Hispanic Public Relations Student Association

University of Florida

Constitution

**HISPANIC PUBLIC RELATIONS STUDENT ASSOCIATION**

**STUDENT ORGANIZATION CONSTITUTION**

**ARTICLE I.   NAME OF ORGANIZATION**

The name of the organization is Hispanic Public Relations Student Association. This organization will utilize the acronym HPRSA in all publicity materials and correspondence. Hispanic Public Relations Student Association is affiliated with Hispanic Public Relations Association. The website of Hispanic Public Relations Association is www.hpra-usa.org.

**ARTICLE II.   PURPOSE STATEMENT**

The purpose of Hispanic Public Relations Student Association is to promote diversity and inclusion by creating an environment where every member feels like they belong. The purpose of this organization is to advance the practice of Hispanic public relations as a marketing discipline; to serve as the voice for students who will soon be working in the Hispanic communications field nationwide; to empower its members through support, resources and education; and to offer guidance and assistance to students pursuing careers in the field. This organization focuses on Hispanic culture specifically in the field of public relations.

**ARTICLE III.   COMPLIANCE STATEMENT**

Upon approval by the Department of Student Activities and Involvement, Hispanic Public Relations Student Association shall be a registered student organization at the University of Florida.  Hispanic Public Relations Student Association shall comply with all local, state and federal laws, as well as all University of Florida regulations, policies, and procedures.  Such compliance includes but is not limited to the University’s regulations related to Non-Discrimination, Sexual Harassment (including sexual misconduct, dating violence, domestic violence, and stalking), Hazing, Commercial Activity, and Student Leader Eligibility.

**ARTICLE IV.   UNIVERSITY REGULATIONS**

Section A. Non-Discrimination

Hispanic Public Relations Student Association agrees that it will not discriminate on the basis of race, creed, color, religion, age, disability, sex, sexual orientation, gender identity and expression, marital status, national origin, political opinions or affiliations, genetic information and veteran status as protected under the Vietnam Era Veterans' Readjustment Assistance Act.

Section B. Sexual Harassment

Hispanic Public Relations Student Association agrees that it will not engage in any activity that is unwelcome conduct of sexual nature that creates a hostile environment.  Behaviors that could create a hostile environment include sexual harassment (which could include inappropriate sexual comments), sexual misconduct, dating violence, domestic violence, and stalking.

Section C. Hazing

Hispanic Public Relations Student Association agrees that it will not initiate, support, or encourage any events or situations that recklessly, by design, or intentionally endanger the mental or physical health or safety of a student for any purpose including but not limited to initiation or admission into or affiliation with any student group or organization.

Section D. Responsibility to Report

If this organization becomes aware of any such conduct described in this article, Hispanic Public Relations Student Association will report it immediately to Student Activities and Involvement, the Director of Student Conduct and Conflict Resolution, or the University’s Title IX Coordinator.

**ARTICLE V.   MEMBERSHIP**

Membership in this organization is open to all enrolled students at the University of Florida.  Non-enrolled students, spouses, faculty, and staff may be associate members; however, they may not vote or hold office.  All members and associate members are free to leave and disassociate without fear of retribution, retaliation, or harassment.

**ARTICLE VI.   OFFICERS**

Section A: The elected officers of Hispanic Public Relations Student Association shall be President, Vice-President, Secretary, Treasurer, Public Relations Director, Social Media Director, Director of Chapter Development and Member Services Director.

Part 1: The President shall preside at all meetings of the organization and shall coordinate the work of the officers and committees. He or she will manage the reputation of the association and maintain relationships with other organizations and the community. The President will work with the Director of Chapter Development and the Secretary to assist with recruitment of influencers/speakers for events.

Part 2: The Vice President shall serve as an aide to the President and shall perform the duties of the President in her/his absence or inability to serve. He or she will plan or initiate all recruitment activities. He or she will plan, design and execute all activities related to national conferences.

Part 3: The Treasurer shall receive all monies Hispanic Public Relations Student Association; shall keep an accurate record of receipts and expenditures; shall pay out local funds in accordance with the approved budget as authorized by the organization. The Treasurer shall present a financial statement at every meeting of Hispanic Public Relations Student Association and at other times when requested by the President or Vice President.

Part 4: The Secretary will maintain the chapter email address (ufhprsa@gmail.com) and provide responses to member emails. He or she will keep record of member and executive board attendance at events and take minutes for each meeting. He or she will maintain and organize an annual secretary binder (Google Drive+) which contains login information, work samples, chapter’s activities, updated constitution and other necessary information.

