

Sales and Business Marketing Association
Constitution

PREAMBLE

The Sales and Business Marketing Association is a student organization at Western Michigan University designed to increase knowledge of professional selling, provide experiential learning opportunities, promote professionalism in sales, and strengthen the network among SBMA members, corporations, alumni, and the community.

ARTICLE I

Name

Sales and Business Marketing Association

ARTICLE II

Membership

Section A. Types of Membership

The Sales and Business Marketing Association offers two types of membership. Students can choose a full year (fall and spring) or one semester. Payment for a full year in the spring pays for spring and the following fall.

Section B. Membership Qualifications

- Members must be students or alumni of Western Michigan University. The presiding executive board must approve exceptions to this rule.
- Members are encouraged to be sales focused students, however major or minor field of study does not limit membership.

Section C. Selection of Members

- Any person who is currently enrolled at Western Michigan University and pays their membership dues, is automatically selected as a member of the organization.

Section D. Voting Privileges

- If the need arises to hold a vote, the executive board will have the privilege to do so. Only the President or Vice President can propose a vote.
- Executive Board members must be given notice of the meeting and vote at least one day prior to its occurrence. They must be present at the meeting to vote however exceptions may be granted if necessary by the executive board.

Section E. Termination of Membership

- Termination of membership can only occur when a documented (written or e-mail) complaint has been issued to the advisor and the executive board. It will be at the sole discretion of those parties as to whether the membership will be terminated or not.

* No individual will be denied membership because of race, sex, religion, color, height, weight, age, handicap, national origin, sexual orientation, or veteran status.

ARTICLE III

Officers

Section A. Elected Officers.

President

The President is responsible for overseeing the association in its entirety. They must coordinate student members, alumni members, employers, and the entire executive board. The president must determine the calendar, help maintain the bank accounts, actively recruit and maintain relationships with employers, and oversee all meeting and events. They need to plan all events and tasks for the year and delegate the tasks to executive board members. They must work with the advisor and other faculty to ensure the smooth operation of the organization. The president must be someone who has served previously on the executive board or have been an active member in the organization for at least one year (two semesters). The position of President must be held for at least the Fall and following Spring, any extra amount of term length must be approved by the faculty advisor.

Vice President

The Vice President needs to assume the duties of the President upon his/her absence from any event. Before each employer night, they must have access to parking passes, the names of people and companies coming to present, and the support of the rest of the executive board. They are responsible for putting together the senior send-off party in its entirety. This includes: booking a place to hold the banquet, ordering the food for the event, buying raffle prizes, senior gifts, and advisor gifts. They need to attend all of the organization's functions unless there are extreme circumstances. They are also in charge of designing and ordering t-shirts for each semester.

Vice President of Finance

The VP of Finance acts as the treasurer for the organization. Duties consist of overlooking every financial aspect of the entire organization. Also involves working directly with the President to ensure proper financial management of all activities and memberships. Very important position to ensure organization operates at an accurate financial status. In charge of ensuring each employer has paid. It is also his/her responsibility to create a budget report that tracks all income and spending for each semester. The VP of Finance position must be held for at least two semesters.

Vice President of Marketing

The VP of Marketing is in charge of all promotional tools. They must create fliers for class talks, upkeep the hallway board outside of Schneider Hall Cafeteria, or any special case scenario with a marketing need. They must also coordinate with the VP of I.T. to operate all Social Media aspects of the organization. They are also in charge of booth set-up for any event requiring so.

Vice President of Membership

Primary duties are to keep track of attendance throughout the semester while also promoting new membership. They are in charge of making sure all members entering as of the second employer night have paid their dues for at least one semester. They are in

charge of compiling a list of active members and having the certificates made for the end of each semester. It is their duty to coordinate the class talk schedule with the executive board members schedules.

Vice President of Communications

They must set up the email account consisting of all members who have signed up at any event or paid their dues. They need to organize the SBMA distribution lists including old contacts and alumni. The VP of Communications need to create emails consisting of employer night information, job opportunities, emails from the advisor, and executive board. The VP of Communication needs to check email account at least 2 times/day, but ideally 2-4 times/day, especially during high-traffic times of the semester. They must respond to emails in a timely fashion that come from members, executive board, or advisors. They must communicate with the advisor and the President on at least a weekly basis to communicate job opportunities and employers who will be attending the meetings. The VP of Communications must attend all of the employer nights and various SBMA events. Help out in any other position of the executive board if needed.

