

*Her Campus Carleton - Constitution*

*Last Amended: 19/09/2024*



HER CAMPUS<sup>SM</sup>

**Purpose**

This manual was constructed and edited by the past and current executives that run Her Campus Carleton and serves as a guideline for the future executives to help them maintain the integrity, success and growth of the Organization.

**Scope**

This manual serves the current year's guideline but should be updated and changed as seen fit by the current members on a year-to-year basis.

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### ***Article I. Name of the Organization and Affiliation***

- 1.1 The name of this organization shall be known as Her Campus Carleton, and hereinafter shall be referred to as the Organization.
- 1.2 The Organization is a Charter club affiliated with Her Campus National and Carleton University, and shall not be affiliated with any other organization.

### ***Article II. Statement of Principles, Objectives, and Purpose***

- 2.1 The Organization shall strive to represent the collective interests and promote the general welfare of all members.
- 2.2 The Organization shall produce quality weekly publications for the online new-media brand Her Campus.
- 2.3 The Organization shall create an inclusive community for all members.
- 2.4 The Organization shall offer networking and learning opportunities for all members. 2.5 The Organization shall serve as a career starting point for students aspiring to enter the field of media, journalism, and communications through publishing their original work.
- 2.6 The Organization shall plan various events throughout the year with the intention of networking, connecting, aiding, and informing the members in a fun, inclusive, and respectable way.

### ***Article III. Organization Structure***

- 3.1 The General Membership shall be the legislative body of the Organization and shall be composed of all members.
- 3.2 The Executive shall be the Administrative body of the Organization and shall be composed of members appointed by the general membership.

## **Article IV. General Membership**

- 4.1 There shall be one general membership within the Organization. This includes all Carleton Students who are content writers and producers, signed up for the newsletter, as well as those participating in helping the executive board with event planning, tabling, etc.
- 4.2 Members must be active and willing to uphold the Constitution of the Organization.
- 4.3 All members may apply for executive positions. Membership in the organization shall be valid from May 01, 2024, to May 01, 2025.

## **Article V. Executive Team and Membership**

- 5.1 The executive team shall be elected each year at the Annual Chapter Election.
- 5.2 The executive team shall consist of at least one President and one Editor-in-Chief (Campus Correspondents), one Vice President (depending on member size), one EDI director, one secretary, two Associate Editors, one Social Media Director, one Marketing Director, two Social Media Executives, at least one Events Director, and one finance director.
  - 5.2.1 Per the Her Campus Executive Team Structure Requirements, chapters must have a separate president and editor-in-chief to act as co-campus correspondents. Within this constitution, they will be referred to as the campus correspondents or separately as the President and Editor-in-Chief.
- 5.3 The President shall be the chief officer of the executive team and shall conduct or oversee all executive meetings of the Organization, including those of general membership. The Editor-in-Chief shall handle all writer and editorial related management. The Campus Correspondents shall have general supervision over Organization's programs that fall within their jurisdiction, provide direction, and develop talent within the Organization.
- 5.4 Upon assuming office, at the first meeting of the executive team, the Campus Correspondents shall share a document that clearly states the responsibilities of each position and appoint each director to each position. The Campus Correspondents shall also share the [Her Campus Resource Hub](#) with executives and general club members to keep them informed and up-to-date with Headquarters' expectations.
- 5.5 Only the Campus Correspondents may be allowed to speak to the media or represent the Organization in any official form. Any other external or internal subjects, documents, and/or messages must be approved by them.
- 5.6 The Campus Correspondent may grant permission on a case-by-case basis for other executive team members to be able to represent the club in any official capacity.
- 5.7 Chapter President *Campus Correspondent (#1)*
  - 5.7.1 The President handles all chapter management and serves as the main point of

contact for their school's administration and HCHQ.

