Life Office.
- Approves public relations of the organization in conjunction with the Publicist.

- Creates agenda for CDMA meetings, with the counsel of the Executive Board.
- Manages organization email in conjunction with Secretary.
- Approves budgets agreed to by the Treasurer and Executive Board.
- Authorized signer on the organization's bank account.
- Assumes responsibilities for all tasks not specified within this constitution.
- May delegate responsibility for all tasks not specified within this constitution.
- Serves as a student advocate between members and UHCL faculty/staff for the organization.
- Supports the CDMA mission, Executive Board, Committee Chairs and Members by upholding the constitution of CDMA and attending scheduled activities and events to the best of his/her ability whilst maintaining a minimum of a 75% attendance rate.

### **Vice President:**

- Serve as spokesperson and representative of the organization.
- Brings to order and preside over all meetings in the absence of the President.
- Maintains CDMA Calendar of Events in conjunction with the Event Coordinator.
- Responsible for contacting new members and updating membership rosters.
- Absorbs all responsibilities designated by the President.
- Complete and follow up on all necessary Student Life Office paperwork in relation to special events.
- Works directly with Committee Chairs to ensure all administrative duties are performed on time.
- Serves as Committee Chair in the event that no chairperson has been designated.
- Serves as Committee Chair in the absence of elected chairperson.
- Authorized signer on the organization's bank account.
- Supports the CDMA mission, Executive Board, Committee Chairs and Members by upholding the constitution of CDMA and attending scheduled activities and events to the best of his/her ability whilst maintaining a minimum of a 75% attendance rate.

### **Treasurer:**

- Brings to order and preside over all meetings in the absence of the President and Vice President.
- Maintain the financial records of the organization and produce financial reports for meetings.
- Coordinates with administrative offices with regard to CDMA funding.
- Responsible for SGA funding requests.
- Receives receipts for purchases made on behalf of CDMA and reimburse members with approval by Executive Board.

- Absorbs all responsibilities designated by the President.
- Authorized signer on the organization's bank account.
- Supports the CDMA mission, Executive Board, Committee Chairs and Members by upholding the constitution of CDMA and attending scheduled activities and events to the best of his/her ability whilst maintaining a minimum of a 75% attendance rate.

### **Secretary:**

- Brings to order and preside over all meetings in the absence of the President, Vice President, and Treasurer.
- Records minutes at all CDMA meetings.
- Manages email in conjunction with the President.
- Sends out minutes to all general members.
- Works closely with Vice President and Treasurer to approve necessary administrative duties.
- Checks and maintains CDMA mailbox, cabinets and bulletin board.
- Collects, records and manages membership and officer candidacy applications.
- Records and maintains attendance records.
- Disseminates meeting information in conjunction with Publicist.
- Absorbs all responsibilities designated by the President.
- Supports the CDMA mission, Executive Board, Committee Chairs and Members by upholding the constitution of CDMA and attending scheduled activities and events to the best of his/her ability whilst maintaining a minimum of a 75% attendance rate.

### **Public Relations Representative:**

- Maintains social media profiles, marketing campaigns and picture and video albums.
- Oversees public image of the organization.
- Manages all media relations.
- Coordinates with Graphic Designer, Website Manager and Event Coordinator to develop strategic marketing campaigns.
- Coordinates with Student Life Office to distribute appropriate media.
- Proposes marketing campaigns to Executive Board.
- Absorbs all responsibilities designated by the President.
- Supports the CDMA mission, Executive Board, Committee Chairs and Members by upholding the constitution of CDMA and attending scheduled activities and events to the best of his/her ability whilst maintaining a minimum of a 75% attendance rate.

## **Graphic Designer:**

- Serves as creative force on all publications needed to promote the organization's needs/events.
- Plans and illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Develop graphics, visual and audio images for illustrations, marketing materials, logo and website.
- Presents draft to Executive Board.
- Produces final drafts with approval from the Executive Board.
- Maintains standards of brand guide.
- Absorbs all responsibilities designated by the President.
- Supports the CDMA mission, Executive Board, Committee Chairs and Members by upholding the constitution of CDMA and attending scheduled activities and events to the best of his/her ability whilst maintaining a minimum of a 75% attendance rate.

## **Website Manager:**

- Responsible for maintaining organization's website.
- Ensure website functionality and perform any necessary updates.
- Monitor, assess and report on website performance.
- Ensure domain registration and hosting are current.
- Develop and/or update content.
- Handle online marketing projects ranging from SEO to social media marketing in conjunction with the Publicist.
- Absorbs all responsibilities designated by the President.
- Supports the CDMA mission, Executive Board, Committee Chairs and Members by upholding the constitution of CDMA and attending scheduled activities and events to the best of his/her ability whilst maintaining a minimum of a 75% attendance rate.

