

Article I Name The Name of Club will be: The PR & Communications Society

Article II Purpose of the Club The club has been organized to: The PR and Communications Society at Santa Barbara City College aims to promote creativity, collaboration, and professional development among students who are interested in public relations, marketing, and communication. The club provides opportunities to gain hands-on experience, build industry-relevant skills, and possibly connect with professionals through workshops and various networking events. By dissecting real-world campaigns and promoting campus initiatives, members can contribute to the community while preparing for careers in PR and marketing/business.

Article III Authority The Club derives its authority directly from the Student Senate and indirectly from the College Board of Trustees.

Article IV Membership (Mandatory) Membership is open to all SBCC Students regardless of their religious affiliations, gender, age, sexual orientation, ethnicity, etc.

Article V Meetings Regular meetings of the Club will be determined by the membership at its initial meeting each semester and reported to the Office of Student Life, room CC 217.

Article VI Officers (example, recommended)

President - Leads the club by setting goals and meetings, overseeing activities, creating club content and ensuring the team aligns with the club's mission.

Vice President - Supports the president in executing the club's vision and preparing for meetings, manages club operations, and takes on leadership duties in the president's absence.

Director of Media & Public Relations - Oversees the club's public image by managing press releases, collaborations, and media outreach. Works to strengthen relationships with local organizations and SBCC programs to promote the club's initiatives.

Director of communications and outreach - Keeps detailed records of meetings & writes activity summaries. Manages communication within the club, such as sending updates, agendas, and reminders to members. Ensures documentation is organized and accessible.

Treasurer - Manages the club's finances and prepares budgets if/when fundraisers are held. Ensures financial transparency within the club.

Director of digital content creation - Produces and edits visual and written content for the club's social media platforms. Collaborates with the Head of Marketing to maintain a cohesive brand identity and promote upcoming events and campaigns.

Head of Marketing - Develops and executes marketing strategies to increase awareness and engagement with the club. Leads promotional campaigns, manages analytics and audience insights, and coordinates branding across all digital and in-person platforms.

Article VII Elections Officers shall serve 2 term(s) and will be elected each spring (fall or spring semester, choose one).

Article VIII Amendments The Constitution shall be amended upon the approval of 60% of the Club members.