

# **The Communications and Media Arts Society Constitution**

The Communications and Media Arts Society, McMaster University  
1280 Main St. W  
Hamilton, Ontario, L8S 4L8



## **1. Name and Definition**

The Communications and Media Arts Society (CMAS)

1.1. The club/society shall be known as The Communications and Media Arts Society (CMAS), a McMaster Humanities Society (henceforth referred to as the CMAS) ratified club.

## **2. Purpose and Objectives**

2.1. The purpose of the CMAS is to provide students both within the programs of Communications Studies and Media Arts, as well as any other students with an interest in these fields, with the opportunities to network, engage with their peers, learn and develop professional skills.

2.2. Additionally, the CMAS seeks to provide events for students to develop both the tangible and intangible skills necessary for career success within the communications and media arts industries.

## **3. Membership**

3.1. Membership to the club is limited to the following:

3.1.1. While this club's focus is in the fields of communications and arts, membership for this club will be open to all members of the MHS (undergraduate students taking 18 units or more in the fall and winter semesters) who see value in the club and align with its purpose.

3.2. Honorary Membership shall also be granted to an interested party (non-MHS member) upon approval by the executive or membership committee of the club.

3.2.1. Honorary Members shall not hold executive positions, allocate funds, have voting status, or participate in any CMAS events which are restricted to non-honorary members.

3.3. The membership process (excluding the role of President) will consist of three (3) parts: application, interview, and the official membership offer (all of which occur at the end of the winter semester ).

## **4. Membership**

4.1. The CMAS executive team will consist of: President, Vice-President of Marketing, and Vice-President of Operations. The Club's general membership will consist of: StratComm Coordinator x2, Communications Officer, Website Developer, Events Manager, Events Coordinator, Social Media Content Manager, Graphic Designer x2, Photographer, Videographer, Copywriter.

### **4.1 Executive Team**

4.2. Membership to the CMAS executive is restricted to full-time undergraduate students.

4.3. The **President** shall:

4.3.1. Approves requests of and acts as a representative of CMAS

4.3.2. Acts as a liaison for the faculty, as well as correspond directly with sponsors, organizations, and other parties involved with the CMAS

4.3.3. Calls all executive meetings and general meetings

4.3.4. Handles day-to-day operations of the club

4.3.5. Ensures the club's adherence to all MHS policies

4.3.6. Must be elected by general club membership

- The President will be elected by the electronic voting system in accordance with the MHS and will require a simple majority.
- Election of the President shall be by ballot in this voting system and require a simple majority vote. In case of a tie, the President shall cast the deciding vote except when they are seeking re-election to office, in which case the highest-ranking executive not seeking election shall cast the deciding vote.
- Elections shall occur during March each year, determined by the CMAS.
  - Term of office shall be one year commencing from the day after elections, ending on the day the new President's term begins.
- Notice will be given to all club members and the MHS Vice President of Internal Affairs (henceforth VP Internal) of all executive changes.
  - President candidates can be existing CMAS member nominations or self-nominations from people in the CSMA program who are interested

4.4. The **Vice-President Marketing** shall:

4.4.1. Work closely with the President to help manage the marketing team

4.4.2. In charge of creating a content calendar for marketing/social platforms

4.4.3. Oversees the Social Media Content Manager, Graphic Designers, Photographer, Videographer and Copywriter.

4.4.4. Act as the liaison between the President and the Society's general membership.

4.5. The **Vice-President Operations** shall:

4.5.1. Act as Club Treasurer.

4.5.2. Keep the account books of the club, shall arrange for the custody and distribution of funds pursuant to the executive and general membership's direction.

4.5.3. Oversee the Communications Officer, Website Developer, Events Manager, and Events Coordinator

## 5. StratComm Team

5.1. The **StratComm Manager** shall:

5.1.1 Responsible for acquisition of business participants.

5.1.2. Responsible for acquisition of student participants.

5.1.3. Responsible for generating sponsorship if needed.

5.1.4. Responsible for recruitment of the judging panel.

4.1.5. Assist judges with review of competition submissions.

4.1.6. Oversee the StratComm Coordinators.

5.2. The **StratComm Coordinators (x2)** shall:

- 5.2.1. Responsible for working collaboratively with the StratComm Manager to organize the annual CMAS StratComm competition.
- 5.2.2. Help lead StratComm workshops alongside the StratComm Manager.
- 5.2.3. Hired with the intention of taking on the role of StratComm Manager the following year.

