



MEMORANDUM

TO: Members of the Executive Committee

FROM: Tremayne T. Price, President

DATE: February 8, 2014

SUBJECT: Appointment of Devin Brady as Director of Communications

Action Requested

The proposed resolution appoints Devin Brady as Director of Communications.

Resolution

I recommend that the Executive Committee adopt the following resolution:

Resolved that Devin Brady be, and hereby is appointed Director of Communications, effective immediately. This appointment shall continue from the date of appointment until May 31, 2014.

Background

Appointed by the Executive Committee, the Director of Communications will report to the Senior Director of External Relations, be an advisor to the Executive Committee and a part of the President's cabinet.

The 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 press officer.

The Director of Communications will be responsible to:

- Be responsible for any and all correspondence between the Student Assembly and the media.
- Serve as a personal liaison between the President and approved media correspondents.
- Be responsible for statements for and by the President as requested or as necessary.
- Write and administer press releases as requested and approved by the President.

- Administer and design the image and marketing strategy of the Student Assembly with the consent of the President.
- Create the Student Assembly Newsletter.
- Be in charge of printing the Student Assembly Newsletter, which must be printed for both fall and spring conference.
- The name of the Student Assembly Newsletter can be changed at the discretion of the President and the Director of Communications, acting jointly. However, if they cannot come to an agreement, then the Executive Committee shall vote on the name and the Committee's decision will be binding.
- The Student Assembly Newsletter must be sent out at least once a semester, separate from the fall and spring conferences.