- 5.7.2 The President works closely with the Editor-in-Chief in reporting to HCHQ, maintaining Her Campus standards and staying up to date with new policies.
- 5.7.3 The President oversees all chapter operations from setting goals and ensuring all goals and expectations are met across editorial, social, MCWR, marketing, events, member engagement and recruitment (and, if applicable, brand campaigns).
- 5.7.4 The President shall be the head of each weekly executive team meeting. Should they not be available, the Chapter VP or Editor-in-Chief may fill in. See Article VI for a further description of executive meetings.
- 5.7.4 The President shall arrange one-on-ones with each executive member halfway through the school year and receive feedback accordingly.
- 5.7.5 The President shall communicate weekly with Her Campus advisors and Headquarters staff by submitting My Campus Weekly Recap (MCWR) forms every Sunday night.
- 5.7.6 The President shall be familiar with Her Campus' [Knowledge Base](#) and policies as well as CUSA club requirements and policies.
- 5.7.7 The President shall apply for official club status, financial funding, and complete forms required by CUSA every school year.
- 5.7.8 The President shall assist any executive members with their roles if needed, ensuring all are properly accommodated and possess the resources needed to succeed in their positions.
- 5.7.9 The President shall be passionate about Her Campus' mandate and committed to continually improving the chapter. This includes trial and error efforts, listening to all executive members as well as seeking out feedback.
- 5.7.10 The President shall be ready to act as co-signer for the chapter's bank account/debit card.
- 5.7.11 The President shall monitor the chapter's email inbox and reply to inquiries promptly.
- 5.7.12 The President shall validate chapter member roles in Carleton Central's CCR system at the end of the year.
- 5.7.13 The President shall oversee the disciplinary policy. See Article VIII for information on said policy.

## 5.8 The Editor-in-Chief *Campus Correspondent* (#2)

- 5.8.1 The Editor-in-Chief oversees all chapter writers and editors. They are expected to develop the chapter's campus-specific editorial strategy with support from HCHQ and have the ultimate goal of driving traffic to articles published by their team.

- 5.8.2 The Editor-in-Chief shall take part in writing, editing, and overall approval of all content. They top edit and serve as final eyes on all chapter editorial content, and they are responsible for approving the editorial calendar and ensuring content expectations and guidelines are met.
- 5.8.3 The Editor-in-Chief shall ensure minimum content requirements (5 articles per week) and social media requirements (5/week on Instagram and 3/week on remaining platforms) are met. Three weeks without meeting content or social media requirements are grounds for probation by Headquarters or demotion of levels for the chapter.
- 5.8.4 The Editor-in-Chief shall be the head of the editing team and will oversee all content available for publication. They shall be responsible for scheduling all articles every week for publication as well as scheduling the editing duties of themselves and their associate editors. This includes writing an extra article or two per month as needed when weekly line-ups are short.
- 5.8.6 The Editor-in-Chief shall ensure content is factual and aligns with the Her Campus style guide and policies. If submitted content is deemed inappropriate, insensitive, of low-quality, or possesses other factors that bring its publication into question, the Editor-in-Chief ultimately has the final decision of what content will be published.
- 5.8.7 The Editor-in-Chief shall approve new members on the Her Campus website, review and publish articles every weekday, and troubleshoot with Headquarters as needed.
- 5.8.8 The Editor-in-Chief shall, with the help of the editing team, come up with various theme weeks throughout the year (at least one per month) and are encouraged to follow as many of the Her Campus Headquarters editing challenges as possible.
- 5.8.9 The Editor-in-Chief shall provide resources to writers on how to make their Her Campus accounts on the website as well as guidance documents for uploading, saving, and modifying articles in accordance with the Her Campus style guide.
- 5.8.10 The Editor-in-Chief shall ensure all new writers will follow Her Campus Carleton social media platforms as part of the onboarding process.
- 5.8.11 The Editor-in-Chief shall keep a record of all incoming writers' emails and student numbers for the term and maintain regular email contact to ensure they meet deadlines and are up to date with latest chapter news and events while encouraging them to write again for Her Campus Carleton.
- 5.8.12 The Editor-in-Chief may delegate any other editing duties to other editorial team members of the Organization if they so choose, and it is encouraged. They will work with the editorial team to create at least one editorial event for Her Campus members.