Vice President of Events and Programming

They must work with President to plan and organize meetings and programs. The VP of events and programming is in charge of making sure that there are food, drinks, cups, and utensils at the start of every employer night. They are in charge of cleaning up the food at the end of the employer night. They should reserve rooms if needed. The VP of Events and Planning must help the President plan and run Bronco Bash, broomball and any other activities throughout the year.

Vice President of New Business

The VP of New Business is primarily in charge of finding new companies to attend each semester. They must qualify the company as a fit for SBMA, meaning they must ensure the new company is hiring, hiring for sales or marketing, a fit sales environment based on what is learned in the sales and business marketing classes, and what type of sales role. They must coordinate with the President while scheduling and find new companies to fill openings in the schedule.

VP of Alumni Relations

The VP of Alumni Relations is responsible for the maintenance of alumni database and alumni contacts. They are responsible for the organization of alumni events. This position is key to the future success of SBMA. Responsibilities include: must be able to dedicate 3-4 hours per week for excel database management and help the advisor plan alumni events. They are also in charge of keeping track of where students land for employment after graduation.

Vice President of Information Technology

The VP of IT mainly requires the maintenance of the organizations website. The main purpose of this position is to provide students, members, employers, and alumni with valuable information. The web pages have been designed in an ftp format to be easily preserved using WordPress. Specific job duties include updating the calendar of events,

posting/ mailing copies of the resume book, updating pages for events, and posting job positions. In addition, you maintain a list of employers that our members are currently working for. They must also coordinate with the VP of Marketing to operate all Social Media aspects of the organization.

Committee

The committee is designed to assist the entire executive board. They must fill any necessary duties to ensure smooth operation of the organization. The amount of committee members is entirely up to the President and Vice President. They may be added or removed at any time during the semester based on a majorities rule vote by the executive board. Committee members should be selected with the intent of filling Executive Board positions after any members graduate, however they must interview for the open spot.

Section B. Qualifications for Holding Office

- Officers must be currently enrolled WMU students
- The president must have previously held an Executive Board position or have at least one year as an active member of the organization.

Section C. Selection of Officers

- Selection of officers may vary depending on the needs of the association.
- The current executive board is responsible for elections for new members. New executive board members may be elected by the association or interviewed and selected by executive board members.
- An executive board member may hold their position until he/she graduates, is no longer a WMU student, or chooses to step down

Section D. Filling Vacancies

- In case the president is absent; the Vice President is responsible for the president's duties.
- All other positions are the responsibility of the president to perform and delegate to other executive board members.

Section E. Recall of Officers

- If an executive board member has consistently missed meetings and ignored their responsibilities, they may be recalled.
- The remaining executive board must vote on whether to impeach the member in question. Final action should be delayed until next regular meeting.

ARTICLE IV

Finances

Section A. On-campus Accounts

- SBMA will follow and be subject to all University policies, procedures, and practices regarding student organization accounts and finances.

Section B. Off-campus accounts

- Non-university funds will be banked at PNC Bank unless another banking institution is needed.

Section C. Dues, Assessments, or Initiation Fees

- Members pay dues either once or twice annually. Alumni members pay dues just once upon their commencement. Dues are subject to change without notice. The VP of Finance and the president can change dues.

Section D. Financial Policy

- The financial books and records will be audited at least once a year.
- State that officers designated as responsible for financial matters will attend University financial workshops as required.

Section E. Disposition of Non-University Funds in the Case of Inactivation

- For *non-University funds* kept in an off-campus account, in case the organization dissolves, the advisor may decide whether to keep funds sitting dormant in the account or leverage them to donate them to the Sales and Business Marketing Department. If neither of these options is applicable, the funds will be donated to a charity scholarship for Western Michigan Marketing Students.

ARTICLE V

Statement of Compliance

The organization will comply with all SA&LP and University policies, procedures, and practices and all local, state, and federal laws.

Section A. Registration/Reactivation

The president of the Sales and Business Marketing Association is responsible for setting and renewing the SA&LP registered student organization annually.

ARTICLE VI

Meetings

Section A. Frequency of Meetings

- Meetings for members are typically held once a week.

Section B. Special Meetings

- The executive board will plan Special meetings and events. Members will be notified by e-mail as soon as possible and a reminder will be posted on the web site.

ARTICLE VII

Advisors

- The advisor is responsible for taking administrative measures, which the executive board may not be able to conduct.
- An advisor may be selected if the executive board approves them and the advisor consents to their role.
- All advisors must be faculty or staff members of Western Michigan University or a spouse/partner of a faculty or staff member.

ARTICLE VIII

Amendments

Section A. Constitution

- Any executive board member or advisor may propose an amendment to the constitution.

- Amendments will be considered by the executive board and decided by them. 75% of active executive board members must agree with the amendment.