## **6. General Membership (Operations Team)**

**Members of the Operations Team will report to the VP Operations**

6.1. The **Communications Officer** shall:

- 6.1.2 Responsible for maintaining contact with McMaster University organizations such as the MHS, MCM, and the Silhouette.
- 6.1.2 Inform the Student Society of any marketing, communications, job postings, and multimedia events outside McMaster University that may be of interest to students.
- 6.1.3. Creates articles and blog posts with information that is helpful and of interest to CSMA students.

6.2 The **Website Developer** shall:

- 6.2.1. Work alongside the VP Operations to ensure the successful image of the society 4.9.2. Redesign the CMAS website through the use of a web design platform (ie. WordPress)
- 6.2.3. Maintain and routinely update the website's visual and written content throughout the school year 6.2.4. Work alongside the Copywriter and Communications Officer to create written website content

6.3. The **Events Manager** shall:

- 6.3.1. Oversee and attend all social, academic and fundraising events for CSMA students 6.3.2. Act as the primary liaison between external event speakers and the CMAS 4.11.3. Work with the VP Operations to coordinate the budget and funding for each event 4.11.4. Oversee both Events Coordinators
- 6.3.5. Communicate with the VP Operations to coordinate the timeline of events and express promotional material needs

6.4. The **Events Coordinator** shall:

- 6.4.1. Work independently to plan and organize general CSMA events
- 6.4.2. Events Coordinators will work collaboratively on larger department social events to manage event activities
- 6.4.3. Attend all events planned by the CMAS

## **7. General Membership (Marketing Team)**

Members of the Marketing Team will report to VP Marketing

7. 1. **Copywriter** shall:

- 7.1.1. Work alongside the VP Marketing to ensure the society maintains a consistent written brand tone
- 7.1.2. Create written content found on the CMAS website ( general information, event recaps, etc.)
  - 7.1.3. Work closely with the Communications Officer to gather and synthesize department newsletters to share key takeaways with students

7.2. The **Social Media Content Manager** shall:

- 7.2.1. Manage and update all social media accounts ( Instagram, LinkedIn, Tiktok) for the society
- 7.2.2. Answer questions and comments on social media channels
- 7.2.3. Work closely with the VP Marketing to create the overall look and feel of social media campaigns
- 7.2.4. Work closely with the Marketing team to create the club's overall brand and tone. As well as, curate and maintain written content for social media channels.

7.3. The **Graphic Designer (x2)** shall:

- 7.3.1. Create promotional graphics
- 7.3.2. Keep the CMAS brand consistent throughout social media and website content
- 7.3.3. Possess a technical knowledge of different creative platforms (ie. Adobe Creative Suite, Canva, Procreate, etc.)

7.4. The **Photographer** shall:

- 7.4.1. Be responsible for taking pictures at events and any additional programming
- 7.4.2. Edit photographs to publish on social media accounts and the website
- 7.4.3. Take pictures for promotional materials
- 7.4.4. Organize potential headshot opportunities for execs

7.5. The **Videographer** shall:

- 7.5.1. Be responsible for recording video clips at events and any additional programming
- 7.5.2. Correspond with VP Marketing and Social Media Content manager to create promotional videos to publish on social media accounts and website that adhere to the club's overall brand and tone
- 7.5.3. Develop commercials for our merchandise and for the CSMA programs to showcase to incoming and current students

## **8. Finances**

- 8.1. The CMAS is eligible for allocated funding from the MHS.
- 8.2. The CMAS may use the allocated funding for means pertaining to the Purpose and Objectives outlined in the constitution.
  - 8.2.1. The CMAS shall be prepared to present proof of purchase to the MHS and proof of funding allocation as granted by the MHS Vice President of Internal Affairs.
- 8.3. The club may use any reasonable means consonant with the constitutional purpose to raise funds for its program.

## **9. Hiring and Elections**

- 9.1. All officers will be MHS members.
- 9.2. The President must be elected by the previous year's general club membership.
- 9.3. The President will be elected by electronic voting system in accordance with the MHS and will require a simple majority. In case of a tie, the outgoing President shall cast the deciding vote except when they are seeking re-election to office, in which case the highest-ranking executive not seeking election shall cast the deciding vote.
- 9.4. Elections shall occur during March each year, determined by the CMAS.
- 9.5. Term of office shall be one year commencing from the day after the elections, ending

on the day the new President's term begins.

