



Resolution No. 1920-08

A Resolution for Rebranding the Communication Director as the Director of Public Relations

BE IT ENACTED BY THE GENERAL ASSEMBLY HERE GATHERED THAT:

- WHEREAS,** Communication between the Graduate Professional Council and the graduate and professional student population is critical to the mission of GPC; and
- WHEREAS,** The Director of Communication currently oversees the coordination of communications for GPC with the assistance of the President through our social media platforms, emails, and other forms of communication; and
- WHEREAS,** The current communication practices of GPC require renewed thought and new community engagement development to extend the distribution of information regarding programs, events, outreach, news, and operational updates to the graduate and professional students; and
- WHEREAS,** It is necessary to task the Director of Communication with developing these new strategies for community outreach and development, these new roles go beyond the current title of the Director; therefore be it
- RESOLVED,** By two-thirds majority vote of the General Assembly here gathered that the Graduate Professional Council does amend its Constitution and Bylaws in accordance with the Appendix of this Resolution to rebrand the Director of Communication to the Director of Public Relations; and be it further
- RESOLVED,** The Historian shall be rebranded to the Assistant Director of Community Outreach and Engagement to better aid in development and execution of new initiatives for community outreach and engagement; and be it further
- RESOLVED,** The General Assembly encourages the development and execution of new outreach and engagement strategies for the Graduate Professional Council to foster an inclusive and welcoming community for all graduate and professional students at the University of Missouri.

SUBMITTED,

Jesse Wyatt, GPC Vice President



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Appendix A – Constitution

- 1.1. The Executive Officers shall be:
 1. President;
 2. Vice President;
 3. Treasurer;
 4. Secretary;
 5. Director of Professional Development
 6. Director of Programming;
 7. Director of **Communication Public Relations**;
 8. Director of National Affairs;
 9. Director of State Affairs

Appendix B – Bylaws

- 4.5.5. Ensure the “Funding” sections of the GPC Website are accurate and work with the Director of **Communication Public Relations** to make revisions and edits in a timely manner;
- 4.8.4. Work with the Director of **Communication Public Relations** and the Graduate School to advertise all programming events;
- 4.9. The duties of the Director of **Communication Public Relations** shall be to:
 - 4.9.1. Supervise and coordinate all publicity for GPC, including but not limited to the production and distribution of information and press releases to promote events, advocacy, and resolutions of GPC to all GPC constituents via the GPC website, social media or any other reasonable media;
 - 4.9.2. Develop and oversee a strategic communication plan and provide communication expertise and consulting for advertising and distribution of all publicity in collaboration with other GPC Officers, the Graduate School, and outside entities when appropriate;
 - 4.9.3. **Oversee the development of community outreach and engagement initiatives with the Assistant Director of Community Outreach and Engagement and the President;**
 - 4.9.4. Maintain an up-to-date GPC website, and coordinate with the Web Development team on all relevant GPC initiatives;
 - 4.9.5. Appoint the **Historian Assistant Director of Community Outreach and Engagement**, assess and assign duties to the **Historian Assistant Director of Community Outreach and Engagement**, and report the activity of the **Historian Assistant Director of Community Outreach and Engagement** to the Executive Board as outlined in Section 4.12.
- 4.12.1.6. The **Historian Assistant Director of Community Outreach and Engagement**, who shall report to the Director of **Communication Public Relations**.

**The below Bylaw change is to bring consistency for all Assistant Director positions.*



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- 4.7.6. Appoint the Assistant Director of Professional Development, assess and assign duties to the Assistant Director of Professional Development, and report the activity of the Assistant Director of Professional Development to the Executive Board as outlined in Section 4.12.