



DASG

MARKETING

CODE

This Edition Amended: 3/4/2025

ARTICLE I: MARKETING COMMITTEE

Section 1: Membership

The DASG Marketing Committee shall consist of the following:

- A. Voting Members
 - 1. DASG Chair of Marketing
 - ~~2. DASG Vice Chair of Marketing~~
 - 3. DASG Public Relations Officer
 - 4. DASG Social Media Officer (2)
- B. Non-Voting Members
 - 1. Any number of Interns
 - 2. Editor
 - 3. Marketing Liaison
- C. Advisors
 - 1. DASG Senate Advisor(s)

Section 2: Objectives

The objectives of the DASG Marketing Committee shall be:

- A. Relay information between the student body and the DASG Senate including, but not limited to, student concerns and shared governance news.
- B. Promote the DASG Senate and all its events and activities
- C. Promoting vacancies and internships in the DASG Senate.

Section 3: Right to Act

The DASG Senate delegates authority to the DASG Marketing Committee to take action on behalf of the DASG Senate to fulfill its own objectives with the following restrictions:

- A. The DASG Senate must endorse or otherwise officially support an organization before the DASG Marketing Committee may advertise that organization

Section 4: Committee Duties and Responsibilities

The DASG Marketing Committee shall:

- A. Introduce DASG Senate in Social Media Platforms (Including but not limited to the following: Facebook, Reddit, Discord, Instagram, etc.)/Brochure that promotes what they do that serves as a welcoming remarks.
- B. Prepare DASG Promotional Materials (Shirt, Sweatshirt, Stickers, etc.) ~~by end~~ before the start of fall quarter.
- C. Promote the DASG Senate during Welcome Week.
- ~~D. Prepare bonding events in the beginning of Fall Quarter meant to break the ice between students and senators (e.g. Weeks of Welcome, Meet Your Senate Day, etc.).~~
- ~~E. Table at least once per month in the Main Quad or Campus Center to promote DASG excluding summer quarter.~~
- F. Produce a flyer marketing material informing students of all the DASG Committee meeting times each quarter.
- G. Participate in Club Day events.
- H. Provide marketing plans for large DASG events as a whole (the committee's work, meeting place, and times) three weeks prior to the event. It is up to the DASG Marketing Committee's discretion to approve marketing requests. No more than five (5) promotional requests options will be implemented at the same time. These options include, but are not limited to, A-frames, social media, outreach plans, website, posters, flyers, banners, t-shirts, and other promotional

materials. (Committees are required to notify and fill out a **fully-detailed** request form to the Marketing Committee at least ~~five business days~~ **the Friday (6 business days)** before posted date.

- I. Promote the General Student Elections during fall and winter quarters.
- J. Update the student body on:
 - 1. DASG events and updates
 - 2. Internal and external committee reports that pertain to the student body
- K. Review its Committee Code at least once per year and submit any proposed amendments to the DASG Senate.
- L. Ensure all promotional materials comply with the American Disability Acts (ADA).

Section 5: Committee Recommendations

- A. Recommends members to sit on the following External Shared Governance Committees:
 - 1. Associated Students of Foothill College (ASFC)
 - 2. Inter-Club Council (ICC)
 - 3. Guided Pathways
 - 4. Technology Committee
 - 5. Educational Technology Advisory Committee (ETAC)

ARTICLE II: OFFICERS

Section 1: Officers

- A. The DASG Marketing Committee shall have the following officers:
 - DASG Chair of Marketing
 - ~~DASG Vice Chair of Marketing~~
 - DASG Public Relations Officer
 - DASG Social Media Officer (2)
 - ~~DASG Editor Officer~~
- B. The Committee shall reserve the right to create or dissolve ad hoc positions and permanent positions as deemed necessary.
- C. Committee Officers are appointed or removed with a majority vote of the Committee.
- D. The Committee Chair and Vice Chair shall assume all duties and responsibilities of vacant positions.

