

ADVISORY COUNCIL BYLAWS

Department of Advertising
College of Journalism and Communications
University of Florida

BYLAWS

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Article I: Name and Purpose

Section 1. Name. The name of this organization shall be the Advertising Advisory Council for the Department of Advertising, University of Florida.

Section 2. Mission. The purpose of the Council is to advise the Department on matters relating to the directions of, changes in and needs of the industry and to the curriculum, careers, employment, fundraising, professional development, grants and research opportunities and other matters or issues deemed significant by the Council or the Department Faculty. Council recommendations are advisory.

Article II: Composition of the Council

Section 1. Membership and Expectations. A minimum of 20 members will be appointed to the Council by the faculty of the Department of Advertising. Attending at least one meeting a year is expected. All Council members should serve on at least one committee, provide assistance to students, faculty, and administration, and serve as advocates for our program.

Section 2. Composition. The Council members will be selected by the Faculty of the Department of Advertising after soliciting nominations from the Council and other sources.

The membership of the Council shall include members who are alumni and non-alumni, in-state and out-of-state, with diversity in gender, ethnic origin, and other underrepresented groups. Membership should include representation from a variety of key markets of the state and nation as well as types of practice and specialty.

Employees (part- or full-time) of the University of Florida cannot serve on the Council during the semesters in which they are teaching. They do not need to resign, but can take a leave for the semester in which they are teaching.

Section 3. Terms. Terms are fixed at up to a maximum three years and follow the calendar year (January-December). Members will be appointed or reappointed each year.

Section 4. Reappointment. A member who serves one three-year term may be re-appointed by the Department Chair to a second term. Members who serve two terms must rotate off the Council for at least one year.

Section 5. Resignations. Members who decide to resign should submit their resignation in writing to the Department Chair and Council Chair.

Article III. Operation of the Council.

Section 1. Rules. The Council shall be guided by the latest edition of Robert's Rules of Order at all points not expressly provided for by these Bylaws.

Section 2. Meetings. The Council shall meet at the University of Florida at least once per year at a time to be determined by the faculty and council. Additional meetings, if needed, will be called by the Council Chair in consultation with the Department Chair.

Section 3. Conduct of Meetings. The Council will conduct its business in open meetings. A majority of the Council shall constitute a quorum for the transaction of Council business.

Article IV. Officers.

Section 1. Officers. The officers of the Council, to be elected by the members, will include the Council Chair and Vice-Chair, who is also Chair-elect. The Council will also elect a Secretary.

Section 2. Terms of Officers. Officers shall serve two-year terms.

Section 3. Qualifications. A member shall serve at least one year on the Council and attend at least two meetings before being eligible for election to an office. A Vice-Chair will be elected by the members at the fall meeting of the Council. Terms begin in January.

Section 4. Succession. Normally, an individual elected as Vice-Chair will become the next Chair.

Section 5. Interim Officer Appointments. An officer who wishes to resign his or her position before the end of a term should submit the resignation in writing to the Department Chair. If the Council Chair resigns, the Vice-Chair will move up to Chair. A new Vice-Chair will be elected at the next Council meeting.

Article V. Officer Duties.

Section 1. Council Chair. The Chair heads the Council, providing leadership, determining Council consensus and helping the membership translate consensus into advice. The Council Chair is responsible for:

- A. Preparing the agenda for the meetings in consultation with the Department Chair.
- B. Convening and presiding at the meetings.
- C. Appointing committees, as necessary.
- D. Ensuring that all ad hoc committees perform their assigned tasks.
- E. Acting as spokesperson for the Council and liaison with other organizations.
- F. Acting as the receiving and dispatching point for all correspondence of the Council.
- G. Maintaining an updated directory of Council members.
- H. Determining at each meeting, in consultation with other Council members, the date/time of the next meeting and informing the Vice-Chair and the membership.

Section 2. Vice-Chair. In the event that the Chair cannot carry out the duties of office, the Vice-Chair assumes the Council Chair's responsibilities.

Section 3. Secretary. The Secretary provides recording and correspondence duties for the organization. The secretary is responsible for:

- A. Recording, editing and distributing the minutes of the Council meetings upon approval of the department chair within 45 days.
- B. Preparing council-connected correspondence and other documents as required by the Council Chair.

Section 4. Committees. The Department Chair and Council Chair appoint both standing and ad hoc committees/task forces to accomplish certain projects as needed.

Article VI. Changes in Bylaws. The College Faculty may amend the Bylaws at any regular called faculty meeting, provided the suggested change has been distributed one week in advance of the meeting.