## 5.9 Chapter Vice President

- 5.9.1 The Vice President supports the President in managing the chapter and serves as the secondary point of contact for their school's administration and HCHQ.
- 5.9.2 The Vice President helps oversee chapter operations ensuring that all goals and expectations are met.
- 5.9.3 The Vice President shall work alongside the President and fulfill any duties the President is unable to complete. This includes leading meetings when the President is unable.
- 5.9.4 The Vice President specializes in overseeing member engagement and events so the President can focus more on marketing and social media.
- 5.9.5 The Vice President works closely with the Marketing Director and Events Director to finalize decisions on event promotion and exposure related events and campaigns.

#### 5.10 The Secretary

- 5.10.1 The Secretary shall take detailed minutes at all meetings and maintain them as an organized, permanent record that is available via Slack to other members and that can be transferred to their successor.
- 5.10.2 The Secretary shall work with the Editor-in-Chief to plan and ensure a smooth operation of all Her Campus Carleton events, including but not limited to: room and venue bookings, filling out [Carleton University Event Risk Management Forms](#), registering the event on the [CUx Calendar](#), etc.
- 5.10.3 The Secretary shall organize and maintain physical and electronic files (e.g. a shared drive) containing all of the electronic records of the chapter, including Her Campus Carleton financial records, as a permanent record that can be transferred to successor executives.
- 5.10.4 The Secretary shall report to the President and the Vice President, assuming other duties as may be assigned by the rest of the Executive Board as well.

#### 5.11 The Associate Editing Team

- 5.11.1 The editing team will work alongside the Editor-in-Chief as aids to editing content for the publication. They will report directly to the Editor-in-Chief, and if the Editor-in-Chief cannot fulfill their duties, take over as editors for that given week.
- 5.11.2 Members of the editing team should be prepared to edit at least 2-3 articles a week for the position as well as write an extra article or two per month as needed when weekly line-ups are short.
- 5.11.3 If the editing team finds submitted content as inappropriate, insensitive, of low quality, or possesses other factors that bring its publication into question, the editing team must inform the Editor-in-Chief of their concerns and provide reasoning.

- 5.11.4 The editing team is encouraged to be in contact with the writers of the articles they are editing to ensure communication, transparency, and respect are maintained throughout the editing process. They must ensure content is factual and follows Her Campus' editing style guides and publishing policies and standards.
- 5.11.5 The editing team reserves the right to make small changes/edits to articles, including formatting, finding photos and relevant hyperlinks, and adding correct information into the prompts provided. They should not restructure, rephrase, and/or make heavy edits to articles. If they see the content should go under a heavy rewrite, they should contact the writer to discuss needed changes and, following publishing, encourage them to write again for Her Campus Carleton.
- 5.11.6 The editing team must be in regular communication with the Editor-in-Chief and be willing to aid in any editorial events.

## 5.12 The Social Media Director

- 5.12.1 The Social Media Director is responsible for overseeing all areas of the Organization's social media and public communications for the Organization, including but not limited to: content advertisement (i.e. creating posters for events), featuring newly published articles, featuring memes/GIFs/images that correlate to the Her Campus Community values and beliefs, and completing giveaways.
- 5.12.2 The Social Media Director shall update and keep social media in line with relevant events, including international/national holidays, pop culture, entertainment, politics, and Carleton itself. They will study the social media strategies of other Her Campus chapters to inform and develop their own social media strategy.
- 5.12.3 The Social Media Director is expected to post on Instagram once every weekday for a total of at least five times a week. All remaining social media accounts (Tiktok, Facebook, and Pinterest) should make posts at least three times a week, although posting once every 5-7 days is encouraged. They must ensure all graphics include "Her Campus Carleton" for branding consistency.
- 5.12.4 The Social Media Director shall develop posts before, during, and after Her Campus Carleton events. This may include live-streaming, documenting the event through photos and/or videos, etc.
- 5.12.5 The Social Media Director must be aware of Her Campus' social media policies and standards and use the accounts accordingly. They must respond to messages on all platforms and engage with followers in comments and social media stories.
- 5.12.6 The Social Media Director should be following the social media challenges

given by Her Campus headquarters and try to complete as many of the challenges as possible every month.

