

# Marketing Analytics Club UTD Constitution

## ARTICLE I: Name

**Section 1.** The name of this organization shall be the Marketing Analytics Club UTD.

## ARTICLE II: Organization

**Section 1.** It shall be sponsored by The University of Texas at Dallas.

**Section 2.** It shall be responsible for complying with all policies and regulations as set by The University of Texas at Dallas for similar student organizations.

## ARTICLE III: Objectives

**Section 1.** The objectives of this organization shall be to:

- To bridge the gap between academia and industry and help students align themselves with the current market needs
- To hold talks by industry experts in the field of marketing web analytics, database marketing and social media marketing
- To host discussion forums on latest trends in marketing analytics and familiarize members to current best practices in the industry
- Help students identify their present skills and build on them in order to strive for a successful career in marketing analytics
- To organize competitions and provide encouragement to learn more by way of awards and rewards

**Section 2.** Our vision is to provide valuable industry exposure to students seeking to make a successful career in the field of marketing analytics. We strive to impeccably combine classroom learning and job placement upon graduation through MAC's core values of focus, discipline and an insatiable desire to learn and grow. We also intend to give back to UTD by helping current students to secure top notch jobs, thereby making our Alma Mater proud.

## ARTICLE IV: Membership

**Section 1.** Membership shall be open to students of The University of Texas at Dallas regardless of sex (unless specifically exempt by law), race, color, religion, age, national origin, disability, or veteran status, who are interested in Marketing, Analytics or Marketing Analytics.

**Section 2.** To maintain active membership in the club, a member must:

- Participate in all the club activities.
- Pay membership fee:
- Act in a positive manner and fulfill the obligations of membership.

**Section 3.** Membership is limited to UT Dallas students, faculty and staff.

## **ARTICLE V: Officers**

**Section 1.** The officers of this club shall be a president, one or more vice-presidents, and either a secretary/treasurer or a secretary and a treasurer. These officers shall constitute the Board of Officers for this club. All officers shall be active members in good standing with this club. They shall serve for one (1) year or until their successors are elected and qualified.

**Section 2.** The duties of the officers shall include the following:

### **President**

The president of a student organization/club is a primary contact acting as a spokesperson for the organization and the school's officials while continuously interacting and promoting the welfare of the organization. President makes decision for matters related to the organization and its members while planning all meetings and gatherings.

The high-level duties include but not limited to:

- Develop a strategic plan with the faculty advisor based on the organizational vision and goals.
- Develop an operational plan with the faculty advisor on a regular basis including internal and external events (e.g., poster/case competition) and ensuring resource availability to execute such plans.
- Consult with the faculty advisor before any changes in the structure or policies of the organization are made or any major projects are undertaken.
- Maintain appropriate level of communications with officers and other key stakeholders and outlining their roles and responsibilities clearly for the duration of their appointments.
- Collaborate with the faculty advisor to enhance the organizational constitution as required. If applicable, coordinate with the UT Dallas SOC (Student Organization Center) over funds approval and maintain required paper work related to fund raising.
- Define agenda, facilitate organizational meetings, assign tasks to officers and members, and inform every one of all current and future activities.
- Develop succession plans and processes for appointing new leaders and handover activities and duties.
- Update student organization's constitution and policies.
- Engage with planning, recruitment, PR, events and improve the functioning of the student organization.
- Mentor team members and guide them on how to achieve the organizational objectives.
- Provide data to faculty advisor for updating the organization's information on JSOM website.

- Accommodate speakers before they arrive with a parking permit, map to campus and escort speakers when they arrive with the help of VP.
- Perform other duties as required

### **Vice President**

The Vice President (VP) of a student organization is a key person responsible for efficient implementation of all plans in the organization. Typically, VP assumes responsibilities as a president when the president is out of office and acts as an advisor to the president regarding the key organizational matters.

Overall, VP's responsibilities include but not limited to:

- Preside over student organization's matters in the absence of the President such as facilitating meetings, sessions and discussions, etc.
- Assist the president and the faculty advisor in defining roles and responsibilities of the key members/officers (secretary, alumni relations office, etc.).
- Manage the progress of related projects, assist the president on several key initiatives (e.g., fundraising, event planning, internal/external competitions, etc.), and mentor team members and guide them on how to achieve the student organization/club objectives.
- Maintain communications with students for the purpose of networking and training of members. Conduct internal audits for officers to ensure overall adherence to bylaws.
- Develop and allocate budget for the internal organizational activities thereby prioritizing.
- Act as a co-signer for the organization's bank account (if applicable) for the purpose of security, bill payment and deposits.
- Accommodate speakers before they arrive with a parking permit, map to campus and escort speakers with they arrive with the help of President.
- Develop ways to recruit new members.
- Provide data to faculty advisor for updating the organization's information on JSOM website.
- Prepare and maintain fiscal report based on organizational activities and forward to the faculty advisor for inputting into the Impact and Engagement (I&E) application.
- Perform other duties as required

### **Secretary**

Secretary is one of the key officers in the organization who takes care of organizational membership, logistics and sometimes, external communications. The primary duty includes maintaining appropriate documentations such as meeting minutes and promoting the organization for gaining new members.

Secretary responsibilities include but not limited to:

- Maintain accurate records of proceedings of organizational activities and an updated list of members.
- Process the general correspondence including the notice and agenda for meetings and mass mailing/emailing flyers and meeting invites to attendees and dignitaries.
- Manage the design, production and distribution of marketing content (e.g., posters, brochures, newsletters).
- Communicate the president's message, important announcements and election results to members, and sending the meeting minutes to key members/officers and the faculty advisor.
- Maintain a database of members (e.g., an Excel file) and develop ways to recruit new members. Perform other duties as required.