Part 5: The Public Relations Director will develop press releases, articles, communication and advertising tactics related to the chapter (in coordination with Director of Chapter Development). He or she will design, plan and execute Hispanic Public Relations Student Association activities with a focus on networking with professionals including professional mixers and career preparation events. He or she will plan all logistics for speaker meetings

including but not limited to: recruiting speakers, researching speakers’ biographies, coordination of speaker travel and lodging plans, coordination of executive board dinner with speaker and thank you cards/gifts.

Part 6: The Social Media Director will produce promotional and publicity materials for Hispanic Public Relations Student Association. He or she will maintain a cohesive visual identity for the chapter (in coordination of Director of Public Relations). He or she will document meetings and events via photography/video. The Social Media Director will oversee and maintain social media presence on all platforms: Facebook, Twitter, Instagram and LinkedIn.

Part 7: The Director of Chapter Development will manage alumni affairs and establish partnerships with organizations such as other UF colleges and student organizations and the Florida Public Relations Association chapter. He or she will manage community service projects and initiatives. The Director of Chapter Development will also seek out opportunities to get Hispanic Public Relations Student Association national recognition.

Part 8: The Member Services Director will educate members about Hispanic Public Relations Student Association, internships, job centers, national committees and other national benefits. He or she will be available to address member questions and concerns. The President will work with the Director of Chapter Development to coordinate membership benefits to current and potential members.

Section B: In the event an elected officer resigns from their position, the officer that takes their place will be appointed by the board of the Hispanic Public Relations Student Association.

Section C: Officers shall assume their official duties at the close of the last general meeting of the academic year and shall serve for a term of one academic year and/or until their successors are elected/appointed.

Section D: Any officer of Hispanic Public Relations Student Association may be removed from office through the following process:

Part 1: A written request by at least three members of the organization shall be submitted to either the President, Vice President, or Treasurer. Written notification shall be sent to the officer in question asking that officer to be present at the next meeting and prepared to respond to the removal request.

Part 2: A two thirds majority vote of members present is necessary to remove the officer.

Part 3: In the event of the removal of an officer, a special provision may be granted to the remaining officers to appoint an interim replacement until an election may be held.

**ARTICLE VII.   ELECTIONS**

Any Student who is a member of Hispanic Public Relations Student Association is eligible to run for a leadership position. Voting will occur by secret ballot from association members and a simple majority vote is required to elect an officer. If there are more than two candidates running and no candidate receives a majority vote, there shall be a run-off vote between the top two vote recipients at the next board meeting. No person shall be eligible to serve more than two consecutive terms in the same office. Elections should take place in April to allow for turnover between old and new board.

**ARTICLE VIII. STUDENT ORGANIZATION ADVISOR**

The student organization advisor shall serve as a resource person and provide advisory support for the officers and members of the organization. The student organization advisor should attend executive and general meetings; however, the student organization advisor may not vote in any Hispanic Public Relations Student Association matters. The student organization advisor shall be nominated by the officers and confirmed by a majority vote of the members. The student organization advisor will serve a term of one (1) academic year. In the event the student organization advisor is unable to continue in their position, officers may nominate a replacement at any time, to be confirmed by a majority vote of the members.

**ARTICLE IX.   FINANCE**

Hispanic Public Relations Student Association will be funded through the collection of annual membership dues in the amount of $20 to be paid during the month of September or January. This fee covers the cost of T-shirts, travel to leadership conferences and other operational expenses of the organization. Fundraisers will be organized by the Treasurer and the Director of Chapter Development and will raise money by collaborating with local restaurants and chains and organizing on-campus events. The money will go toward Hispanic Public Relations Student Association and will cover costs to bring speakers to the organization, send members to regional and national conferences, and fund member tours of public relations agencies and companies.

**ARTICLE X.   DISSOLUTION OF ORGANIZATION**

In the event this organization dissolves, all monies left in the treasury, after outstanding debts and claims have been paid, shall be donated to the “Department of Student Activities and Involvement” at the University of Florida.

**ARTICLE XI. AMENDMENTS TO CONSTITUTION**

Amendments to this constitution may be made at any regular meeting of Blue Leaders provided notice of the proposed amendment was given one week prior to a vote. Any member is eligible to propose an amendment, and proposals should be sent to any member of the executive board. Amendments require a two-thirds vote of the voting members in attendance at the meeting, and are subject to final approval by the Department of Student Activities and Involvement.