5.12.7 The Social Media Director will engage with other Carleton clubs to increase partnerships and social media visibility (e.g. promoting each other's event posts and stories).

5.12.8 The Social Media Director will work closely with the Marketing Director for social media giveaways and partnerships to ensure local communities and businesses benefit while achieving the desired branding consistency.

5.12.9 The Social Media Director may delegate duties to other members of the social media team if they so choose, and are encouraged to do so.

5.12.10 The Social Media Director must be in regular communication with the President.

### 5.13 The Social Media Executives

5.13.1 The social media team will work alongside the Social Media Director as aids for publishing content on all of the Organization's social media platforms. They will report directly to the Social Media Director, and if the Social Media Director cannot fulfill their duties, take over for that given week.

5.13.2 The social media team shall be responsible for featuring team executives and work to accomplish all marketing goals set by the Her Campus headquarters.

5.13.3 Members of the social media team should be prepared to post at least 5 videos per week on Instagram, encouraging other executive members to participate when necessary. They will also ensure at least 3 posts are made per week on Tiktok, Twitter, Facebook, and Pinterest.

5.13.4 The Social Media team will assist the Social Media Director with chapter challenges assigned by Her Campus Headquarters and study what other Her Campus chapters are posting for social media inspiration. They will follow all HCC social media platforms and assist in follower engagement, including sharing HCC articles and event-related news on HCC and personal accounts as necessary.

5.13.5 The social media team must be in regular communication with the Social Media Director and the President and be willing to aid in any social media events.

### 5.14 The Marketing and Publicity Director

5.14.1 The Marketing Director is responsible for overseeing all areas of the Organization's marketing, publicity, and recruitment efforts, including but not limited to: designing recruitment posters and business cards, brainstorming giveaway and partnership ideas, and tabling on campus.

5.14.2 The Marketing Director shall establish communication with new business and



Carleton clubs to develop new partnerships and events (e.g. Empow(her) Ottawa performers). They will also maintain email communications with relevant Carleton departments, such as Journalism, Communications, and Business, to promote relevant initiatives and events.

- 5.14.3 The Marketing Director shall put in print requests with CUSA and distribute posters on campus. They will attend and promote all Her Campus Carleton events as necessary.
- 5.14.4 The Marketing Director shall work closely with the Social Media Director to ensure giveaways and partnerships benefit Carleton students and local communities while achieving the desired consistency with messaging and branding across platforms.
- 5.14.5 The Marketing Director shall work with the Finance Director on Her Campus Carleton merchandise. This includes designing graphics on Canva, sending samples to President for Headquarters approval, communicating with providers, and distributing final products to executives and writers.
- 5.14.6 The Marketing Director shall communicate with the Events Director(s) to ensure details on posters and graphics are correct and consistent.
- 5.14.7 The Marketing Director reports to and must be in regular communication with the President.

#### 5.15 The Events Director(s)

- 5.15.1 The Events Director(s) shall be responsible for overseeing, creating, planning, and facilitating all of the Organization's events, including but not limited to: reaching out to potential venues and sponsors, booking spaces, and purchasing decorations, snacks and drinks when necessary (with Her Campus funds).
- 5.15.2 The Events Director(s) shall work in accordance with Her Campus' policies and standards, ensuring they meet the yearly goals set by the HCC executive team and Headquarters vision. They must aim to foster a community for Her Campus Carleton contributors and increase brand recognition on campus.
- 5.15.3 The Events Director(s) is encouraged to plan and follow as many of the Her Campus Headquarters monthly challenges as possible, with a focus on philanthropic and charitable events that benefit the school and/or local community.
- 5.15.4 The Events Director(s) shall work with the Marketing Director and Social Media Director to promote upcoming events using social and other marketing material (posters, brochures, programs, etc.). They will also aid in developing club and local business partnerships to increase club engagement.
- 5.15.5 The Events Director(s) must report to the Vice President on planning progress and be in regular communication with the Finance Director to ensure financial feasibility of events.

