

RRAA'S CONSTITUTION

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ARTICLE I - NAME

1. The name of this association shall be the *Ryerson Retail Alumni Association (RRAA)*.

ARTICLE II – OBJECTIVES

The objectives of the RRAA shall include:

1. Providing Ryerson's Ted Rogers School of Retail Management alumni and current students with information, resources, and recognition relevant to their careers and interests through a variety of activities, including, but not limited to:

- I. Maintaining a web site and/or social media, both featuring stories and updates about alumni and the Retail Management program, upcoming activities of both the Association and the Ted Rogers School of Retail Management, and other appropriate content, as determined by the executive;
- II. Establishing forms of internal recognition of the achievements of alumni and current students;
- III. Sponsoring workshops, seminars, and other activities with the objective of enhancing the career-related skills of alumni and other retail professionals to improve the practice of Canadian retail management;
- IV. Hosting social gatherings, such as homecomings, that provide opportunities for alumni and current students to network, establish new friendships and strengthen existing relationships.

2. Informing current Retail students of the existence and activities of the Association and encouraging them, where appropriate, to assist the association in its activities and to become active members prior to graduation.

3. Working in partnership with the Ted Rogers School of Retail Management to promote and enhance the value of the program and its graduates externally, and to foster alumni relationships with the School.

ARTICLE III - MEMBERSHIP

1. All graduates of the Ted Rogers School of Retail Management and current students in the undergraduate program are eligible to be members of the RRAA.

ARTICLE IV - OFFICERS

1. The executive committee of the Association shall consist of:

- President,
 - Vice President,
 - Director of Marketing,
 - Director of Engagement,
 - Executive Facilitator
- and, a faculty/staff member of the Ted Rogers School of Retail Management.

*Note: The Director of Marketing and Director of Engagement will have subcommittees.

2. The Director of the Ted Rogers School of Retail Management, or his/her designate, shall be an ex-officio, non-voting member of the executive, entitled to attend and participate in all meetings.

ARTICLE V – DUTIES & TIME COMMITMENTS

1. **The President shall be responsible for** chairing meetings of the executive committee and supervising and directing the activities of the Association, including the creation of subcommittees, as required, and the development of initiatives by the executive to establish and maintain the financial viability of the Association in pursuit of its objectives. The President shall also have signing authority on all financial and professional documents relating to the Association. The President and Vice President will have the shared responsibility for the overall strategic direction of the Association and its interactions with its members. All executive positions will have the same time commitment. Meetings will be held once a month, along with an average half an hour a week takeaways, active participation throughout the year, and attending at least 75% of quarterly roundtable TRSM meetings.

1A. **Executive Facilitator**

- Works with the executive team to facilitate in the planning and execution of events. This individual will be responsible for helping the executive team meet deadlines and host exceptional events. They will also play a key role in assisting with cash flow. Time commitment throughout the year approximate a half an hour a week—more time commitment during event periods, as well as joining Monthly meetings as needed by the Executive team.

2. **The Vice President** shall, in the absence of the President, serve as the chair of the executive committee meetings and shall assume other responsibilities as determined from time to time by the President and/or the executive. The Vice President shall be responsible for recording the minutes of all meetings of the Association and for their preparation and distribution prior to each succeeding meeting. In the absence of the Vice President, the President shall be the recording Officer. The President and Vice President will have the shared responsibility for the overall strategic direction of the Association and its interactions with its members.

3. **The Director of Marketing** oversees communication efforts of the Association, including managing and developing roles of the subcommittee, in an effort to increase awareness of the objectives of the Association. The Director of Marketing also facilitates the development of the marketing and communications strategy, while also conducting research and providing a report on the effectiveness of all marketing efforts.