9.6. Notice will be given to all club members and the MHS VP Internal of all executive changes. 9.7. The President will conduct interviews to fill the upper-executive team by of April, consisting of the VP Marketing, the VP of Operations, and the StratComm Manager (if the current StratComm Coordinator is not interested in a Managerial role). These Positions will be given priority to past or present members of the CMAS.

9.8. All other general CMAS members will be selected by interviews conducted by the four upper executive members. These positions shall be filled no later than June 1st

## **10. Meetings**

### **10.1. CMAS General Meetings:**

10.1.1. General meetings must be attended by all club members.

10.1.2. At least one general meeting shall be conducted weekly by the President

10.1.5. Notice of recurring meeting must be sent to club members no less than one (1) week prior.

10.1.6. All members of the CMS are expected to conduct themselves in a respectful manner during meetings and events.

### **10.2. CMAS Executive Meetings:**

10.2.1. At least one executive meeting shall be called weekly by the President

### **10.3 MHS General Meetings**

10.3.1. The President of CMAS will attend MHS general meetings to provide updates on club activity.

### **10.4. Quorum:**

10.4.1. A quorum of 1/3 of the total membership is required for a general meeting.

10.4.2. A quorum of 2/3 of the executive is required for an executive meeting.

## **11. Termination of position**

11.1. In the event that an executive member must be removed from their role, they will be notified of their removal from their position via email.

11.2. As a secondary precaution the President of the club will personally meet with the disbanded members to inform and discuss why they have been removed from their position.

11.3. In the case of the president needing to be removed from their role, a vote must take place. Only if the majority of all members on the team are in agreement will the President be removed from their role in which case a member of the executive team will be elected to the position.

11.4. Majority vote amongst remaining team members will dictate which executive member will hold the president position along with their former duties.

11.5. Possible infractions include: violence of any kind to another CMAS or MHS member, consistent unexplained absences from general meetings, theft, threatening another CMAS or MHS member, bullying of any kind.

11.6. All reports of misconduct should be reported to the President or executive members barring that these members are not the individuals in question. The MHS Clubs Administrator must also be notified.

11.7. In the case that an individual feels uncomfortable reporting their situation to the team executive members they have the right to inform the MHS of any wrongdoing.

## **12. Equity, Diversity, and Inclusion**

12.1. The CMAS acknowledges that as a McMaster affiliated society/club, the club/society benefits

from the University's location on the traditional territories of the Mississauga and Haudenosaunee nations, and within the lands protected by the "Dish with One Spoon" wampum agreement.

12.2. The CMAS recognizes and works to reflect McMaster University's commitments to equity, diversity, inclusion, and accessibility, to cultivate a community that respects the human rights, integrity, and dignity of all members.

12.3. The CMAS does not condone any harassment, violence, and discrimination.

12.4. The CMAS shall not attempt to exclude, discriminate, or repudiate in any manner that suggests prejudice against an individual.

12.5. Any failure to adhere to these conditions will result in immediate review and possible recall from the MHS.

### **13. Bylaws and Amendments**

13.1. Bylaws may be adopted or amended following a majority vote of all members of the Executive Board.

13.2. Passage of amendments to the Constitution shall be majority affirmative vote at quorum (minimum attendance) meeting.

13.3. All bylaws and amendments shall be referred to the MHS Vice President of Internal Affairs and the MHS President for approval.

### **14. Recall**

14.1. The CMAS shall make every reasonable attempt to fulfill the duties and responsibilities, and to reflect the policies and beliefs of the club as outlined in this constitution.

14.2. The CMAS shall make every reasonable attempt to reflect and obey the policies as outlined in the MHS Constitution.

14.3. The members of the CMAS shall not use their position in contravention of the legitimate rights and interests of the members' constituents.

14.4. The members of the CMAS shall recognize that any failure to respect the conditions stated in this section will result in immediate review and possible recall from the MHS.

### **15. Enabling Clause**

15.1. This Constitution shall take effect October 30, 2020.

15.1.2. This Constitution has been updated as of April 14th, 2023