## **Event Coordinator:**

- Plan, design and produce events while managing all project delivery elements within deadlines.
- Conduct market research, gather information and negotiate terms of events.
- Propose event plans to Executive Board.
- Coordinate with Publicist, Website Manager and Graphic Designer to promote and publicize events.
- Work directly with Student Life Office to organize events and handle all relevant paperwork as required by the Student Life Office.



- Conduct pre- and post- event evaluations and report outcomes.
- Identify event opportunities and generate interest.
- Proactively handle any arising issues and troubleshoot any emerging problems on the event day.
- Specify event staffing requirements and coordinate their activities.
- Manage all event's details such as décor, catering, entertainment, transportation, location, invitee list, special guests, equipment and promotional materials.
- Absorbs all responsibilities designated by the President.
- Supports the CDMA mission, Executive Board, Committee Chairs and Members by upholding the constitution of CDMA and attending scheduled activities and events to the best of his/her ability whilst maintaining a minimum of a 75% attendance rate.

### **Student Government Representative:**

- Supports the CDMA mission, Executive Board, Committee Chairs and Members by upholding the constitution of CDMA and attending scheduled activities and events to the best of his/her ability whilst maintaining a minimum of a 75% attendance rate.

## **ARTICLE VI**

### **Elections**

#### **SECTION 1.**

##### **Section 1.1      Eligibility**

To be eligible for an officer position, a candidate must be a currently enrolled student at UHCL, and an active member of CDMA. All active members are eligible for candidacy in all officer positions with the exception of President, Vice President, and Treasurer. Only active members who have previously served as an officer in CDMA are eligible for candidacy in the positions of President, Vice President, and Treasurer except in the event of a vacancy and special election. Candidates must announce their candidacy by completing an application made available by the Executive Board, to be submitted to the Secretary at least one week prior to the election. All candidate must be willing to uphold the constitution of CDMA, and all Student Life and UHCL policies.

#### **SECTION 2.**

##### **Section 2.1      Election Meeting**

Elections are to be held at the final meeting of each long semester.

## Section 2.2      **Voting Regulations**

Elections must be announced a minimum of two weeks prior to voting. Voting will be conducting by one of three ways: a vote by show of hands, by written ballot, or by default. A vote by default automatically inducts an officer running for an uncontested position. Members who cannot attend the meeting may vote by alternative means, as provided by CDMA in the prior meeting. The advisor will tabulate the votes. Only members who have met the requirements of active membership may be allowed to vote.

## Section 2.3      **Run-Off Elections**

Candidates must receive the most votes to be elected into their respective office. If no candidate for a given office receives over 40% of the vote, then the two candidates who received the most votes will proceed to a run-off election.

## Section 2.4      **Special Elections**

In the event of a vacancy of an officer position, applications will be made available by the Executive Board to all eligible members. The winning candidate shall serve the remainder of the given term. Voting regulations (Article VI, Section 2.2) equally apply to special elections.

# **ARTICLE VII**

## **Impeachment**

### **SECTION 1.**

#### Section 1.1

Any officer of the organization may be impeached if he/she fails to execute the duties of office assigned in Article V.

### **SECTION 2.**

#### Section 2.1      **Impeachment Procedure**

The procedure for impeachment is as follows:

A. A special session of the Executive Board will be called and a discussion of the issues involved will be held. The officer being reviewed must have at least seven (7) days written noticed to appear and an invitation to all association advisors requesting their attendance shall have been extended.

B. If the officer under review fails to appear for the special session, a written summary of the cause for impeachment, signed by all members of the Executive Board except the officer under review, will be presented to the offending officer requesting his/her resignation.

C. Should the officer choose not to resign he/she may request an opportunity to present his/her case to the active voting membership. A meeting to consider the impeachment of that officer will then be held. At that meeting the concerned officer shall be allowed a reasonable amount of time to present his/her case to the organization. Should the officer under review fail to appear at this meeting, a vote will be held in his/her absence.

D. A secret ballot vote for or against impeachment will be held following completion of the officer's presentation. The members of the Executive Board will tally the votes and announce the results.

E. An impeached officer may appeal the organization's decision in writing within two (2) weeks following the impeachment to the Faculty Advisor(s).

F. The impeached officer may still be a member, and is still eligible for member-level honor cords. The impeached officer will forfeit the officer honor cord points for the elected term and the officer cord cannot be earned.

G. An impeached officer is ineligible for officer candidacy in future terms.

H. In the event an officer is unable to fulfill his/her duties, and communicates this and steps down with integrity, said officer, if having served at least 50% of the elected term, may still preserve half of the officer honor cord points for that term.