## 5.16 Finance Director

- 5.16.1 The Finance Director is responsible for all financial aspects of the Organization including but not limited to: creating financial presentations and applying to CUSA for Fall and Winter semester funding, co-applying for and holding the Organization's bank account and information, creating budgets for giveaway and events, and overseeing all other financial aspects for the projected needs of the Organization.
- 5.16.2 The Finance Director is responsible for collecting and managing all receipts of purchase for the Organization and issuing timely refunds for executive members who have made a purchase on behalf of the Organization. They will supervise and assume all responsibility for incoming and outgoing finances in relation to CUSA funding, club events, fundraisers, and required supplies.
- 5.16.3 The Finance Director is encouraged to look into merchandise for the executive team and find options that are within the Organization's budget. Design and colors are to be decided upon democratically at any of the executive meetings.
- 5.16.4 The Finance Director will work with the Events Director(s) to plan and execute events as well as assist the Social Media Director with giveaway purchases as needed.
- 5.16.5 The Finance Director may delegate duties to other members of the Organization if they so choose, preferably the President or Vice President.
- 5.16.6 The Finance Director must be in regular communication with the President and Events Director(s).

## 5.17 Equity, Diversity and Inclusion Director

- 5.17.1 The Equity, Diversity and Inclusion (EDI) Director will provide input into the editorial process to ensure that articles are equitable and inclusive of different communities and perspectives.
- 5.17.2 The EDI Director will work alongside the events team to lead the organization of EDI theme week, guest speakers, events, etc. and assist with other events with an inclusive lens of accessibility and engagement with different community groups on campus.
- 5.17.3 The EDI Director will identify and compile campus resources for learning about equity, diversity and inclusion for Her Campus chapter members.
- 5.17.4 The EDI Director will work with the Marketing Director to strategize partnerships with community groups on campus, as well as students from different backgrounds, faculties and knowledge.

## **Article VI. *Meetings***

- 6.1 Regular weekly meetings will take place at a previously agreed-upon time and

location (In-person or Zoom)

- 6.2 Every member of the executive team shall receive the opportunity to vote on a meeting date/time that works best for them at the beginning of each semester. The date/time with the most votes will be chosen. In the event of a tie, the time that is most convenient for the Campus Correspondents will be chosen.
- 6.3 Meeting reminders will be broadcasted throughout the executive team's communication platform (e.g. Slack) and will take place regardless of the number of attendees.
- 6.4 An executive member may call an additional meeting with permission from the President or Vice President, with at least 24 hours' notice to members.
- 6.5 Members are responsible for notifying the President or Vice President at least an hour in advance (24 hours is preferable) if they are unable to attend the meeting and provide valid reasoning (i.e. schedule conflicts, health issues, other extenuating circumstances/emergencies). Consecutive absences from meetings without notifying the President or Vice President will present grounds for dismissal. See article VIII for more information on grounds for dismissal.
- 6.6 The Secretary will assume the duties of meeting notetaker. They should consistently share the notes with the rest of the executive team immediately following the meeting. Refer to article 5.10 for more details.

## **Article VII. *Elections and Succession of Executives***

### **7.2 Leadership Succession**

- 7.2.1 HCC has chosen to run elections for its leadership succession.
- 7.2.2 Executive members may apply for other positions or re-apply for their position if they wish to continue their duties, following the same election process as other candidates. They shall not get any priority or privileges over any other members running.

### **7.3 Elections**

- 7.3.1 Elections will be held annually to form the new executive team. In cases where positions are unfilled during the elections, a by-election will occur to fill any missing roles.
- 7.3.2 The Club executives will appoint a Succession Officer to run elections for the Club. A Succession Officer may be any one (1) of the following individuals:
- (1) A neutral club member (not applying for a position/part of the electoral process).
  - (2) An external student non-member.
  - (3) A member of the CUSA Clubs Office.