3A. **Marketing subcommittee** consists of:

- **Social Media Manager**- responsible for uploading content and managing all social media platforms on a consistent basis. The Social Media Manager will work towards growing engagement with the member base and understanding which initiatives are the most effective. Agreed upon meetings/communication with the Director of Marketing to understand execute current strategy. Time commitment throughout the year approximate a half an hour a week—more time commitment during event periods.
- **Event Specialist**- support event planners by creating marketing material, managing Eventbrite (creation, maintenance, and analysis) and writing email communications to alumni and students. Maintaining the Alumni/Student database. Agreed upon meetings/communication with the Director of Marketing to understand execute current strategy. Time commitment throughout the year approximate a half an hour a week—more time commitment during event periods

4. **The Director of Engagement** is responsible for facilitating the growth and development of relationships within the Alumni Association. It is up to this individual to support the creation and maintenance of strategic partnerships. In collaboration with Executive Team, be the driver of ideas and events that will produce a high engagement rate among members. The Director of Engagement will oversee managing and developing roles of the subcommittees, in an effort to ensure as many members as possible are engaged with on a personal level.

4A. **Engagement subcommittee** consists of:

- **Engagement Ambassadors (up to 4)**- liaison between Alumni and the Association. Engage and creating lasting relationships with past, present, and future Retail Alumni. . Agreed upon meetings/communication with the Director of Engagement to understand execute current strategy. Time commitment throughout the year approximate a half an hour a week—more time commitment during event periods
- **Student Engagement Ambassador**- liaison between Students and the Association. Engage and creating lasting relationships with current students. . Agreed upon meetings/communication with the Director of Engagement to understand execute current strategy. Time commitment throughout the year approximate a half an hour a week—more time commitment during event periods

5. **Faculty/Staff** - The faculty/staff shall bring to the executive the relevant interests and concerns of their constituents in the Ted Rogers School of Retail Management and shall act as liaison between the Association and the Retail Management program.

8. A call to action will be made for additional support on event planning and execution. This will allow members to actively participate in an event specific way without the commitment of an executive member or subcommittee member.

ARTICLE VI - MEETINGS

1. Meetings of the Association shall be at the call of the President and are open to all members of the Association, unless exceptional circumstances require an in camera session, approved in advance by majority vote of the executive.

2. The **executive committee shall normally meet monthly**. In addition, each executive member is responsible for setting up meetings with their subcommittees as needed. Any other meetings are at the discretion of the President. Unless there are compelling reasons for absence, executive members are expected to attend a minimum of 80% of yearly meetings. Failure to comply with this requirement may result in a review of the member's status by the executive and resultant action including expulsion from the executive.

3. A **quorum shall consist of a minimum of five elected members** of the executive, including either the President or the Vice President.

4. Decisions taken by the executive in the absence of a quorum must, prior to implementation, be referred for ratification to the next regular meeting of the executive at which a quorum is present. Where timing is a factor, the decision must be approved by a majority of the elected executive members through a polling method to be determined by the President.

5. An annual general meeting (AGM) shall be held at the call of the President, with notification and agenda provided to all members of the Association at least 30 days in advance of the date of the AGM.

ARTICLE VII – ELECTIONS

1. Election of the executive of the Association shall take place in alternate years at the annual general meeting, with the **term of office being two (2) years**

2. **Positions to be filled by election are: President, Vice President, Director of Marketing, and Director of Engagement**. Positions to be filled by appointments of the executive committee include: executive facilitator and engagement ambassadors (a vote will happen if number of candidates exceeds number of positions). The faculty/staff, student engagement ambassador, social media manager,

and event specialist will also be chosen by the executive committee; however the Ted Rogers School of Retail Management will determine the selection process and shall have full voting rights on the executive.

3. Election shall be by secret ballot, cast by members in attendance at the AGM.

4. All members of the executive shall take office at the next executive meeting following their election.

5. Officers may serve no more than two consecutive terms in the same executive position. An exception may be made only if a call for nominations produces no new candidates for a position and the incumbent is willing to continue.

ARTICLE VIII – AMENDMENTS

1. This constitution may be amended by a two-thirds majority vote of the full voting membership of the executive committee at any meeting of the committee.

2. A proposed amendment that fails to receive two-thirds majority approval may be reintroduced for further discussion by the executive.