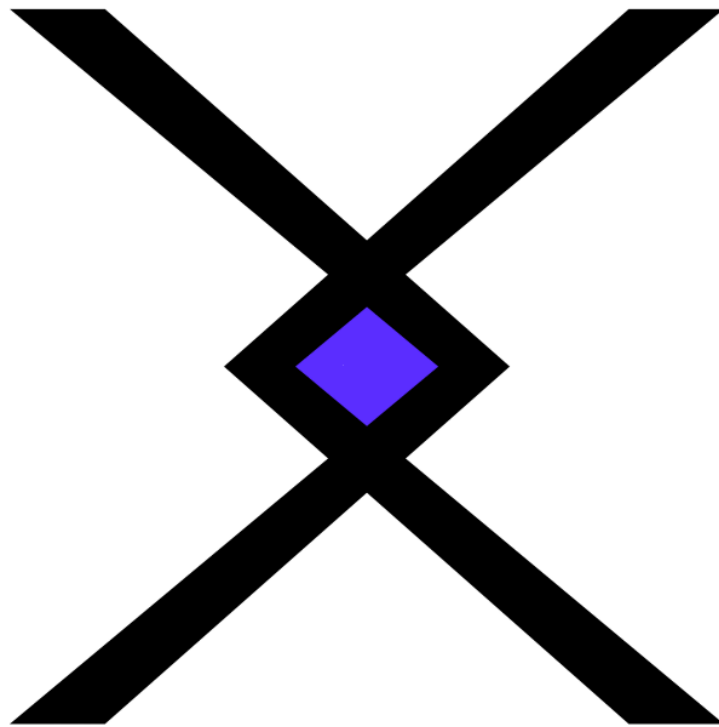


# Te Piringa Student Events Association — Governance and Communication Bylaw Suite

Made under Article 5.4 of the Constitution of Te Piringa – Faculty of  
Law – Student Events Society



**Te Piringa**  

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**ASSOCIATION**

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## 1. Application

1.1 This Interpretation section applies to all bylaws contained within the Te Piringa Student Events Association Bylaw Suite unless the context requires otherwise.

1.2 These bylaws must be read consistently with the Constitution of the Association. Where any conflict arises between a bylaw and the Constitution, the Constitution prevails.

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## 2. Definitions

In this Bylaw Suite, unless the context requires otherwise:

**Association** means *Te Piringa Student Events Association*.

**Constitution** means the Constitution of *Te Piringa – Faculty of Law – Student Events Society*.

**Executive Committee** means the officers defined as Executive Officers under the Constitution.

**Operational Committee** means the committee established under Article 3 of the Constitution responsible for the operational management of the Association.

**Officer** means any elected or appointed officer, committee member, or authorised representative of the Association.

**Digital Assets** includes all websites, domains, email accounts, social media accounts, cloud storage systems, messaging platforms, and other digital platforms operated in the name of the Association.

**University** means the University of Waikato and includes its employees, representatives, departments, faculties, divisions, and agents.

**Significant Issue** means any matter that may materially affect the Association's governance, independence, branding, operations, events, reputation, or institutional relationships.

**Brand Assets** includes logos, wordmarks, visual identity elements, typography systems, colours, design templates, and any other materials forming part of the Association's brand identity.

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## 3. Interpretation Rules

3.1 Headings are included for convenience only and do not affect interpretation.

3.2 Words in the singular include the plural and vice versa.

3.3 References to any role or office include any person acting in that role from time to time.

3.4 References to written communication include digital communication unless the context requires otherwise.

3.5 References to meetings include meetings conducted in person or through digital communication platforms.

## 4. Authority and Governance

4.1 These bylaws are made under Article 5.4 of the Constitution.

4.2 The Executive Committee is responsible for ensuring compliance with these bylaws.

4.3 Where a matter is not explicitly addressed in these bylaws, the Executive Committee may determine the appropriate interpretation consistent with the purpose and spirit of the bylaws and the Constitution.

4.4 Where any inconsistency arises between bylaws in this suite, interpretation must favour the bylaw that most directly governs the subject matter in question.

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## 5. Independence of the Association

5.1 The Association operates as an independent student-led organisation.

5.2 Nothing in these bylaws creates any agency, partnership, or employment relationship between the Association and the University of Waikato.