I. Half the cost of honor cords will be provided by the organization, and the remaining half will be the recipients' responsibility. If an officer is impeached, yet continues earning points as a member, the determination of cost compensation shall be determined by a majority vote by the Executive Board.

## **ARTICLE VIII**

### **Advisor**

#### **SECTION 1.**

##### **Section 1.1      Eligibility**

An advisor may be selected by the Executive Board and confirmed by a majority of the active membership. The CDMA advisor must be a current faculty member of either the communication and/or digital media programs.

##### **Section 1.2      Duration of Term**

An advisor will serve for a one-year term. The term of an advisor will renew pending a majority vote of approval by a show of hands or upon resignation of the advisor. No more than two faculty advisors may serve concurrently in any given term.

### Section 1.3

### **Responsibilities**

The CDMA advisor will serve as an advisor to the organization members, provide assistance, guidance and wisdom when required and serve as a bridge between members and other UHCL faculty/staff. It is preferred that the advisor maintain an attendance rate of 50% of all events and meetings. The advisor will serve as a non-voting member, except in the event of a tie and will tabulate votes during an election. If advisor is unable to attend election meeting, voting tabulation falls to the Vice President. Duties shall include serving as a mentor for CDMA, and ensuring that the mission and purpose of CDMA are being met. Advisors are exempt from membership dues. Advisors may serve as a signature authority on the organizations bank account.

## **ARTICLE IX**

### **Honor Cords**

### **SECTION 1.**

#### Section 1.1

#### **Description**

The honor cord system is intended to recognize and reward active membership in CDMA. The Secretary shall maintain a log for each member tracking points as they accumulate. Each member is responsible for ensuring accurate point tracking. A minimum of 125 points is to be completed in order for an active member to receive honor cords. Point Submission Forms need to be kept as hard copy files for each member until after they graduate.

#### Section 1.2

#### **Point System**

Below is a list of opportunities for members to gain points:

- Attend general meetings - 2 points per meeting
- Food brought to meetings and event for the purpose of feeding the entire group – 3 points per occasion
- Wear an organization approved t-shirt to a meeting or event – 1 point for UHCL/school spirit gear, 2 points for school colors (blue and green), and 3 points for CDMA shirt.
- Volunteering at any event (on-campus/off- campus) - 3 points/hr (proof of sign-in required)
- Bake Sales: baking goods for a sale - 5 points per event
- Holding an officer position - 20 points per semester
- Attend an SGA meeting (Excluding SGA Reps) - 5 points (max 5 meetings per semester)
- Bring a new student to a meeting - 2 point per new student
- Recruit new members - 10 points per person (points given after membership approved and new active member has earned 25 points.)
- New members joining CDMA who have been approved for membership– 5 points

Honor Cord colors: Cardinal and Cream (Officers add Copper)

Cardinal cord may be earned after 100 points have been collected. The Cream cord may be earned once a member has reached 150 points. Only officers may earn a Copper cord.

If an activity is complete that is not on the list above, a member can request points for it by filling out a Point Submission Form and getting an officer's approval and signature which can then be turned into the Secretary to be documented. If necessary, a new point system can be created at the discretion of the Executive Board.

## **ARTICLE X**

### **Constitutional Regulations**

#### **SECTION 1.**

##### **Section 1.1      Amendments**

Any member of CDMA may move to amend the Constitution at any time. The resolution must be submitted to and approved by the Executive Board prior to being voted on. Members must be notified of the resolution at least seven (7) days prior to the general meeting at which the vote will be held. A majority vote by CDMA members will be necessary to pass said amendment.

##### **Section 1.2      Ratification**

This constitution, upon being ratified by two-thirds of members present, takes effect immediately upon approval by the Student Life Office. Any officer currently serving at the time of ratification will be subjected to the provisions under Article V. Once ratified, officers are not immune to impeachment.

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#### **Anti-Hazing Clause**

This organization will not initiate, participate in, or be witness to any act that inflicts or intends to inflict physical or mental harm or discomfort or which may demean, disgrace, or degrade any person, regardless of location, intent, or consent of participant(s).

#### **Non-Discrimination Clause**

As a Recognized Student Organization at the University of Houston-Clear Lake we adhere to the UHCL's Non-Discrimination Policy. The University of Houston-Clear Lake is an Affirmative Action/Equal Opportunity institution. The university provides equal treatment and opportunity to all persons without regard to race, color, religion, national origin, sex, age, genetic information, disability, or veteran status except where such distinction is required by law. Additionally, the UH System prohibits discrimination on the basis of sexual orientation, gender identity or gender expression.