



UNDERGRADUATE
STUDENT
GOVERNMENT

Bill #

Author(s): President Pro Tempore Matt Walter

Co-sponsors: Senator Grace Rooney

Whereas; the USG Executive Branch can benefit from the creation of a more outward looking head of communications,

Whereas; the USG Secretary of Communications is overburdened with the operations of both external and internal USG Communications,

Be It Resolved, that Article III, Section 1B of the Undergraduate Student Government Bylaws be amended to include:

(10) the Press Secretary

(11) the Executive Secretary of USG Marketing

Be it Further Resolved, that Article III, Section 2C of the Undergraduate Student Government Bylaws be amended to include:

Subsection x. Press Secretary

The Press Secretary shall be responsible for outward facing communications of the USG. They shall work directly with the Clarion and other various news organizations to increase awareness of what is taking place within the USG and various USG projects. The Press Secretary may recruit directors to work with them to further the outward communications of the USG. The Press Secretary shall be in charge of community outreach and shall work closely with the Secretary of USG Marketing to ensure that the messaging of the USG is reaching the appropriate outside audiences.

Subsection xi. Sec. USG Marketing

The Secretary of USG Marketing shall be responsible for creating marketing materials for the USG. This shall consist of creating graphic posts for online platforms, posters, and other commonly used forms of marketing in order to promote the work of the USG. The Secretary of USG Marketing shall work closely with the Secretary of Communications and the Press Secretary



in order to ensure the awareness of USG projects, events, and more upon the University of Denver's campus. The Secretary of USG Marketing shall manage all various social media outlets upon which the USG operates.