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## 6. Breach of Bylaws

6.1 Failure to comply with these bylaws may constitute misconduct or breach of trust under Article 3.3 of the Constitution.

6.2 The Executive Committee may review any breach and take appropriate action in accordance with the Constitution.

## Part I – Brand Identity Bylaws

### 1. Application

This Part establishes the official visual identity and branding standards of Te Piringa Student Events Association.

### 2. Binding Effect

All Officers and authorised representatives of the Association must comply with these branding standards when producing materials on behalf of the Association.

### 3. Brand Essence

#### **Personality**

Professional • Structured • Confident • Impactful • Modern

### Visual Character

The brand relies on **strong geometry, bold weight, and clean spacing** rather than colour or decorative effects.

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## 4. Logo System

Te Piringa Student Events Association uses a structured logo family for flexibility.

Logo Type	Description	Usage Priority	Best Applications
<b>Primary Logo (Stacked)</b>	Icon centred above text	Default	Posters, social media, signage, covers
<b>Secondary Logo (Horizontal)</b>	Icon to the left of text	Secondary	Website headers, banners, email signatures
<b>Wordmark Only</b>	Text without icon	Limited	Extremely tight layouts only
<b>Favicon Only</b>	Symbol without text	Limited	Favicon, watermark, subtle brand accents

**Note:** Wordmark-only and icon-only versions should only be used when space restrictions demand it and the brand is already recognizable.

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## 5. Logo Usage Rules (Strict)

These rules protect brand integrity.

### Never:

- Make any visual changes
- Change logo colours
- Add gradients, shadows, outlines, or effects
- Rotate or tilt the logo
- Crop any part of the logo
- Stretch or distort proportions
- Recreate the logo in another font
- Use official University of Waikato branding
- Use “University of Waikato Red” - #e84515 or anything similar
- Use “University of Waikato Gold” - #2596be or anything similar

### Always:

- Use official logo files
- Maintain original proportions
- Ensure strong contrast with the background

## 6. Clear Space (Safe Zone)

To maintain clarity and authority, the logo must always have sufficient breathing room.

### The “X” Rule

The minimum clear space around the logo must equal one quarter of the width of the image of the logo.

No text, images, patterns, or graphic elements may enter this space.

This spacing:

- ✓ Protects legibility
- ✓ Preserves visual impact
- ✓ Gives the brand a premium, confident presence

## 7. Colour System

Te Piringa Student Events Association is primarily monochrome with the additional option of purple.

Colour	Purpose	Hex
<b>Black</b>	Primary logo and text	#000000
<b>White</b>	Inverted logo and text	#FFFFFF
<b>Purple</b>	Additional brand colour for effect and centre logo	#5b2dff

### Not Allowed

- Additional brand colours
- Gradients
- Transparency effects
- Decorative overlays

The strength of the brand comes from contrast — not colour.

## 8. Background Control

### Logo Version Approved Backgrounds

**Black Logo** White or very light backgrounds

**White Logo** Black, dark grey, or dark imagery

Avoid:

- Busy photos
- Mid-tone grey backgrounds
- Patterns behind the logo

If needed, place the logo on a solid block to maintain clarity.

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## 9. Typography System

Supporting typography should match the bold geometric feel of the logo.

### Recommended Fonts

- **Antique Olive** (Logo Font)
- **League Spartan** (Headings)
- **Montserrat** (primary)
- **Roboto** (secondary)
- **Poppins** (alternative)
- **Gotham** (premium option)

### Font Weights

Use	Weight
Headings	Bold / Extra Bold / Black
Subheadings	Semi Bold
Body Text	Regular / Medium

### Typography Rules

- Major headings may use ALL CAPS for impact
  - Do not use script, serif, or decorative fonts near the logo
-

## 10. Visual Style Direction

Designs should feel:

- ✓ Clean
- ✓ Structured
- ✓ Bold
- ✓ High contrast
- ✓ Spacious

Avoid:

- ✗ Playful or childish graphics
- ✗ Pastel colour schemes
- ✗ Handwritten styles
- ✗ Visual clutter

## 11. Brand Applications

Scenario	Recommended Logo
Social media posts	Primary stacked
Posters & flyers	Primary stacked
Website header	Horizontal
Email signature	Horizontal
Photo watermark	Icon only
Favicon	Icon only

## 12. Tone of Voice

Communication should feel:

Clear • Direct • Professional • Organised

Example tone:

**“Professional student events. Seamlessly delivered.”**

## 13. logos

**Primary – Black**

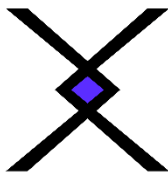
**Primary – White**

**Secondary – Black**

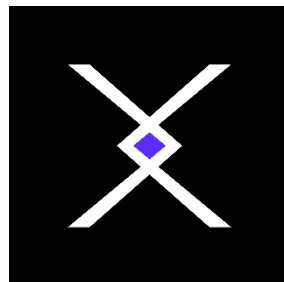
**Secondary – White**



Favicon – Black



Favicon – White



Wordmark – Black



Wordmark – White



## Part II - Digital Communication Bylaws

### Interpretation (Supplementary to the Bylaw Suite Interpretation)

In this Bylaw, unless the context requires otherwise, the following terms have the meanings set out below and are **in addition to the definitions contained in the Bylaw Suite Interpretation**.

#### **Central Executive Contact Email**

means the primary email account designated by the Executive Committee for official external correspondence on behalf of the Association.

#### **Content**

means any text, images, graphics, video, audio, hyperlinks, or other material published through the Association's Digital Assets.

#### **Contributor**

means any Officer or authorised individual who is permitted to prepare or submit Content for publication on the Association's digital platforms but who does not hold primary account credentials.

#### **Master Access Credentials**

means administrative login details or account ownership credentials that allow full control over a Digital Asset.

#### **Official Website**

means the primary website operated by or on behalf of the Association under a domain controlled by the Executive Committee.

**Platform**

means any digital service or system used to publish or distribute Content, including but not limited to email systems, websites, and social media services.

**Social Media Officer**

means the Officer responsible for managing the Association's social media platforms.

**Website Access Credentials**

means login information permitting modification of the Association's website or associated hosting systems.

## Part I — General Principles

### 1. Status of Digital Assets

1.1 All official digital platforms operated in the Society's name — including but not limited to email accounts, social media platforms, domains, cloud storage, messaging platforms, and the official website — are assets of **Te Piringa Student Events Association**.

1.2 Access to these platforms is granted solely for the purpose of carrying out an Officer's duties and does not create personal ownership or entitlement.

1.3 Governance oversight of Digital Assets rests with the Operational Committee, with ultimate authority residing in the Executive Committee in accordance with Article 3.1 of the Constitution.

1.4 **Independent Status:** The Association is an independent student-led entity and is **not an agent, department, subsidiary, or legal representative** of the University of Waikato.

1.5 **Disclaimer Requirement:** The official website and any formal digital publications must include a footer stating: *"Te Piringa Student Events Association is an independent student society and is not an official department of the University of Waikato."* This statement must appear in the footer of the official website and in any other formal digital publication where reasonably practicable.

## Part II — Email Communications Governance

### 2. Ownership & Allocation

All Society email accounts are official communication channels and remain the property of the Society.

### 3. Security & Access

3.1 Officers must follow all security procedures set by the Executive Committee.

3.2 Passwords or login credentials must not be shared through unsecured platforms.

3.3 Master access credentials shall be retained securely by the Executive Committee for continuity.

3.4 Access may be revoked at any time by decision of the Executive Committee.

### 4. Professional Standards

All correspondence must be professional, respectful, mana-enhancing, and grammatically correct. Signature role titles must remain standardised.

## 5. Response Expectations

Emails should be acknowledged or responded to within **two (2) working days**, where reasonably practicable.

## 6. Sponsor & Financial Correspondence

Any email relating to sponsorship, funding, contracts, or financial agreements must include:

- The External Engagement Officer, and
- The Society's central executive contact email.

### 6.1 No Implied Authority:

Email correspondence from Appointed Officers or General Committee members does not constitute a legal offer or acceptance of a contract.

## 7. Proper Use & Handover

Accounts must not be used for personal matters. At the end of their term, Officers must organise folders and correspondence for handover.

## Part III — Social Media Governance

## 8. Account Authority

All social media platforms operated in the Society's name are official communication assets.

## 9. Access Structure

9.1 Direct login credentials shall be restricted to the Social Media Officer and the Executive Committee.

9.2 Contributors may use Meta Business Suite.

9.3 Password changes require Executive authorisation.

## 10. Content Approval

10.1 Content must be reviewed by the Social Media Officer **or** an Executive Officer before posting.

10.2 Content presenting reputational, legal, or partnership risk requires approval from **at least two Executive Officers**.

## 11. Content Removal Authority

Any Executive Officer or the Social Media Officer may remove content where they reasonably believe it may harm the Society, breach policy, or create legal or financial risk.

## 12. Issue Escalation

Officers must not engage in disputes publicly from official accounts. Issues must be escalated internally according to severity, with the President leading responses to legal or media matters.

## 13. Professional Representation

Content must be accurate, professional, and culturally respectful, including correct use of Te Reo Māori macrons.

### 13.1 Prohibition of University Branding

The use of any University of Waikato emblem, coat of arms, colours, or official branding is strictly prohibited on all Association posts and stories. Unless strictly necessary the colours red and gold are not to be used.

### 13.2 Reposting Restrictions

The Association shall not repost or share content that features University of Waikato emblem or any logo belonging to any University of Waikato department.

## Part IV — Website Governance

### 14. Role of the Marketing Officer

The Marketing Officer manages day-to-day website updates including posting content, event details, and minor layout adjustments.

### 15. Major Structural Changes (Executive Approval Required)

The following require prior Executive approval:

- Creating or deleting pages
- Structural/navigation changes
- Major redesigns or rebranding
- Integration of new external tools

### 16. Domain & Technical Control

16.1 Domain registration and DNS control shall rest with the **President**.

16.2 Credentials must not be shared outside authorised Officers.

16.3 The Executive Committee must ensure secure record-keeping of access.

### 17. Access & Security

Website access is for Society business only and may be revoked at any time by the Executive Committee.

### 18. Website Content Removal (“Kill Switch”)

18.1 Any Executive Officer may remove or unpublish website content immediately where risk is identified.

18.2 A meeting between the Executive Committee and the Marketing Officer must be held as soon as reasonably practicable afterward to review the action.

### 19. Legal & Professional Standards

Website content must be accurate, professional, inclusive, and not disclose personal data or financial information without Executive approval.

## 19.1 Visual Identity

No page on the official website may display the University of Waikato emblem or any logo belonging to any University of Waikato department.

## 19.2 Branding and Separation

Website design must remain distinct from the University's official colour schemes and typography to prevent public confusion regarding the Association's status.

## 20. Handover

Outgoing Marketing Officers must transfer credentials via the Executive Committee and ensure site organisation.

## Part V — Enforcement

### 21. Breaches

Breaches of this Bylaw may constitute **misconduct or breach of trust** under Article 3.3 of the Constitution.

## Part VI – Digital Asset Control & Safeguard Clause

### 22. Permanent Control of Digital Assets

#### 22.1 Association Ownership

All Digital Assets — including email accounts, social media accounts, cloud storage, domains, and website platforms — are the sole property of Te Piringa Student Events Association. No Officer, past or present, may claim personal ownership, registration, or exclusive rights over any Digital Asset.

#### 22.2 Centralised Registration

All domains, social media accounts, email addresses, and website hosting services must be registered using an **Association-controlled email account** (e.g., central executive email) rather than personal email accounts.

#### 22.3 Master Access Custody

Master Access Credentials must be stored securely by the Executive Committee. At no time shall an Officer retain sole access to a Digital Asset outside of the control of the Executive Committee.

#### 22.4 Mandatory Handover

Upon expiry or cessation of any Officer's term:

- All passwords, keys, or other access methods must be transferred to the Executive Committee.
- The Executive Committee must verify access and functionality before the outgoing Officer is fully released from their duties.

## 22.5 Account Recovery & Continuity

The Executive Committee must maintain documented procedures for:

- Immediate recovery of accounts in the event of lost credentials or departure of an Officer.
- Updating passwords and security questions to maintain uninterrupted access.

## 22.6 Non-Interference by Former Officers

No former Officer may modify, delete, transfer, or restrict access to any Digital Asset. Any attempt to do so constitutes a breach of trust under Article 3.3 of the Constitution.

## 22.7 Executive Oversight

Any change to the structure, ownership, or login credentials of a Digital Asset must be approved by a majority of the Executive Committee. Emergency changes may be made by any two Executive Officers acting jointly, provided that the full Committee is notified as soon as reasonably practicable.

## 22.8 Digital Audit Requirement

The Executive Committee shall conduct a digital asset audit **at least once per semester** to verify:

- All passwords are current
- Accounts are properly registered under Association-controlled emails
- Only authorised Officers have access

This ensures ongoing compliance and avoids “forgotten” rogue access.

# Part III – University Communications and Engagement Bylaw

## Part I – Supplementary Interpretation and Purpose for University Communications and Engagement Bylaw

### 1. Interpretation

In this Bylaw, unless the context requires otherwise, the following terms are defined **in addition to the definitions contained in the Bylaw Suite Interpretation**:

#### **University Representative**

means any employee, agent, or official of the University of Waikato engaging with the Association in an official capacity under Part II — Scope.

**Significant Issue**

means any matter that may materially affect the Association's:

- independence
- governance
- branding
- operations
- events
- institutional relationship with the University

**Meeting**

means any discussion, consultation, or engagement — in-person, virtual, or otherwise — covered under Part II — Scope of this Bylaw.

**Collective Representation**

means the practice of having more than one Officer represent the Association at meetings or engagements to ensure accurate and authorised reporting of Association matters.

**Written Correspondence**

means any emails, letters, or official communications between Officers and University Representatives that pertain to Association governance, operations, branding, events, or institutional relationships.

**Official Record**

means the confirmed meeting minutes, audio recordings, and associated documentation stored within the Association's official records in accordance with Part X — Record Keeping.

**Central Executive Contact Email**

means the primary email account designated by the Executive Committee for official external correspondence on behalf of the Association.

## 2. Purpose of this Bylaw

2.1 The purpose of this Bylaw is to ensure transparency, accountability, and institutional continuity in communications between the Association and representatives of the University.

2.2 This Bylaw establishes procedures for meetings, correspondence, documentation, and escalation where the Association engages with University representatives.

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## Part II — Scope

### 3. Application to Meetings

3.1 This Bylaw applies to any meeting, discussion, consultation, or engagement where the Association is invited to participate by representatives of the University where the subject matter relates to the Association's:

- governance
- operations
- branding or communications
- events or partnerships
- institutional relationships.

3.2 This includes meetings with, but is not limited to:

- University marketing or communications staff
- Faculty or divisional administrators or managers
- Heads of School
- Pro Vice-Chancellors
- professional staff within the Faculty of Law
- any other University employee engaging with the Association in an official capacity.

3.3 Meetings with law academic staff are excluded from these requirements. ie. lecturers, professors, tutors, and the dean. This **does not** exclude the head of school, deputy head of school, or any of their representatives.

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## Part III — Meeting Governance

### 4. Executive Notification and Participation

4.1 Any Officer invited to attend a meeting covered by this Bylaw must notify the Executive Committee as soon as reasonably practicable.

4.2 The Executive Committee must be invited to attend the meeting.

4.3 Where reasonably practicable, at least one Executive Officer should attend.

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### 5. Individual Meetings

5.1 Officers should not attend meetings with University representatives concerning Association matters on an individual basis where collective representation would reasonably be expected.

5.2 Where an Officer attends such a meeting alone due to urgency or scheduling constraints, the Officer must provide a written report to the Executive Committee as soon as reasonably practicable.

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## 6. Meeting Recording Requirement

6.1 Meetings covered by this Bylaw must be audio recorded for the purpose of ensuring an accurate institutional record.

6.2 University representatives must be informed at the commencement of the meeting that the meeting will be recorded for minute-taking and record-keeping purposes.

6.3 Audio recordings shall be used solely for the purposes of:

- preparing accurate meeting minutes
- maintaining institutional records
- resolving disputes concerning the substance of discussions.

6.4 Audio recordings must be stored securely within the Association's official records and accessed only by authorised Officers.

---

## 7. Recording as a Condition of Meeting

7.1 Audio recording of the meeting is a condition of participation for Association representatives.

7.2 Where University representatives do not consent to the meeting being recorded, the meeting must not proceed.

7.3 In such circumstances the meeting may be rescheduled or conducted through written correspondence instead.

7.4 Discussions concerning Association governance, operations, branding, or institutional matters should not occur outside meetings conducted in accordance with this Bylaw.

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## Part IV — Meeting Documentation

### 8. Meeting Minutes

8.1 All meetings covered by this Bylaw must have written minutes prepared.

8.2 Minutes must include:

- the date, time, and location of the meeting
  - the names and roles of attendees
  - key matters discussed
  - requests, proposals, or recommendations raised
  - any actions proposed or agreed.
-

## 9. Minute Circulation and Confirmation

9.1 Draft minutes must be circulated to:

- all Association representatives who attended the meeting
- the Executive Committee
- the University representatives who attended the meeting.

9.2 University representatives shall be invited to confirm whether the minutes accurately reflect the discussion.

9.3 Any proposed amendments must be reviewed by the Association representatives who attended the meeting before incorporation.

9.4 Once confirmed, the minutes shall be treated as the official record of the meeting.

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## Part V — Status of Discussions

### 10. Status of Discussions and Agreements

10.1 Discussions held during meetings with University representatives are conducted for the purposes of information exchange and consultation.

10.2 Statements made by Association representatives during such meetings must not be interpreted as constituting a formal decision, agreement, endorsement, or commitment on behalf of the Association unless authorised by the Executive Committee in accordance with the Constitution.

10.3 Any proposal, request, or recommendation raised during a meeting must be referred to the Executive Committee for consideration before it can be treated as the official position of the Association.

10.4 No agreement, undertaking, or commitment discussed during a meeting shall be considered binding upon the Association unless it is subsequently confirmed through the Association's formal governance processes.

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## Part VI — Representation

### 11. Collective Representation

11.1 Where reasonably practicable, the Association should be represented by more than one Officer at meetings with University representatives concerning Association governance, branding, events, operations, or institutional relationships.

11.2 Where only one Officer is able to attend due to scheduling or urgency, that Officer must provide a written report of the meeting to the Executive Committee as soon as reasonably practicable.

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## Part VII — External Escalation

### 12. Escalation of Significant Issues

12.1 Where a Significant Issue arises during a meeting with University representatives, the matter must be reported to the Executive Committee as soon as reasonably practicable.

12.2 Where the Executive Committee determines that the issue may materially affect the Association's operations, independence, branding, governance, or institutional relationship with the University, the Executive Committee must notify the Waikato Students' Union.

12.3 Notification to the Waikato Students' Union should include:

- a summary of the issue discussed
- the context in which it arose
- any requests or proposals made by University representatives
- any actions proposed or anticipated.

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## Part VIII — Written Correspondence

### 13. Executive Visibility

13.1 Any email correspondence between an Officer and University representatives concerning Association matters must include the Association's central executive contact email or at least one Executive Officer in copy.

13.2 Officers must not conduct substantive discussions concerning Association governance or operations through private or unrecorded channels.

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## Part IX — Institutional Communication Channels

### 14. Communication with Officers

14.1 Where University representatives contact Officers regarding matters relating to the Association's governance, operations, branding, events, or institutional relationships, such communications should occur through the Association's official communication channels.

14.2 Officers who are contacted directly concerning such matters must inform the Executive Committee as soon as reasonably practicable.

14.3 Where appropriate, the Officer should request that the communication include the Association's central executive contact email or an Executive Officer in copy.

14.4 Officers must not provide commitments, approvals, or official positions on behalf of the Association outside the Association's governance processes.

14.5 Where a communication appears to seek a commitment, decision, or position on behalf of the Association, the Officer must refer the matter to the Executive Committee.

## Part X — Record Keeping

### 15. Storage of Records

15.1 Meeting recordings, confirmed minutes, and correspondence relating to meetings with University representatives must be stored within the Association's official records.

15.2 The Executive Committee must ensure that these records remain securely stored and accessible for institutional continuity.

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## Part XI — Enforcement

### 16. Breach of Bylaw

16.1 Failure to comply with this Bylaw may constitute misconduct or breach of trust under Article 3.3 of the Constitution.

16.2 The Executive Committee may review any communication or meeting conducted in breach of this Bylaw and determine appropriate remedial action in accordance with the Constitution.