

## AAA Student League rules and regulations

### outline:

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### The AAA Students League

#### Overview:

During 1966 , The Advertising Agencies' Association ( AAA) established in Lebanon has integrated within its official and recognized institution , an affiliation formed by Advertising and Marketing students in Lebanon to be called “Advertising Student league” quoted all through as ASL.

The ASL motto is :

- 1 To make Lebanon the new media center in the Middle East.

- 2 To be committed to organize seminars on IMC to boost the know how among the young breed in Advertising .
- 3 To create more jobs to those freshly graduated and to organize and help in internship facilities with the advertising agencies members.
- 4 To assist in promoting and running the AAA website .

**Mission:**

The ASL is a nonprofit organization created supported by the AAA, which works for the benefit of Advertising students in Lebanon. It seeks to enhance the perception and understanding of advertising among Advertising and Marketing students.

**Vision:** We aim to be the association which students want to cooperate with by meeting expectations, being available at all times and genuinely seeking to help students to further their interests. By this, we want Lebanese students to form the future asset for the IMC field in the Middle East.

**Objectives:**

The ASL objectives are :

- 1 To Offer its members a forum to exchange ideas, make connections, and honor excellence
- 2 To offer the Advertising students seminars and be abreast of latest technology in Multimedia system
- 3 To Be the brand-builder power of Advertising graduates in Lebanon
- 4 Strengthen cooperation between agencies and university students

### **Strategies**

- Expand the advertising Student League to cover all targeted universities  
Form the advertising Student League advisory board of AAA executive committee, advertising student League committee, and corporate leaders
- Draw a regional circle of contacts which link advertising students of Lebanon with those in the Middle East .
- Assist students members in their internship of finding jobs.
- Encourage interuniversity competitions
- Exhibiting student talents through periodical activities and competitions.

### **Tactics:**

Each year the ASL committee should present to the AAA board, its yearly plan of activities . For 2006 the projected activities are :

- 1 Senior Print Ad Exhibition
- 2 AAA Interuniversity Competition(Real case studies)
- 3 Workshops and awards
- 4 Seminars, conferences, lectures related to the IMC field
- 5 Electing Advertising man of the year .

### **Members:**

The Advertising Student League considers its activities targeted to include all universities, which offer the advertising and marketing major. English-speaking

universities: AUB, AUST, LAU, NDU

1. Francophone universities: ALBA, ESA, USEK, USJ
2. Arabic-speaking universities: Lebanese University, Middle East University

The participants of the three segments in turn are fragmented into two main audiences:

1. Graduated students
2. Undergraduates

### **The Advertising Student League Structure**

**I- The ASL Executive Council:** They are appointed with the consent of the AAA executive committee: President ( should be elected from the NDU advertising club at least during the 3 coming years then he will be elected from any other university) , the other members of committee to be elected from other universities such as vice president, treasurer, secretary, public relations officer , event organizer and recruitment each executive members could seek the help of subcommittees that he can form with the consent and approval of the president

### **The Executive Committee Meetings**

- 1 The executive committee shall meet at least twice each month.
- 2 Meetings are called by the president and announced by the secretary.
- 3 The secretary and the president prepare the agenda of the meeting.
- 4 Any subject can be added to the agenda by the committee with the approval of the president at least one day before the meeting is due
- 5 The quorum for the Executive committee is a simple majority of the Executive

- committee members (half +one)
- 6 Decisions shall be taken by the simple majority of the executive committee
  - 7 The president has the right to take any decision taken by the committee and place it under the judgment of the AAA executive committee for reconsideration
  - 8 Executive Committee meetings are chaired by the President and managed according to Robert's Rules of Order.

### **Executive members constitutions and duties**

-The 7 elected executive members (Senior Standing) of the ASL including the AAA advisor shall be:

1. An Executive member of the ( AAA executive committee).
2. President
3. Vice-president Secretary
4. Treasurer
5. Head of Recruitment Committee
6. Head of Planning, Development and Public Relations Committee
7. Head of Publication Committee

### **Elections:**

-Members of the ASL should elect their officers by a majority of vote for a period of one academic year commencing in 1st October of each year.

-Candidates for the offices must submit their nomination two weeks prior to the election day.

-Upon the recommendation of the recruitment committee, lists of candidates are published by the advisor within 48 hours of the deadline for elections.

-The election will be held under the supervision of the Advisor, who verifies the vote list and publishes the result of the election.

-The elected members shall meet within 48 hours of the publication of results, excluding weekends and holidays, to elect the President and the respective executive members.

-The executive members must pledge allegiance to the AAA and obedience of its rules and regulations as per the following oath:

“ We, the members of the ASL do swear allegiance to the AAA and commit ourselves to abide by its rules and regulations, and work for its welfare.”

Executive members are sworn in before their academic advisor.

## **PREROGATIVES**

### **President:**

-The duties of the president shall include:

1. To consult directly with the academic advisor on major issues.
2. To represent the ASL and its executive board, with the professional institutions. Permission should be given by the advisor when doing so.
3. To direct the regular meetings according to the rules of order, put to vote and announce the results of the voting on any motion.

### **Vice president:**

-The duties of the Vice-President shall include:

1. To succeed the president should he/she leave office
2. To assist the president in all executive functions and other executive members when necessary.
3. To monitor and report on committees' work to the board.

### **Secretary:**

-The duties of the Secretary shall include:

1. To act as the executive member secretary.
2. To schedule meetings and keep the members informed of all matters pertaining to the Advertising Club.
3. To be responsible for assembling and distributing the agenda of each meeting.
4. To execute, distribute to all members copies of the minutes of each meeting and keep the club's archives.

### **Treasurer:**

-The duties of the Treasurer shall include:

1. To keep the president and the executive members informed of the financial status of the ASL.
2. To maintain a file of requisition and accurate books on the disbursements and receipts of the ASL.
3. To compile the year's on semester's budget and present it to the executive members.
4. To present to the General Assembly the financial report at the end of the executive member's mandate.

**Recruitment officer:**

-The Head of the recruitment committee shall lead all disciplinary decisions, decrees or amendments within his committee and shall report to executive members.

**The Public Relations Officer**

1. Shall ensure sponsors to cover the expenses of the events
2. Make a list of all possible contacts
3. Maintain relations with sponsors all year round

**Head of planning ( Rand D )**

- Shall cooperate with the president on all details of the event and shall form the direct link between the council and the subcommittee
- Shall participate in meetings of the subcommittee of a specific university which is hosting a Student League activity and shall guide them through the event
- Shall cooperate with the public relations on the work and contribution of sponsors in events

**The work of the representatives in universities:**

1. Appointed members from other universities should meet with the AAA advisor and receive his approval to join the ASL executive committee

2. They are responsible of promoting the AAA's student league events in their university.
3. They should form a subcommittee to help them in organizing event in their campus.

**Proposed Incentives for committee members who have fulfilled their role.**

- Certificate of full accomplishment of student league objectives at the end of their enrollment.
- Free Participation in all AAA workshops, seminars, etc...
- Will receive incentives from sponsors of events.
- Certificate of contribution in organizing events

Done in Beirut on 25<sup>th</sup> feb.06

by Kamal darouni ( AAA Executive member)

and Melhem Roushdan ( ASL elected president)

approval:

signature AAA president

Mr. George Abdel Malak

General Secretary AAA

Mr. Kamal Darouni

president ASL

Mr. Melhem Reshdan