

**Constitution and Bylaws for Louisiana State University Advertising Federation
Constitution Revised 3/31/16**

PREAMBLE

We, the members of the Louisiana State University Advertising Federation, do hereby establish this Constitution in order that our purpose is realized to its fullest extent.

ARTICLE I – NAME

Section 1: This organization shall be known as Louisiana State University Advertising Federation (henceforth referred to as “LSU AdFed”) and shall be affiliated with the Academic Division of the AMERICAN ADVERTISING FEDERATION (AAF) and District 7 of the AAF.

ARTICLE II – PURPOSE AND OBJECTIVE

Section 1: The purposes of this AAF college chapter shall be (1) to provide and promote a better understanding of the functions of advertising and of its values; (2) to stimulate and encourage advertising professionalism through advertising education; (3) to apply the skills, creativity and energy of advertising to help solve social problems; (4) to develop the individual abilities of its members; and (5) to promote fellowship and free exchange of ideas.

ARTICLE III – BASIC POLICIES

The following are the basic policies of the organization

Section 1: The organization shall be non-commercial.

Section 2: The name of the organization or the names of any members in their official capacities shall not be used in connection with a commercial concern.

Section 3: The organization shall cooperate with Louisiana State University to support the improvement of education in ways that will not interfere with administration of the University.

Section 4: The organization may cooperate with other organizations and agencies, but persons representing LSU AdFed in such matters shall make no commitments that bind the organization.

Section 5: The organization, its officers and members agree to abide by all University policies and local, state and federal laws in all efforts associated with the organization.

Section 6: No purchases may be made in the name of or on behalf of LSU AdFed without prior approval of the President and Treasurer.

Section 7: LSU AdFed, its officers and members agree to abide by the AAF Code of Ethics.

Section 8: Any form of hazing, bullying, intimidation or personal attack shall not be tolerated. This includes face-to-face communication and digital interaction that physically, mentally, emotionally or psychologically harms another member of LSU AdFed. Members and officers accused of such actions will be subject to undergo the procedures outlines for removal of officers listed below.

ARTICLE IV – MEMBERSHIP

The following are the membership requirements of the organization.

- Section 1. Any LSU undergraduate or graduate student, faculty member or staff member who subscribes to the purpose and policies of the organization may become a member of this organization, subject only to compliance with the provisions of the constitution. No student, regardless of age, race, color, creed, gender, religion, veteran status, marital status, political belief, national origin, sexual orientation, mental or physical ability, who has demonstrated an interest in public relations or other related fields, shall be excluded from membership.
- Section 2. Active membership is restricted to LSU undergraduate or graduate students.
- Section 3. The organization shall conduct a biannual enrollment of members.
- Section 4. Only dues-paying members in good standing with the organization as well as the university shall be eligible to participate in its business meetings or to serve in any of its elective or appointive positions.
- Section 5. Each member of the organization shall pay dues. AAF National dues (\$55) and/or \$35 LSU AdFed Chapter dues) will be paid once an academic year. Should a student wish to be a member of both, dues will be \$80 (a \$10 discount from the combined price).
- A. Membership payment process can be completed via cash, check, PayPal, Venmo, credit or debit card.
 - B. Students joining in the fall will pay \$35, and this will cover the year.
 - C. Students joining in the spring will pay \$35, and this will cover the semester.
 - D. Students taking MC 4045 (Advertising Campaigns) in the FALL will pay \$35. They may pay \$80 if they wish to be both an AAF National member and an LSU Advertising Federation member.

- E. Students taking MC 4045 (Advertising Campaigns) in the SPRING can pay \$80 to become both an AAF National member and an LSU Advertising Federation member. If the student does not wish to be an LSU Advertising Federation member, they may pay only the AAF National dues. These members will not have access to LSU AdFed services.