(4) A member of the Clubs Oversight Committee.

7.3.2.1 All efforts should be made for a Succession Officer to be appointed on a consensus basis in the Executive Committee.

7.3.2.2 Executive members will work with the Succession Officer to set dates within the election period (release of applications, voting start, voting end.)

7.3.3 Students-at-large will have the opportunity to join the club before the start of voting. Only general members of good standing (have attended at least one event or written at least one article may vote). This is to ensure that they are active club members.

7.3.4 In order to run for a position, interested parties must first apply through an application form available 2-3 weeks before the election, explaining why they would make a good fit.

7.3.5 In order for a member to run for the position of President, it is preferred (but not mandatory) that the applicant has at least one year of experience as a team leader on the executive team (i.e. Editor-in-Chief, Social Media Director, Marketing Director, or Events Director). Even without these qualifications, all general members may apply. For the Editor-in-Chief, it is preferred (but not mandatory) that candidates have past experience as an associate editor. Even without these qualifications, all general members may apply.

7.3.6 Applicants for each position will receive 1-2 minutes to give their speech. Subsequently, the floor will be open for questions. After each applicant has gotten the chance to say their speech and answer their questions corresponding to the position they are seeking, an anonymous vote will take place through Simply Voting. Majority rules. This will occur until an applicant has been selected for each position and the executive team is full.

7.3.7 The current executives will be responsible for training the newly elected members.

#### 7.4 Compliance with CUSA

7.4.1 Appointment of new executives must adhere to CUSA Clubs Succession Procedures.

### **Article VIII. *Impeachment and Dismissals***

8.1 To remove a member, HCC will first consult the CUSA Clubs Membership Removal Committee (MRC)

8.1.1 The CUSA Clubs Membership Removal Committee (MRC) will

advise on the next steps for the club.

8.1.2 Should the CUSA Clubs Membership Removal Committee (MRC) advises that the club proceed with membership removal, the following steps will take place:

8.2 Executive Impeachment/Dismissal

8.2.1 Grounds for impeachment of a club member include any violation of the constitution, the governing documents of CUSA, committing an act (or acts) which negatively affects and/or harms the interests of the clubs and its members, and/or failure to fulfill executive duties.

8.2.2 Any member can bring forward a request for impeachment to any executive. Within 10 days of receiving this request, the executive will host a meeting with the general membership. At this meeting, the complaint will be reviewed. The member bringing forward the complaint and the accused executive shall be given time to speak.

8.2.3 A vote for impeachment with the general membership will be conducted. The accused executive shall not be permitted to vote. A simple majority will be needed to impeach the executive. Impeachment of an executive results in their removal from office and as a member of the club.

8.3 Member Impeachment/Dismissal

8.3.1 Grounds for impeachment of a club member include any violation of the constitution, the governing documents of CUSA, and committing an act (or acts) which negatively affects and/or harms the interests of the clubs and its members.

8.3.2 Any member can bring forward a request for impeachment to any executive. Within 10 days of receiving this request, the executive will host a meeting. At this meeting, the complaint will be reviewed. The individual bringing forward the complaint and the person accused shall be given time to speak.

8.3.3 A vote for impeachment within the executive will be conducted. A simple majority of executives will be needed to impeach the member. Impeachment of a member results in their removal as a member of the club.

**Article IX. *Amendments to the Constitution***

9.1 Any member can propose an amendment to the constitution. This amendment will be presented at the annual general meeting and a vote will take place with the general membership to adopt the new amendment.

9.2 A simple majority will be required to adopt the new amendment.

9.3 Amendments must be put forward to the membership through either a meeting or online forum that allows members to vote for approval or disapproval.

### **Article X. *Dissolution of the Organization***

10.1 Upon dissolution of the Organization, all assets gained through CUSA shall be returned to CUSA and all other assets shall either be given to CUSA or a majority-voted charity.