



ASSOCIATED STUDENTS OF THE
UNIVERSITY OF WASHINGTON

BOARD OF DIRECTORS

Session 125

Date: February 05, 2026

Submitted by Ashwin Anand, Director of Internal Policy

Board Bill 1.06 – An Act by ASUW to Amend the Bylaws to Adjust the Communications Director Job Description

WHEREAS the ASUW Communications Director is an ex-officio member of the Board of Directors that serves as the Chief Marketing Officer of the ASUW; and

WHEREAS the current ASUW Bylaws Article III Section 6 does not accurately reflect the roles and responsibilities of the ASUW Communications Director; and

WHEREAS the job description of the ASUW Communications Director must include any and all relevant information existent in the ASUW Bylaws to better inform applicants of their responsibilities; and

WHEREAS the ASUW Bylaws need to be suspended in order for any changes to be reflected and amended within the Bylaws; and

THEREFORE, BE IT ENACTED BY THE ASSOCIATED STUDENTS OF THE UNIVERSITY OF WASHINGTON BOARD OF DIRECTORS:

THAT: the ASUW Board of Directors suspend the ASUW Bylaws in order to amend Article III Section 6; and

THAT: Article III Section 6 be amended to reflect the following updated roles and responsibilities of the ASUW Communications Director;

Section 6. Communications Director

- A. Serve as an ex-officio member of the Board of Directors without vote, retaining the rights of all other members to obtain the floor and make motions, and shall:
 1. Be hired through the Open Selection Process in accordance with these Bylaws and the Personnel Policy;
 2. Administrative Responsibilities:
 - i. Meet weekly with the Executive Advisory Board.
 - ii. Meet weekly with the SAO adviser and participate in quarterly evaluation processes.
 - iii. Maintain and report completed and missed office hours to the Vice President and SAO adviser.
 - iv. Attend all required ASUW trainings, staff meetings, and orientations.
 - v. Adhere to all ASUW Policies, including but not limited to; Bylaws, Constitution, Personnel Policy, Communications Policy, and applicable University and State of Washington laws.
 - vi. Complete comprehensive transition documentation for successors prior to the end of Spring Quarter.
 3. Board Responsibilities:
 - i. Report directly to the President, completing any necessary projects as directed to increase the visibility of the Association, its events, services, and brand;
 - ii. Prepare and submit quarterly reports to the Vice President.
 - iii. Produce a quarterly ASUW report and an annual ASUW Annual Report including current activities, updates, and initiatives .
 - iv. Review and update the ASUW Communications Policy as needed in alignment with University and ASUW policies.
 - v. Lead a training for all employees at the ASUW Autumn Orientation on how to access ASUW Shared NetIDs and the Microsoft 365 platform, as well as how to access other services provided by the Office's staff including visual design and content curation;
 - vi. Work with the Director of Internal Policy to ensure ASUW compliance with State and local public records laws, including the creation and maintenance of appropriate systems and spaces for records and data storage.

B. Serve as Chief Marketing Officer of the Association, and shall:

1. Strategic Leadership & Brand Strategy
 - i. Develop, execute, and maintain ASUW's association-wide marketing plan and brand strategy.
 - ii. Work collaboratively with the ASUW Board of Directors, President, and ASUW entities to align communications with organizational priorities.
 - iii. Establish, maintain, and enforce brand standards to ensure consistency across all ASUW platforms, including social media, websites, email marketing, print materials, outreach materials, and presentations.
 - iv. Work closely with the ASUW President and Board leadership to approve and refine presidential and association-wide statements and other official communications.
 - v. Support the development, editing, and distribution of association-wide newsletters in collaboration with ASUW leadership and relevant entities.
 - vi. Serve as the final approver for presidential and major association-wide communications, including newsletters, public statements, and speeches.
 - vii. Lead high-level marketing initiatives that support ASUW programming, elections, hiring campaigns, and strategic priorities.
 - viii. Work with the Elections Administration Committee on a strategic plan for Elections in Spring Quarter
2. Project Management & Operations
 - i. Oversee the execution of all communications projects to ensure deliverables are completed on time and aligned with ASUW branding goals.
 - ii. Maintain a centralized calendar of communications campaigns, deliverables, and internal deadlines.
 - iii. Coordinate operational execution of marketing and outreach projects, including role delegation and timeline management.
 - iv. Ensure completed projects are properly archived and documented for future training and transitions.
3. Outreach, Visibility & Merchandise
 - i. Oversee ASUW-wide outreach, tabling, and visibility strategies, including Dawg Daze and UW-wide quarterly orientations.
 - ii. Establish and follow equitable procedures for ASUW merchandise purchasing and distribution across the organization.
 - iii. Coordinate with ASUW entity directors to support entity-specific merchandise needs while also developing and maintaining general ASUW-branded merchandise.
 - iv. Lead ASUW merchandise purchasing, inventory management, and distribution in alignment with branding standards.
 - v. Support association-wide hiring, engagement, and recruitment campaigns in collaboration with the Personnel Director.
4. Collaboration & Entity Support
 - i. Meet quarterly with ASUW entity directors and managers to support entity-specific branding strategies and cohesion.

- ii. Collaborate with entities to promote critical campaigns including the recruitment of applicants for ASUW jobs in coordination with the Personnel Director and candidates for the Board of Directors in coordination with the Elections Administration Committee;
 - iii. Serve as a resource for ASUW entities developing their own marketing, outreach, and communications plans.
 - iv. Collaborate on annual, quarterly, and campaign-specific initiatives across the Association.
- 5. Media Relations & External Communications
 - i. Serve as ASUW's primary media contact and liaison to The Daily.
 - ii. Lead collaborations with The Daily, including organizing and overseeing paid advertisements and promotional opportunities for ASUW entities.
 - iii. Maintain relationships with campus and local media outlets to support ASUW visibility.
- 6. Website, Technology & Digital Infrastructure
 - i. Set and maintain the long-term vision for the ASUW website and digital presence.
 - ii. Oversee consistent website maintenance, accessibility, and content updates in collaboration with OCOMM web staff.
 - iii. Collaborate with the Office of Inclusive Design to ensure user accessibility standards are met and that ASUW digital platforms are user-friendly.
 - iv. Manage ASUW-wide digital tools and platforms, including Zoom, and WordPress servers, and related systems, in coordination with ASUW Web Staff
 - v. Work with the Student Activities Office (SAO) to arrange annual payments for licensed platforms such as Zoom, Asana, etc.
- C. Serve as Chair of the Publicity & Programming Committee, and shall:
 - 1. Lead and coordinate collaborative publicity efforts across ASUW and UW entities;
 - 2. Compose and maintain the internal programming calendar in coordination with the leaders of each entity;
 - 3. Publicize collaborative events and updates shared in meetings of the Committee;
 - 4. Ensure the timely and effective dissemination of event and program information to relevant RSOs; and
 - 5. Uphold accountability within the Committee for consistent outreach and thorough completion of all initiated projects, including additional projects as charged by the Board.

THAT: a copy of this bill be forwarded to Nandana Jaideep, ASUW President; Sonal Virk, ASUW Vice President; Peyton Sax, ASUW Communications Director; Alan Galvez, Student Activities Office Senior Advisor;

References:

1. [ASUW Bylaws](#)