

SUPERFANS ORGANIZATIONAL CONSTITUTION

I. MISSION

- A. As SuperFans of Loyola University Maryland, we are committed to supporting Loyola student-athletes and all those who are loyal to the Greyhounds. It is our duty to help create a loud and enjoyable atmosphere at all Loyola sporting events while maintaining integrity and sportsmanship. It is our hope that all members of the Loyola community feel proud to wear green and grey and to always keep school spirit as a central focus of their daily lives.

II. HISTORY

- A. Founding of Organization
1. Loyola SuperFans became an official student club in 2005 in response to a noticeable lack of school spirit among students at Loyola. Loyola SuperFans was developed to help galvanize school spirit and promote Loyola's intercollegiate athletic events in a fun and appropriate matter.
 2. SuperFans holds the belief that school spirit and pride are directly linked with student development and a sense of community and belonging among students. As such, the foundation of SuperFans is built upon the belief that achieving the goal of increasing school spirit at athletic events will lead to an increase in general school pride.
- B. Relationship with the Department of Athletics
1. Since its inception as a club, it was a logical connection that success of the organization would be dependent upon a mutually beneficial operational working relationship between SuperFans, Student Activities and Athletics. This is because in order to be successful, SuperFans needs to work with Athletics and vice versa on a coordinated effort to increase spirit at athletic events.
 2. As such, regular meetings between the SuperFans advisor, president/vice president, and the marketing and leadership staff of Athletics are a necessary element of measured success of the organization. It is up to the representatives to determine the timing and scheduling of such meetings.

III. TRADITIONS

- A. Logo
1. The formal logo of SuperFans includes a cartoon depiction of a greyhound dressed as a superhero with the words Loyola and SuperFans in an arch around the greyhound
 2. Logo files must be kept in the SuperFans folder of the Student Activities H: Drive and maintained by the advisor and graduate assistant
- B. Colors
1. Green, Grey, White and Black
- C. Cheers
1. Greyhounds! Greyhounds! Greyhounds! Greyhounds!
 2. Here we go Greyhounds, here we go!
 3. Let's go Greyhounds, let's go!
- D. Traditions
1. We will honor the Greyhounds...We will not put any other school's team before them
 2. We will ensure that Reitz/Ridley is Rowdy
 3. We will always show our Loyola Pride by wearing Green and Grey
 4. We will support our team...win or lose
 5. We will respect fans, players, coaches and officials in our language and behavior

6. We will arrive to games early...and pack the house
7. We will stay to the end of the game (There is no traffic to beat)
8. We will always 'Get Up'
9. We will support ALL Loyola sports teams
10. We will always be Loyola SuperFans!

IV. EXECUTIVE BOARD

1. All Executive Board Members
 - a. Responsible for being the primary engagers with the student body by starting and maintaining chants at Loyola athletic events.
 - b. Responsible for the designing of all SuperFans promotional items to be voted on at meetings.
 - c. Responsible for attending weekly executive board meetings
 - d. Responsible for attending all SuperFans highlighted athletic events

- B. Positions
 1. President (1)
 - a. Responsible for all actions and operations of SuperFans
 - b. Oversee function and activities of executive board
 - c. Meet with advisor once a week to discuss operations of the executive board
 - d. Prepare agenda for each meeting
 - e. Lead all executive board meetings
 - f. Responsible for keeping in close contact with and overseeing the duties of executive board
 2. Vice President (1)
 - a. Assume duties of the president in times of absence
 - b. Assist president in al operations and event development of SuperFans
 - c. Record all executive board absences and communicate those absences with the president, advisor, and graduate assistant
 - d. Prepare the SuperFans activities calendar by event (tailgates, Homecoming, promotion tables, Green and Grey Wednesdays, etc.)
 - e. Responsible for coordinating and executing Green and Grey Wednesdays
 - f. Ensure the effective and efficient planning, management, and implementation of all event operations
 - g. Attend bi-weekly meetings with SuperFans advisor and president during the spring semester
 3. Campus Outreach/Fan Traditions Coordinator (2-3)
 - a. Responsible for the creation and distribution of a biweekly newsletter, The SuperFans Scoop.
 - b. Act as liaison between SuperFans, SAAC, and other organizations on campus
 - c. Coordinate with the President and Vice President about potential co-sponsorships for on and off campus events – Homecoming, Relay for Life, Pep Rally, etc.
 - d. Responsible for ensuring the traditions of SuperFans are apparent to the student body
 4. Publicity/Promotional Coordinator (2)
 - a. Responsible for the development of SuperFans digital signage
 - b. Responsible for coordinating meetings with graduate assistant regarding digital signage and other marketing strategies