- Section 6. Each member shall have the option to become an active LSU Advertising Federation member by paying dues for the academic year and by receiving five (5) points through his/her involvement in the organization each semester:
- A. One (1) point shall be awarded for each meeting attended during the fall semester or the spring semester.
 - B. One (1) point shall be awarded for each service event or advertising-related event attended during the fall semester or the spring semester.
 - C. One (1) point shall be awarded for LSU AdFed member who is also an active member of another Manship organization during the fall or spring semester. Being an “active member” of another Manship organization is subject to the other organization’s point system.
 - D. Three-fourths (.75) of a point shall be awarded for each fundraiser event attended during the fall semester or the spring semester.
 - E. Three-fourths (.75) of a point shall be awarded for a) leaving a positive Facebook review on the LSU Advertising Federation page, b) livetweeting one meeting (using the hashtag #geauxadfed), AND c) taking two photos of an LSU Advertising Federation event with the hashtag #geauxadfed.
 - F. Three-fourths (.75) of a point shall be awarded for participating in OR referring someone to participate MC 4045 focus groups.
 - G. One-half (.5) of a point shall be awarded for each social attended during the fall semester or the spring semester.
 - H. One-half (.5) of a point shall be awarded for participating in OR referring someone to participate in MC 4045 surveys, with screenshots.
 - I. One-half (.5) of a point shall be awarded for each written piece published for the LSU AdFed blog.
 - J. One-half (.5) of a point shall be awarded for participating in #AdWeekChat on Wednesdays.
 - K. One-fourth (.25) of a point shall be awarded for following all of LSU AdFed social media accounts.
 - L. One-fourth (.25) of a point shall be awarded for ordering a T-shirt.
 - M. Points cannot be combined for the fall and spring semester of any academic year.

- Section 7. All active, dues-paying members shall be:
- A. Eligible to run for officer positions in the fall semesters;
 - B. Able to receive awards given out at the end of both semesters;
 - C. Have access to in state and out of state agency tours;
 - D. Will be able to attend AAF-BR luncheons at no cost;
 - E. Will be able to access an internship and job database on the websites.

- Section 9. In the event this organization becomes inactive, all monies left in the treasury after all outstanding debts and claims have been paid shall be donated to The Manship School of Mass Communication. Any debt of LSU AdFed is solely the responsibility of the Chapter and not of LSU, the Manship School of Mass Communication, the AAF Baton Rouge Chapter, or AAF National.
- Section 10. A member can be deemed not in good standing and can be removed by two-thirds vote (2/3) of the Executive Board. Any member deemed not in good standing is not entitled to remittance of dues.
- Section 11: The organization will only admit enrollment of members at the beginning of each semester; however, a person may be admitted to membership at any time and become an active member if they have earned 5 points.

ARTICLE V – FINANCES

- Section 1: Membership dues shall be \$35 a year for non-Campaigns students joining in the fall or spring, \$55 a year for students taking MC 4045 (Campaigns) in the spring. These dues will be payable in advance, which shall include the affiliation fee of \$55 per year in the AMERICAN ADVERTISING FEDERATION. Students who wish to join both AAF National and LSU AdFed will pay \$80.
- Section 2: Each chapter can collect local dues for activities and may limit participation to those paying additional dues.
- Section 3: Any member of the chapter whose dues have been in arrears for one quarter shall be so notified by the treasurer, citing the provision of this section. If such arrears are not paid within 30 days after such notification, the delinquent member shall be notified of his or her forfeited membership.
- Section 4: In the event this organization becomes inactive, all funds left in the treasury after all outstanding debts and claims have been paid shall be donated to the LSU Foundation.

ARTICLE VI – OFFICER REQUIREMENTS

- Section 1: The management of the affairs of this chapter shall be vested in the executive board.
- Section 2: To be eligible to be elected to, appointed to, or to hold an office on the executive board or be a standing committee chairperson, a student must:
- A. Student must be enrolled as a full-time student at Louisiana State University (Baton Rouge), and expect to attend Louisiana State University (Baton Rouge) as full-time students for the entire term (calendar year).

