



MEMORANDUM 1617-62

February 4, 2016

TO: Members of the Executive Committee

FROM: Marc J. Cohen, President

SUBJECT: Appointment of Sarah Petrak as the Deputy Director of Communications

Action Requested

The proposed resolution appoints Sarah Petrak as the Deputy Director of Communications

Resolution

I recommend that the Executive Committee adopt the following resolution:

Resolved that Sarah Petrak, and hereby is appointed Deputy Director of Communications effective immediately. This appointment shall continue from the date of appointment until May 31, 2017.

Background

Appointed by the Executive Committee, the Deputy Director of Communications will report to the Director of Communications.

The Deputy Director of Communications will be responsible to the Executive Board, the Executive Committee, and the Student Assembly on matters related to the media relations in addition to serving as the Student Assembly.

The Deputy Director of Communications will be responsible to:

- Assist the Director of Communication in all social media areas.

- Create a plan and timeline for improving branding and social media for the Assembly.
- Assist the DOC in expanding the exposure and communication of the Assembly.
- Assist the DOC and President with other relevant tasks as requested.

Sarah's resume may be found through Google Drive or upon request.