- c. Responsible for the SuperFans camera, taking photos at games and other events, and uploading those photos to Flickr
 - d. Responsible for working with social media coordinators to ensure photos taken at games and other events are useful to SuperFans social media accounts
5. Social Media Coordinator (2)
- a. Responsible for the maintenance and upkeep of social media accounts: Twitter and Instagram
 - b. Responsible for consistently updating and promoting relevant Loyola athletic events via our social media channels, as they are our easiest outlet to communicate to the student body
 - c. Coordinators are responsible for the content on social media channels associated with SuperFans
 - d. All posts must include appropriate, ethical and responsible content
 - e. Responsible for the creation of promotional videos for select athletic events
6. First-Year Liaisons (4-5)
- a. Act as the primary liaisons between the SuperFans organization and the first-year class
 - b. Responsible for helping to get the first-year students engaged with the mission and vision of SuperFans
 - c. Work with other members of the executive board performing responsibilities on a rotating basis during the spring semester
 - d. Will be selected according to the procedures outlined in the application/appointment process section of this constitution
7. Graduate Assistant
- a. Act as a resource person to the SuperFans executive board
 - b. Provide guidance in the planning, management and implementation of various activities and programs, as well as aid in the decision-making process of the executive board
 - c. Assist the publicity/promotions coordinators in developing digital signage for upcoming events
 - d. Create and maintain an email distribution list
 - e. Assist with the creation and submission of digital signage
 - f. Work with the campus outreach/fan traditions coordinators to create and distribute biweekly newsletter, The SuperFans Scoop
 - g. Create promotional images to distribute via email, as needed
 - h. Assist with the maintenance of the SuperFans website
 - i. Responsible for attending weekly executive board meetings
8. Advisor
- a. Must be a full-time administrator within the office of student activities
 - b. Oversee the general activities and programs of the organization in direct coordination with the president and vice president
 - c. Act as the primary liaison between SuperFans, Student Activities and Athletics
 - d. Responsible for meeting with the president weekly
 - e. Responsible for meeting with an Athletics administrator weekly
 - f. Responsible for the financial management of the SuperFans budget, which is housed as a budget line within the general office of student activities operating budget
- C. Attendance Policies
1. Meeting Schedule and Attendance

- a. Attendance at all meetings is mandatory except for excused absences. It is a privilege to be on the SuperFans board and with a limited amount of board members, everyone's attendance is necessary
 - b. Family emergency and illness are automatically excused, however the organization's president and vice president should be notified of absences as soon as possible
 - c. Class conflicts are always excused
2. Excused Absence
- a. The vice president of the organization must be informed of any expected absences as soon as possible; no later than 48 hours in advance
 - b. All absences will be recorded by the vice president
 - c. Each member of the board is allowed one unexcused absence per semester
 - d. If a member has more than one unexcused absence from a meeting and/or has missed a mandatory event without prior notice, it will result in serious reconsideration of said member's position on the board
 - e. The president, vice president, graduate assistant and advisor of the organization are granted full discretion regarding the reconsideration of said member's position on the board
3. A board member that does not attend a meeting where a vote is being taken place will be excused from that vote and will not be granted input after the vote has taken place
- D. Voting/General Decision-Making Policies
- 1. A member of the board must be present at the meeting in order to vote
 - 2. Each member's vote is counted as one
 - 3. Decisions regarding promotions, events, and other SuperFans matters will be made with a vote, requiring approval of a majority of the executive board
 - 4. In the event of a tie, the advisor and/or graduate assistant will make the final decision through discussion, with the consideration of criticisms of the dissenting board members
 - 5. Once the vote is taken, the discussion for that topic will end
 - 6. All executive board decisions require the approval of the SuperFans advisor
- E. Executive Board Appointment Process
- 1. Requirements for Applicants
 - a. All applicants are required to follow the protocol of applying and must complete their application by the deadline that is assigned and posted on the student activities website and SuperFans marketing materials
 - b. Students who study abroad for one semester are eligible to apply to be members of the executive board
 - c. Students studying abroad for a semester will not be considered for the positions of president, vice president or social media coordinator
 - d. In order to be considered for a position on the executive board when studying abroad, there must be at least two applicants going abroad opposite semesters who would be able to fulfil one role for the year
 - e. If an applicant is applying for either the president or vice president positions, the applicant must have previous experience on the executive board
 - f. Applicants for president and vice president will interview with the current president and vice president, along with the advisor and/or graduate assistant
 - g. Once the president and vice president have been selected, they will conduct interviews for the remaining positions (except for first-year liaisons) and will utilize the assistance of the current president, vice president, graduate assistant and advisor in their decision-making