- B. Student must have at least a 2.0 cumulative GPA and be in good academic standing with the University;
- C. Student must not be on disciplinary probation or deferred suspension. This includes newly elected officers, as well as continuing officers. Students may continue organizational membership if on disciplinary probation.
- D. Student must have been an “active member” and paid their annual dues.
- E. Attend all regular membership and executive meetings.

- Section 3: Any officer of the LSU AdFed in violation of the organization's purpose or constitution may be removed from office by the following process:
- A. A written request by at least three members of the organization.
 - B. Written notification to the officer of the request, asking the officer to be present at the next meeting and be prepared to speak.
 - C. A two-thirds (2/3) vote of “active members” is necessary to remove the officer.

ARTICLE VII – ELECTIONS

- Section 1: The executive board shall include the following elected officers: president, vice president, secretary, treasurer, and membership and fundraising chair.
- Section 2: Officers shall be elected annually by a majority vote of “active members” by secret ballot during the last regular meeting of the fall semester.
- Section 3: Officers shall assume their official duties at the close of the last regular meeting of the fall semester and shall serve for a term of one year and/or until their successors are elected.
- Section 4: In the case of the death or resignation of any officer or director, the board of directors shall elect a successor, who shall take office immediately and serve until the next annual election.

ARTICLE VII – EXECUTIVE BOARD DUTIES

- Section 1: The duties of the Executive Board shall be to transact necessary business between organization meetings and such business as may be referred to it by the organization to approve the plans of work of each standing committee chairperson; and to present a report at the regular meeting of the organization.
- Section 2: Regular meetings of the Executive Board shall be held bi-weekly during the academic year, with the dates and times to be determined by the Executive Board members within the first 30 days of each semester.

- Section 3: One-third of the board of directors shall constitute its quorum for the transaction of business.
- Section 4: The president shall be the chief executive officer of the chapter and of the board of directors and shall preside over all meetings of the chapter and the board of directors. The president will work as the facilitator between the professional American Advertising Federation of Baton Rouge, other student organizations and the LSU AdFed. The president shall coordinate the work of the officers and committees. The president will be responsible for keeping the Executive Board, all committees and organization members informed about news regarding the organization, as well as booking speakers for the organization's bi-monthly meetings.
- Section 5: The vice-president's chief duty will be scheduling agency tours and field trips. The vice-president shall also act as aid to the president and shall perform the duties of the president in the absence or inability of that officer to serve, will record the points of each LSU AdFed member, as well as record the minutes of all meetings of the organization.
- Section 6: The secretary shall update any form of organization social media; email meeting reminders and minutes to members, manage the internship database and every section of the LSU AdFed website; as well as send text reminders.
- Section 7: The treasurer shall receive all monies of the organization; shall keep an accurate record of receipts and expenditures; shall pay out local funds in accordance with the approved budget as authorized by the organization. The treasurer shall keep track of the financial statements of the organization and report activities to the Executive Board. The treasurer's accounts shall be examined annually by an auditor or an auditing committee of not less than three members, who, satisfied that the treasurer's annual report is correct, should sign a statement of that fact at the end of the report. The auditing committee shall be appointed by the executive committee at least two weeks before the first meeting.
- Section 8: The fundraising and membership chair shall maintain an accurate, up to date, list of member information and their meeting/event attendance, as well as, communicate with restaurants and members about socials and upcoming fundraisers.
- Section 9: Additional positions can also be created to fit the needs of the chapter.
- Section 10: The executive board shall have charge of the general management of the chapter; hear all grievances; authorize and audit all expenditures and approve all appointments.

