

CONSTITUTION OF
THE UNIVERSITY MANAGEMENT &
BUSINESS RESEARCH ASSOCIATION
EFFECTIVE: APRIL 1, 2014

ARTICLE I.

Organization Name: Official: The University Management And Business Research Association
Abbreviated: UMBRA, pronounced ūm'brā

ARTICLE II.

Statement of Purpose: UMBRA is an academic organization that develops innovative, comprehensive recommendations for local businesses and university departments through two industry-proven methodologies: Lead User Identification and Design Thinking. Every semester, UMBRA's members serve the community by creating these recommendation reports for free with the overarching goal of having an immediate, positive impact.

By completing these projects, members gain a unique entrepreneurial skillset while building upon their creativity, problem-solving, and leadership capabilities.

ARTICLE III.

Membership:

Eligibility:

1. Membership shall be open to students of The University of Texas at Austin regardless of race, color, national origin, religion, sex, sexual orientation, age, disability or veteran status.
2. Membership is limited to undergraduate students, save faculty advisors.
3. To comply with McCombs Associated Student Organization mandates, UMBRA will maintain a business student to non-business student ratio of 70:30.
4. UMBRA is exclusive with membership capped at 24 students plus one faculty advisor.
5. Dues are \$10.00
6. 3.20 cumulative GPA.

Membership process:

1. In order to become a member ("Associate") of UMBRA, an online application found at www.texasumbra.org will first be filled out.
2. Once the application period has ended, the Executive Board will review the candidates' responses and select those to be interviewed.
3. Candidates will be notified by email whether or not they were accepted into UMBRA two days after the final interview was conducted.

Active Members/Associates

1. New members begin as an Associate for their first semester—a trial period, essentially. Associates cannot run for Officer Board positions or start/run subcommittees.
2. Associates who complete the first semester (and wish to continue) are automatically promoted to Lead Associates and are able to run for Officer Board positions and start/run committees.
3. All members must maintain at least a cumulative 3.20 GPA.

ARTICLE IV.

Officer Board: UMBRA will have an Officer Board of six positions: President, Chief of Operations, Director of Finance, Director of Technology and Research, and Director of Communications, and Director of Media and Events. The President and Chief of Operations are elected officers who then co-appoint the four respective Directors. Eligibility for all Executive Board positions is limited to Lead Associates (as stated in Article III).

Terms:

1. All officer positions have terms of one year, beginning and ending May 2nd. There will be a two-week training period during the last half of April for newly elected/appointed officers.
2. There are term limits of two years for each specific position.
3. If an officer is objectively failing to fulfill the position’s responsibilities, the Officer Board can unanimously vote for their removal.
 - a. President will bring the issue to the officer-in-question and discuss resolution and/or dismissal.
4. Founding officers (Fall 2014 Executive Board) may take over and hold positions indefinitely if the current officer is failing to fulfill the position’s responsibilities. This rule nullifies in May 2016.

Along with the responsibilities described in Articles III and V, all officers must maintain an aggregate binder of information pertinent to their position for continuity.

ARTICLE V.

Officer Board: Executive Officers – Elected positions with principal leadership roles

President

- Facilitate, create agendas for both general and officer meetings
- Develop UMBRA vision, goals, and objectives
- Perform project due diligence and quality assurance
- Perform all mandatory MASO requirements
- Utilize and monitor executive email address
- Assign ad hoc tasks to officers and members as needed
- Enforce the Constitution and dutifully execute the Curriculum
 - Responsible for adherence to UMBRA’s Code of Ethics

Chief of Operations

- Maintain and update the membership roster in an organized fashion
- Take weekly minutes at meetings
- Utilize administrative email
- Facilitate meetings and other necessary duties in absence of President
 - Attend MASO meetings
- Determine the needs for weekly meetings (appropriations)
- Reserve meeting spaces, keeping in mind the time preferences of members

Directors – Executive-appointed positions with core functions

Director of Finance

- Manage financial accounts—on and off campus—in accordance with GAAP
- Collect dues and accept cash, check, and card (Square)
- Facilitate all purchases and reimbursements on UMBRA’s behalf
- Manage corporate sponsorship packages
- Develop a general semester budget

Director of Technology and Research

- Manage, update website including the blog (entries relate to current project)
 - Blog purpose is to illustrate thought leadership
- Manage Hornslink account
- Find and aggregate secondary research for each project as it is requisite
 - Disseminate research during Phases 1-4
- Identify new technologies and systems that will improve UMBRA, as needed

Director of Communications

- Conduct outreach to potential clients: companies, departments, etc.
 - Curate list of current clients and maintain relations
- Track adoption and usage of past recommendations
- Manage social media, primarily Twitter
- Preside over elections of Executive Officers

Director of Media and Events

- Organize 1-2 social events per semester for members
- Facilitate members' input on how UMBRA is meeting their needs
 - Analyze results and bring related recommendations to Board
- Organize UMBRA recruitment process
 - Update and manage online application
 - Set up interviews
- Capture and record UMBRA activities—photos and video

Non-Student – Board appointed position with broad, non-voting involvement

Faculty Advisor

- Provide knowledge and expert opinion
- Connect UMBRA with relevant personal network
- Advocate for UMBRA as appropriate

ARTICLE VI.

Meetings:

There are two types of meetings: general meetings are to progress through the Curriculum and officer meetings of the Executive Board.

- General meetings will last anywhere from 45-75 minutes, depending on the rate UMBRA is going through the Curriculum. They will occur weekly on the same day, time and place, which will be determined by the Executive Board (booked by the President). The President or Chief of Operations will facilitate meetings.
- Officer meetings will typically take place after general meetings and last approximately 30 minutes. The President is responsible for producing agendas for these meetings.
- Recommended meeting with McCombs Office of Student Life, biweekly.
- Attendance at 75% of meetings is required for Officers; 60% for Associates.

ARTICLE VII.

Amendment Method for Constitution and Curriculum:

All amendments, constitutional or curricular, can be proposed at officer meetings by any member of the Officer Board.

Curriculum amendments must stay true to IDEO's Design Thinking methodology and 3M's Lead User strategy. Additionally, amendments must foreseeably improve UMBRA's process, brand, and/or network.

ARTICLE VIII.

Dissolution:

The succession of officers in the event of permanent incapacitation, resignation, or removal:

1. President
2. Chief of Operations
3. Director of Finance
4. Director of Communications
5. Director of Technology and Research
6. Director of Media and Events

In the event all of the Executive Board is unable or unwilling to serve, UMBRA will be dissolved, and its remaining funds will be donated to the Student Endowed Centennial Lectureship.

ESTABLISHMENT AND RENEWAL OF UMBRA: CONSTITUTION

APPROVAL SIGNATURES

EXECUTIVES

President

Date

Chief of Operations

Date

DIRECTORS

Finance

Date

Communications

Date

Technology and Research

Date

Media and Events

Date