- h. The application process would begin in the spring semester for the following year and should be completed before finals week begins
- i. First-year liaisons will be selected by the president and vice president during the fall semester
- 2. Process/Timeline/Etc.
 - a. General Executive Board
 - (i) The application process would begin in the spring semester and need to be completed by the date set by the president, vice president and advisor (before finals week)
 - b. First Year Liaison Position
 - (i) Applications for first-year liaison positions will become available in mid-semester (after the Activities Fair)
 - (ii) First-year liaisons are selected by the president and vice president
 - (iii) The application process should be completed by the beginning of October
- 3. Term
 - a. The position that an executive board member obtains, will have a term lasting the entire school year. (i.e. that application period)
 - b. Every executive board member does not have guaranteed membership for the following year. Therefore, if a member wishes to continue their position or transfer to another internally, they must re-apply and complete the full application process
- 4. Vacancies/Resignations
 - a. If a member of the executive board decides to step down, that member must notify the current president and advisor immediately. If this case arises, the president and advisor may choose to bring it to the board as a vote to make an application available to fill that position for the current term

V. GENERAL STUDENT BODY

- A. All current students of Loyola University Maryland are members of SuperFans, and are encouraged to follow SuperFans traditions:
 - 1. Attend games often
 - 2. Show Greyhound spirit at Loyola athletic events
 - 3. Abide by the list of SuperFans traditions
 - 4. Participate in weekly Green and Grey Wednesdays
- B. SuperFans attend as many games as possible, contribute to the game experience in a positive way by cheering on the Greyhounds, and support student athletes
- C. Involvement on a greater extent is applicable, given sign up for the email list (superfans@loyola.edu), and/or friending Loyola Superfans on Facebook and/or following @HoundSuperFans on Twitter, and/or following @HoundSuperFans on Instagram.

VI. MERCHANDISE

- A. Merchandise Design
 - 1. All merchandise should include the SuperFans logo
 - 2. The board reserves the right to decide where the logo is placed on a case by case basis
 - 3. All SuperFans promotional items will adhere to SuperFans design guidelines and will be approved by the SuperFans advisor
- B. Giveaway Protocol
 - 1. Giveaways are only valid for current, ticket-holding students
 - 2. One per person

3. Members of the board will also receive all giveaway items
 4. The advisor reserves the right to change standards for giveaway eligibility
- C. SuperFans Executive Board Merchandise
1. Complimentary SuperFans shirts are given to members of the board
- D. Selling Merchandise
1. Merchandise can be sold at specific games, on the quad/in the Boulder Atrium when scheduled in advance with the offices of student activities and events services
 2. Occasionally, merchandise that is sold may be available during business hours in the office of student activities.

VII. CO-SPONSORSHIPS

- A. Any SuperFans co-sponsorship or collaboration with another campus department or student organization must have the goal of promoting Loyola Greyhound athletics or the SuperFans mission
- B. Co-sponsorships include but are not limited to the Student Government Association, ALANA Services, Messina, Student Engagement, Relay for Life, etc.
- C. The campus outreach coordinators are responsible for working with campus departments and student organizations in order to successfully develop and implement co-sponsored programs

VIII. COMMUNICATIONS/FILE STORAGE

- A. Communications
 1. Communications amongst the executive board will be conducted within a hierarchy system. If communication is necessary between the advisor and the executive board, the advisor may directly contact the president and/or vice president to relay that message. However, the advisor may also elect to email the executive board through e-mail, or whatever way communication is most easily utilized.
 2. Communication amongst the executive board can be conducted through a group message system, such as a group text message, e-mail chain, or conference call.
 3. Communications with the student body will be conducted through social media outlets, as well as e-mail.
 4. All members of the executive board can communicate directly with the advisor if they wish, or they can discuss something with the president or vice president for them to bring to the advisor, if desired.
 5. All the above statements apply only to communications when outside of a scheduled meeting or event. When the executive board is in session at a meeting, everyone may talk freely amongst each other in an ordered way. The advisor, nor the president, must introduce a subject for it to be discussed. If any member of the executive board has an idea or motion, they can bring it forward openly.
- B. File Storage
 1. SuperFans file storage is housed within the student activities office shared drive. It is the advisor's job to make sure that this information is managed year-to-year.
 2. The advisor will be responsible for keeping any logo, whether it is the Loyola Athletics logo, SuperFans logo, or the Patriot League logo. This will be to ensure that the copyrights and trademarks of the logos are not compromised.
- C. Website
 1. The advisor and graduate assistant are responsible for updating and managing the SuperFans website

2. The website should be used to share information with the general student body as well as be a location point for Loyola students to sign up to receive emails via the module widget located in the menu of the SuperFans webpage
3. The website should be linked to from the general Athletics webpage.

IX. ADDITIONS/MODIFICATIONS/DELETIONS

- A. Any additions, modifications, and/or deletions to this constitution must be submitted in writing to the entire executive board for review.
- B. Any additions, modifications, and/or deletions should be developed in accordance with the guiding philosophy of the mission of SuperFans.
- C. Approval or rejection of any additions, modifications, and/or deletions must be discussed by the entire executive board and subsequently voted upon in accordance with the voting guidelines and processes outlined in Section IV.C.
- D. Final approval or rejection of any addition, modification, and/or deletion must be submitted to the advisor for final review and approval or rejection.