- Section 11: The president and the treasurer shall sign all written contracts and obligations of the chapter, which must have prior approval of the executive board to be legal and binding.
- Section 12: All actions of the executive board shall be subject to reversal by the chapter by a two-thirds (2/3) vote of the “active members” present during a quorum.
- Section 13: Chapter officers should also keep records of chapter activities to pass down to the next officer class.
- Section 14: The president or a student alternate shall represent the organization at the annual conference of the AMERICAN ADVERTISING FEDERATION, District 7. In the event of the president’s inability to attend, the alternate shall be selected by the executive board.

ARTICLE VIII - ADVISORS

- Section 1: An academic advisor will be selected from the faculty and appointed by the Manship School of Mass Communication. The advisor will serve as the chapter’s point of contact with the national office and will receive all AAF mailings. The academic advisor has no voting rights in chapter affairs but will assist in planning the chapter’s activities. Also, the advisor may represent the chapter at any national academic committee meeting and AAF district or national conference. The advisor will serve as a resource and support mechanism for the officers and members of the organization. The faculty advisor should attend regular and executive board meetings and other events as necessary.
- Section 2: A professional advisor will also be selected to serve as a liaison between the LSU AdFed and the professional AAF of Baton Rouge and can help locate and contact speakers, organize workshops, support industry immersion and help provide funding for scholarships and NSAC campaign production costs.

ARTICLE IX – STANDING AND SPECIAL COMMITTEES

- Section 1: The executive board may appoint such committees as necessary to conduct chapter business. No committee shall have the authority to commit the chapter on matters of policy or to create financial obligations. All committee plans and actions shall be subject to the approval of the executive board.
- Section 2: The chairperson of a committee shall be nominated by a majority vote of such committee and approved by a majority vote of the executive board to serve for a term of one semester. Any vacancies occurring in the

chairpersonship of a standing committee shall be filled by a majority vote of the executive committee.

Section 3: The chairperson of each committee shall present plans of work to the executive board, and no work shall be undertaken without the approval of the executive board.

Section 4: A simple majority of any committee shall constitute its quorum.

ARTICLE X – MEETINGS

Section 1: Regular meetings of this organization shall be held bi-weekly and determined within the first 30 days of the semester. Meeting changes must be publicized no less than five (5) days prior to the date of the scheduled meeting.

Section 2: Special meetings may be called by the president, by the executive board or by written request by any five (5) members in good standing, provided all members are notified of the time, place and purpose of meeting.

Section 3: Two-thirds (2/3) of members present shall constitute a quorum for the transaction of business in any meeting of the organization.

Section 4: The privilege of holding office, introducing motions, debating, and voting shall be limited to “active members” in good standing with the organization.

Section 5: The last meeting of the fall semester shall be reserved for the purpose of the election and installation of officers for next calendar year.

ARTICLE XI – ADOPTION OF BYLAWS

Section 1: This constitution and bylaws shall become the constitution and bylaws of the AAF college chapter of LSU American Advertising Federation by a two-thirds vote of the active members present, if a quorum, at any regular or special meeting, providing members have been given written notice at least one week in advance.

ARTICLE XII – PARLIAMENTARY AUTHORITY

Section 1: The most current edition of Robert’s Rules of Order Newly Revised shall govern the meetings and other activities of the organization in all matters to which they are applicable and attainable, and which they are not inconsistent with this constitution.

ARTICLE XIII – AMENDMENTS

- Section 1: A. This constitution may be amended at any regular meeting of the organization by a two-thirds vote of the members present and voting, provided that notice of the proposed amendment shall have been given at the previous meeting and that the proposed amendment shall be subject to approval of the Dean of Students or his/her designee.
- B. A committee may be appointed to submit a revised constitution for the existing constitution only by a majority vote at a meeting of the association, or by a two-thirds vote of the executive board. The requirements for adoption of a revised constitution shall be the same as in the case of an amendment.

ARTICLE XIV – REGISTRATION RENEWAL

- Section 1: The LSU Advertising Federation will apply to Campus Life for registration on an annual basis no later than two weeks after new officer elections are held.