

CONSTITUTION OF THE AMERICAN ADVERTISING FEDERATION – PURDUE CHAPTER

PREAMBLE

In order to establish unity between Purdue students with an interest in the advertising profession, it is the students' right to form a self-governing body to advance their knowledge of advertising, marketing, and communication.

ARTICLE I Name

The founders have chosen the name American Advertising Federation, otherwise known as the AAF. The Purdue chapter of the AAF should be affiliated with the Academic Division of the American Advertising Federation (AAF) and District 6 of the AAF.

ARTICLE II Purpose

Section 1: Build Experience and Receive Professional Advice.

- Connect to advertising professionals as contacts (and maybe even mentors).
- Receive professional advice on formatting your résumé, dressing for an interview and conducting yourself at work.
- Find internships while still a student.
- Build credibility for the time when you begin your job search.

Section 2: Network.

- Participate in conferences and career fairs.
- Visit advertising-related businesses and the people who work in the industry.
- Obtain the opportunity to attend the annual AAF Student Conference and National Conference.
- Obtain the opportunity to attend the district NSAC competition and National Finals.

Section 3: Gain Recognition.

- Be recognized for the talent and leadership skills, within this chapter, across the district and even nationally.
- Participate in AAF-sponsored competitions and awards programs, including the Student ADDY® Awards.
- Pursue activities that build a portfolio and resume hits.

Section 4: Have Fun.

- Meet new people, both on and off campus.
- Share ideas with other students and professionals.
- Build and demonstrate leadership skills.
- Enjoy the extracurricular college experience.

ARTICLE III Definition of Membership

Section 1: Membership and participation are free from discrimination based on race, religion, color, sex, age, national origin or ancestry, marital status, parental status, sexual orientation, disability, or status as a disabled or Vietnam-era veteran.

Section 2: Purdue University students of all majors are eligible for regular or active membership in the organization. Students must be currently registered for at least one course for credit, exclusive of an “incomplete” or “makeup” course. The student must be in good academic standing as defined by Purdue.

Section 3: University staff and faculty are eligible for adjunct membership as club advisors, which mean they may not vote or hold office. There must be two advisors to run the Purdue chapter of the American Advertising Federation. Both are non-student members of the organization, with all rights and privileges therein, except for the right to vote or hold office. One will be known as the Club Advisor and assist in aiding the club and executive board in meetings and various club projects. The other is the Professional Advisor, an individual with a direct relationship with District 6 of AAF to connect students to the professional world of advertising.

Section 4: Students will be able to become members of the Purdue chapter of AAF at the beginning of the fall and spring semester. They will be required to fill out a membership application and pay dues to the Purdue chapter and the national American Advertising Federation. The fee for the Purdue chapter will be \$25 for each member, and the national AAF will require a previously-set amount of money to the national organization.

Section 5: Any member of the chapter whose dues have been in arrears for one quarter shall be so notified by the treasurer, citing the provision of this section. If such arrears are not paid within 30 days after such notification, the delinquent member shall be notified again and be given 30 days grace. At the end of this period, if dues remain unpaid, his or her membership shall be forfeited. Only members whose dues are paid shall be entitled to vote at chapter elections

ARTICLE IV Organization Structure

Section 1: Government of Purdue’s AAF consists of the Executive Board members and paid members. Advisors are ex-officio members with speaking rights, but cannot vote.

Section 2: The Executive Board members are paid members elected to lead the members of AAF. The positions in Purdue’s AAF include president, vice president, secretary, treasurer, national chair (NC), communication director, and historian. Their terms last for one academic year, starting in the fall semester, and are allowed to run for election again for either their current position or another position.

Section 3: Members are students that paid to be part of the Purdue chapter and the Academic Division of the American Advertising Federation. They are allowed to take part in national competitions and vote for executive board members. They can also run for a position, themselves.

ARTICLE V Elections

Section 1: To run for an election, members and returning executive board members will fill out an application stating the position they would like to hold and their plans for the following year. From there, the Executive board will go over the applications to confirm

the members are paid. Elections shall be held at the annual election meeting and shall be by secret ballot. Candidates will address the organization and explain why they would be a good executive board member. Only paid members will be able run for office or vote.

Section 2: A majority vote from the members is required to elect officers. Current executive board members will not be allowed to vote.

ARTICLE VI Officers and Duties

Section 1: The President

- Run general assembly meetings and represent the organization at leadership events
- Be in direct contact with other executive board members and implement a steady flow of communication between them.

Section 2: The Vice President

- Provide agendas for the executive board meeting.
- Help in fundraising activities for AAF

Section 3: The Treasurer

- Keep accounts, deposit the organization's funds, and make expenditures in a manner approved by the Business Office for Student Organizations.

Section 4: The Secretary

- Write minutes for the meetings and find classroom space for the general assembly meetings.

Section 5: The Communication Director

- Promote AAF callouts
- Use PR and advertising to attract new members each year.
- Represents AAF in meetings with the other Communication organizations.
- Assists with fundraising.

Section 6: The National Chair

- In charge of the NSAC Committee and foresees planning for the competition.
- Represents the organization at national conferences and competitions.

Section 7: The Historian

- Create an archive to organize documents of the club.
- Helps with photography for the club over the year.

ARTICLE VII NSAC Committee

Section 1: The purpose of the NSAC (National Student Advertising Competition) Committees is to give members a hands-on experience in advertising and meet their special interests in communication.

Section 2: Members will abide to the NSAC rules stated by the American Advertising Federation and its website. The National Chair will lead the committee and make sure to meet deadlines instructed by the national chapter of the AAF.

BYLAWS

Section 1: Parliamentary Authority

-Meetings shall be conducted with Robert's Rules of Order, Revised.

Section 2: Quorum

-Twenty five percent of the active members shall constitute a quorum for the transaction of business.

-One-third of the executive board members shall constitute its quorum for the transaction of business.

-A simple majority of any committee shall constitute its quorum.

Section 3: Amendments

- The constitution and bylaws of the chapter may be amended at any regular meeting of the chapter by a two-thirds vote of the members present at the meeting. A quorum must be present.

-All amendments to the constitution and bylaws are subject to the approval of the Office of the Dean of Students. The revised version of the constitution can not take effect until it has been approved.

A copy of the constitution or bylaws of any organization outside Purdue University with which your group is affiliated should accompany the local constitution.

I have read and approved this constitution for AD CLUB

Date of Adoption

Date of Recognition

President's signature

Office of the Dean of Students

Advisor's signature