### **Treasurer**

A treasurer/financial officer manages the organizational finances and assists with events such as fundraising and acting as a custodian of money and financial accounts. The treasurer prepares the budget with the VP.

The responsibilities include but not limited to:

- Collaborate with the faculty advisor and president to prepare annual budget for approval process.
- Plan, monitor and control the organizational expenses and maintain accurate and up to date financial record of all transactions (e.g., deposits, debits, transfers, refunds) and prepare reports for the faculty advisor.
- Developing ways to recruit new members.
- Perform other duties as required

### **Communications Officer**

The communications officer develops plans with collaboration of the JSOM faculty advisor for building relationships with alumni and industry professionals.

The responsibilities include but not limited to:

- Plan industry or facility visits and networking sessions for members to learn from experts and alumni.
- Maintain an up to date list of alumni with their talent release form and plan several speaker sessions/guests lecturing for members and students.
- Collaborate with the faculty advisor in developing relationships with industry experts.
- Maintain appropriate communications and/or recent organizational development with alumni.
- Mentor team members and guide them on how to achieve the team's objectives.
- Develop ways to recruit new members and initiate email outreach program with former members.
- Perform other duties as required

### **Marketing Officer**

The marketing officer maintains an online presence for the organization; notify the faculty advisor of all meetings while promoting the organizational events internally/externally through various outreach opportunities.

The responsibilities include but not limited to:

- Create social media profiles and pages (e.g., Facebook, Twitter, YouTube, etc. if applicable), write blogs/posts, and reply to comments, messages, etc.
- Design marketing plans and promoting the events for outreach purposes.
- Manage social media content and communicating with online followers regarding the important events.
- Inform the members of all current and future activities.
- Develop advertising campaigns (e.g., speaker sessions, guest lecturing, networking events and other significant events) hosted by the organization and advertise on social media on a timely manner.
- Expand the reach of organization using social media and traditional marketing techniques such as posters, flyers and brochures.
- Develop ways to recruit new members.
- Perform other duties as required

#### **Technology Officer**

The technology officer is responsible for maintaining the club's website and web presence. Duties of the MAC technology officer include but are not limited to the following:

- Maintaining the club website including all hosting and email needs
- Updating website content as provided by the Public Relations Team

#### **Events Officer**

The event planner develops plans of events on a monthly basis and communicates the plans to faculty advisor, officers, and members.

The responsibilities include but not limited to:

- Plan events (at least one event per month)
- Conduct internal meetings for the events planning and execution.
- Communicate all activities that need to be done with other teams such as PR, case competition team, etc.
- Set up booths, auditoriums, conference rooms, etc. when applicable.
- Accommodate speakers before they arrive with a parking permit, map to campus and escort speakers with they arrive with the help of President/VP.
- Perform other duties as required

**Section 3.** The Board of Officers of MAC shall consist of the President, Vice-President, Secretary and the faculty advisor. The faculty advisor shall be a non-voting, ex-officio member of the Board of Officers.

**Section 4.** The Board of Officers shall approve the budget, determine and set club goals, take counsel with committees, set membership requirements, and perform such other duties as shall be referred to it by the club, in compliance with this constitution

**Section 5.** The Board of Officers shall set a regular schedule of meetings for the officers.

#### **ARTICLE VI: Election of Officers**

**Section 1.** Election of officers shall be held at a regularly scheduled meeting before the last class date of each Spring academic semester. All officers shall assume their official duties immediately following their election. They shall serve for one (1) year or until their successors are duly elected and installed. No term limits apply unless an officer graduates, steps out of the club, is replaced by a newly elected member, or the Club Office finds it necessary to dismiss an officer due to inappropriate conduct/behavior or broken laws. In cases which an officer is dismissed, a new officer elected by the members of the club will take their place immediately. The members of the club will vote any run-offs a second time. All out-going officers are responsible to train newly elected officers in their position to ensure continued success of the club. Any member wanting to run for Treasurer must keep all receipts, as the club is accountable for all transactions and can be asked to justify spending.

**Section 2.** All officers and directors who are members in good standing shall be eligible for re-election.

#### **ARTICLE VII: Meetings**

**Section 1.** During the school year each club shall hold regular meetings on such day and at such place as shall be determined by the officers.

#### **ARTICLE VIII: Committees**

**Section 1.** The president shall appoint, with the approval of the Board of Officers the following standing committees:

- a) Membership Development
- b) Fundraising
- c) Social/community
- d) Public Relations
- e) Program/Professional Development

**Section 2.** The duties of the standing committees shall be as follows:

- a) The Membership Development Committee shall devise effective plans to obtain new members on a regular basis.
- b) The Fundraising Committee shall develop and propose programs to effectively raise funds for the support of club initiatives and activities.

- c) The Social Committee shall plan activities that will promote fellowship and strengthen friendships within the club and with other organizations located within the school.
- d) The Public Relations Committee shall be responsible for informing the campus and local community of the club's activities and goals through the use of all forms of media and through meetings with the administration of the college/university.
- e) The Program/Professional Development Committee shall be responsible for planning monthly programs that showcase the future of information systems and provide networking and job search opportunities for members.

#### **ARTICLE IX: Annual Dues and Annual Reports**

**Section 1.** Currently, no dues shall be collected from members. An established University fund shall be used to finance MAC activities and efforts until there comes such a need in the student subclub's life where additional funding is necessary from club members.

**Section 2.** The student organization will comply with all funding and reporting requirements set forth by the University of Texas at Dallas.

#### **ARTICLE X: Amendments**

**Section 1.** Amendments to these bylaws shall be adopted by two-thirds (2/3) vote of the members present at any regular meeting held one month or more after a regular meeting at which the proposed amendment(s) were read, or after giving written (electronic is acceptable) notice thereof to each member one week prior to the action on such amendment(s).