Section 2: Individual Duties and Responsibilities

- A. **DASG Chair of Marketing shall:**
 - 1. Oversee all DASG Marketing Committee projects and events.
 - 2. Fill out all event planning and requisition forms for the DASG Marketing Committee.
 - 3. Lead and take charge of at least one (1) on-going Marketing Project.
 - 4. Ensure officers are meeting responsibilities and duties.
 - 5. Communicate with project or event leads to obtain status updates on any marketing plans that are being utilized.
 - 6. Receive and delegate marketing requests.
 - 7. Oversee any changes or updates for the DASG Webpage on the De Anza website.
- ~~B. **DASG Vice Chair of Marketing shall:**~~
 - ~~1. Record and send out all committee meeting minutes.~~
 - ~~2. Organize workspaces.~~
 - ~~3. Assist Chair with ensuring officers are meeting responsibilities and duties.~~
 - ~~4. Assist Chair in communicating with project or event leads to obtain status updates on any marketing plans that are being utilized.~~
 - ~~5. Assist interns with onboarding and pair senators with interns.~~
- C. **DASG Public Relations Officer shall:**
 - 1. Submit DASG senate promotional items to external groups, including but not limited to the following:
 - ~~a. La Voz via email every Monday from week two (2) through week ten (10) every quarter with the exception of Summer Quarter.~~
 - a. DASG/ICC has half page shared advertisement space on La Voz
 - b. Office of Communications via submission form for Quick Notes and Events Calendar every Thursday.
 - c. Office of College Life via submission form for Office of College Life Newsletter every Thursday.
 - d. Stay connected with committee chairs to facilitate effective coordination, planning, and strategizing of outreach activities, ensuring a seamless flow of communication.
 - Work with chair of marketing to connect with other committee chairs.
 - e. Work with the Chair on frequently updating the DASG webpage with any up-to-date changes and information regarding each committee and Senator on the De Anza Website

~~2. Plan, maintain, and strategize outreach efforts by submitting DASG Senate promotional items to various external groups, including but not limited to the following:~~ Email marketing to various programs for all events:

- a. Associated Students of Foothill College (ASFC)
- b. Inter-Club Council (ICC)
- c. La Voz
- d. Guided Pathways
- e. Office of Communications

D. DASG Social Media Officer shall:

1. Manage the DASG Social Media Platforms provided by the DASG Senate at least three (3) times per week.
2. Oversee design advertisement materials, such as but not limited to, flyers, posters, banners to promote the DASG, DASG committees or DASG projects.
3. Oversee all DASG social media correspondence activity as listed in Article I, Section 4, Line 15. (double check line number when finalizing)
4. Manage Social Media Content Calendar and find new approaches to maximizing the functionality of each social platform.

E. DASG Editor Officer shall:

1. Assure all content being put out by DASG Marketing Committee adheres to Office of College Life Social Media Guidelines & Journalism Best Practices.
2. Proofreading for clarity and accuracy and suggesting revisions on an as-needed basis.
3. Confirm with event/announcement organizers to make sure all event times and details are accurate and up to date.
4. Verifying content is well-researched, inclusive, and representative of not only DASG Marketing Committee, but also DASG and De Anza College as a whole.

F. DASG Marketing Liaison shall:

1. Work with the PR Officer to frequently communicate and be in contact with the various DASG committees to update the Marketing Committee on any upcoming Marketing Requests, events, and collaborations.
2. Work and collaborate with Senators to ensure that all Marketing Requests are accurate and up to date.
3. At the beginning of each Marketing Meeting, present a business item relating to any updates regarding the activities of the other DASG committees and any items seeking input from the Marketing Committee

Adopted: 6/9/2010

Amended: 5/25/2011

Amended: 11/23/2011

Amended: 6/5/2013

Amended: 8/26/2015

Amended: 11/14/2018

Amended: 5/15/2019

Amended: 3/17/2021

Amended: 6/9/2021

Amended: 5/11/2022
Amended: 6/14/2023
Amended: