



DEM Association Constitution 2024-2025

Article I: NAME

The club shall here forth be called the Digital Enterprise Management Association, also known as DEM Association (DEMA).

Article II: PURPOSE

DEM Association's purpose is to enhance the University of Toronto Mississauga students' university experience by providing events and services that create opportunities for academic, professional, and personal development.

The DEMA represents the Institute of Communication, Culture, Information & Technology, representing programs such as DEM (Digital Enterprise Management), CCIT (Communication, Culture, Information & Technology), PWC (Professional Writing & Communication) and TCS (Technology, Coding & Society) programs. The DEM Association aims to bridge the gap between students, faculty, alumni and industry professionals. DEMA aims to further bond the community to further advance knowledge in the field of business and technology.

The aspiration of the DEMA is to help students gain experience and connections through a series of events with the aid of industry professionals and corporate sponsorship. DEMA hosts a variety of events throughout the year ranging from workshops, career development sessions, networking sessions, case competitions and closing off with our Youth Entrepreneurship Conference (YEC). Our events are inclusive and cater to the capabilities of students to build upon knowledge acquired in their programs strengthened with experience relative to the 'real world'.

Our main goal is to meet the needs and expectations of students and fellow UofT student groups and academic societies to further promote UTM and the DEM brand outside the UofT community. In order to provide events that benefit the student body, we aim to work collaboratively with other student groups.

The DEM Association strives to act as a bridge between students and faculty, industry professionals and alumni. We aspire to fill in the gaps for students and provide them with the resources they need to be successful in their future endeavors. We aim to strengthen the community to further advance the collective knowledge in the field of business and technology.

Amendments to the club's constitution require approval by the President, Vice President External, Vice President Internal and potential amendments must be announced to current executive team members with a period of 3 days given for any executive member to deny or oppose the amendment. Any concerns raised by executive members during the 3 day period will be taken into consideration before the amendment is made

Article III: MEMBERSHIP

Membership will be open to all UofT students, community members and alumni provided that they have an understanding of the rules and regulations and show respect for the objectives of the club. All club members are allowed to run for any executive office and/or vote for any candidate in elections. The elections for DEMA are open to all current students at U of T. There is no membership fee for this club.

Article IV: EXECUTIVES

The following positions are positions that may be campaigned for during the election period. Additional executive positions may be added throughout the year if deemed necessary and approved by the President and Vice Presidents. The tasks and duties of the positions are not limited to those listed below. The duration of office shall run for approximately 12 months.

After their respective office terms, the outgoing officers may serve as an advisory board to the club at the discretion of the newly elected officers

All executive members of DEM Association are required to surrender all files, documents, accounts, and any sensitive material regarding the operations of the club by the end date listed on the contract signed at the beginning of the executive's term. *Failure to do so will result in prosecution under law for breach of contract.*

President

- Responsible for ensuring the success of the organization
- Responsible for maintaining positive relationship with UTM community, including the students, faculty, and student union
- Responsible for setting the vision for the organization
- Responsible for good financial standing of DEMA
- Responsible for thoroughly understanding the operations of DEMA
- Responsible for providing support to other executive members when necessary
- Responsible for organizing the logistics of the elections
- Responsible for booking venues for events
- Responsible for co-signing cheques

Vice President Internal

- Responsible for internal communications with general members/ executives of DEMA
- Responsible for supporting the Co-Presidents and assisting executives with any issues
- Responsible for maintaining an active and positive DEMA social media presence
- Responsible for maintain positive relationships with news outlets including, but not limited to, The Medium, & UTM TV
- Responsible for ensuring external media coverage at DEMA events
- Responsible for conflict resolution within the internal organization

Vice President External

- Responsible for reaching out to other clubs/ societies for collaborative events
- Responsible for reaching out to external organizations for collaboration opportunities
- Responsible for developing and maintaining a relationship with faculty
- Responsible for reaching out to and securing potential sponsors for events
- Responsible for all external communications with organizations or individuals.
- Responsible for managing all external facing departments of DEMA

YEC Co- Chair (2 Positions)

- Responsible for the planning of the Young Entrepreneurs Conference (YEC)
- Responsible for securing speakers and sponsors for YEC
- Responsible for reporting progress of the YEC every four weeks
- Responsible for ensuring the success of the YEC
- Responsible for collaborating with their corresponding Co-Chair

Creative and Branding Director

- Responsible for working with the Director of Marketing to ensure successful execution of creative vision for each DEMA event
- Responsible for the creation of graphical and promotional materials
- Responsible to ensure a consistent high quality of DEMA creative materials

Director of Finance and Logistics

- Responsible for documenting all financial activities of DEMA
- Responsible for collecting and storing all receipts pertaining to DEMA
- Responsible for conducting financial audits
- Responsible for reporting financial standing every four weeks
- Responsible for providing budget recommendations for events

External Events Director

- Responsible for maintaining an updated timeline of DEMA operations for the year
- Responsible for ensuring event spending remains within allocated budget
- Responsible for ensuring success of each DEMA event
- Responsible for setting up and creating all events with external parties (companies, sponsors, etc) out of UTM
- Will work closely with Vice President External
- Both External & Internal Events Directors will work closely together throughout the year for large scale events

Internal Events Director

- Responsible for maintaining an updated timeline of DEMA operations for the year
- Responsible for ensuring event spending remains within allocated budget
- Responsible for ensuring success of each DEMA event
- Responsible for setting up and creating all internal DEMA team events as well as all events with organizations within UTM (Clubs, Societies, Departments)
- Will work alongside many UTM partners of DEMA
- Both External & Internal Events Directors will work closely together throughout the year for large scale events

Marketing Director

- Responsible for creating marketing plans for the various events and initiatives held throughout the year
- Responsible for collecting, analyzing, and reporting analytics for each DEMA event
- Responsible for collecting, analyzing, and reporting analytics for DEMA mailing list

PR & Outreach Director

- Responsible for external communications and establishing relationships with members of the community
- Responsible for cataloging DEMA professional connections throughout the year
- Responsible for outreaching to sponsors & speakers for DEMA events
- Responsible for working closely with the marketing and outreach team to ensure a favorable public image is maintained for DEMA
- Responsible for managing social media communications

Web Development Director

- Responsible for routinely updating the DEMA website
- Responsible for working with the Creative Director to execute creative vision of the website
- Responsible for ensuring content is up to date
- Responsible for ensuring website is properly functioning

Media Productions Director

- Responsible for managing the media panels for DEMA
- Responsible for producing and editing of media
- Responsible for leading a team to produce all media content for DEMA: photos, videos, re-cap.

CSR (Corporate Social Responsibility) Director

- Responsible for collaborating with other Clubs and Societies to implement a CSR strategy for DEMA
- Responsible for running DEMA's "CSR of the Month" initiative
- Responsible for all social and charity initiatives for DEMA

Human Resources Director

- Responsible for macro managing all of the associates
- Responsible for ensuring all the associates are promoting DEMA events and initiatives
- Responsible for ensuring that all DEMA members are actively involved and communicating within the team

Research and Innovation Director

- Responsible for gathering user research at events through observation and conversing with students, DEMA members, and guest speakers.
- Gathering research after events
- Develop an anonymous feedback platform
- Mailchimp feedback survey
- Iterate and develop a new prototype for events or activities.

Conflict Resolution Process for executive members and associates:

In the event of a conflict involving an Associate or Executive Director, the concerned parties must immediately report the issue to the Human Resources Director and the Vice President Internal. The Vice President Internal will assess the situation and, if deemed necessary, escalate the matter to the President. The President, in consultation with the Vice President Internal and the Human Resources Director, will determine the appropriate course of action to resolve the conflict, ensuring fairness and confidentiality throughout the process.

Article V: Meetings

Executive members will be communicating actively on WhatsApp community to decide when to hold meetings. Meetings will generally take place two weeks prior to the activity or event. A general meeting will be held at the beginning and end of the Fall and Winter semester for members where the mission, goals, and accomplishments of the club are shared with all club members in addition to a detailed report on the financial condition of the club if particularly requested by any member.

Article VI: Elections

Clubs must follow set election dates and procedures, including the procedure of nomination, majority vote and eligibility of vote. Students may create additional positions in September particularly for first-year students in an effort to encourage first-year student involvement. If election procedures are deemed to be unfair by reasonable standards by the Clubs Committee, these results will be subject to petition by a member and re-election will be held under the supervision of the UTMSU Clubs Coordinator.

Election Procedures:

- All registered clubs must hold an election by the end of March.
- Elections must be open to all interested candidates that are UTMSU registered members of the club.
- Advertising for elections are mandatory and are to take place over a period of a minimum of one week.
- Advertising must be visible throughout campus. Mass emails should be sent to all UTMSU registered members of the club as well as the Clubs Coordinator and VP Campus Life prior to the week of accepting nominations.

- All elections must have a CRO (Chief Returning Officer) supervising the electoral process. The CRO must be unbiased and must be approved by the club executive and the Clubs' Coordinator.
- A Nomination period following the advertising period should be set for a period of at least one week.
- All Candidates Meeting: A meeting with all the candidates must be held to go over the elections rules. This meeting is mandatory for all future candidates, and if unable to attend, they must send a representative.
- A campaign week will be held in the week following nominations' close.
- Elections are to take place at a location designated for this purpose by the clubs' executive in the week following campaigning, consisting of a period of two or three days. In the case of a by-elections, clubs must still follow the above regulations.
- For the President & Vice President (External/Internal) positions, a vetting interview will be conducted by the DEMA Presidential team (Current President + Vice Presidents) to vet the candidates before the result of the final decision is published.
- The President and Vice President must have one year of Executive experience or be interviewed by the current DEMA Presidential team for vetting before applying.
- All candidates running for a director position should have been a part of DEMA for at least one year, or interviewed by the current DEMA Presidential team for vetting before applying.
- If no one opts to run in the election for a particular position, the former Presidential team have the right to collectively appoint a suitable candidate for that position. This candidate must be subsequently approved by the previous DEMA Presidential team

Any complaints that arise during the course of elections, or as a result of elections must be brought to the attention of the CRO in a written format within 72 hours of the election.

If the CRO deems a candidate to be cheating, the CRO has the right to remove the candidate from the election on the basis that the CRO has evidence of cheating from the candidate.

The Clubs Committee withholds the right to nullify any club election results if evidence of gross misconduct has been found in the operation of the election.

Non-occurrence of elections will result in immediate effect of cancellation of club status.

Non-submission of election results will result in later loss of club status through the Clubs Committee.

** If undemocratic election procedures are suspected, the election results or even the club status may be put forward to the Clubs Committee by the VP Campus Life.**

Article VII: Removal from Office

Any member of the club who commits an act negatively affecting the interests of the club and its members, including non-disclosure of a significant or continuing conflict of interest, may be given notice of removal.

Member's will be given a three strike verbal warning of their misconduct, upon breaching the three strikes, a decision of removal will be made by the President, Vice President External and Vice President Internal. The member up for removal shall have the right to defend his/her actions. If member commits a misconduct that is deemed grave in matter (harassment, sexual harassment, discrimination, etc), the President and Vice President's may immediately remove the member. Grave matters may be reported to the UTMSU to conduct an investigation and the UTMSU may impose sanctions on the member based on findings from the investigation. Any member up for removal due to misconduct

will be removed from the club's membership and will lose any privileges associated with being a member of the club.

Executive members are subject to the same termination or impeachment process and, as determined by the vote, may lose their executive position along with their membership to the *group*.

Any member of the club who fails to attend scheduled events or meetings without providing a valid excuse more than three times shall be subject to removal from the club. Members must inform their director or the presidential team at least 48 hours in advance if they are unable to attend an event or meeting. Failure to do so will result in a strike, and upon accumulating three strikes, the member will be removed from the club and lose all associated privileges.

Article VIII: Amendments to the Constitution

Any registered DEM Association members may propose and vote on amendments to this constitution. The Executive Committee (President, Vice President External, Vice President Internal) will administer the process of having amendments discussed at general meetings.

Constitutional amendments shall require a 2/3 majority to be passed at Annual General Meetings by registered U of T members in attendance.

The Executive Committee shall formally adopt the new constitution and submit the revised constitution to the respective University offices (i.e. Centre for Student Engagement, The University of Toronto Mississauga Students' Union, etc) within two (2) weeks of its approval by a general member.