



The Associated Students of New Mexico State University

MSC 7110, P.O. Box 30001 | Las Cruces, NM 88003

T. 575.646.4415 | F. 575.646.5596

asnmsu.nmsu.edu

Office of the Attorney General

Official Opinion

TO: Awlen Salazar, *ASNMSU Senator*

FROM: Devon Harrison, *ASNMSU Attorney General*

DATE: July 1st, 2024

Subject:

Clarification of the Legality of Adding Requirements for Familiarity with Apps such as ‘Canva’, ‘Adobe’, etc., as Qualifications for Executive Director of Public Relations and Assistant Director of Public Relations.

Applicable Bylaw:

ASNMSU Bylaws:

3-8-23. ASNMSU ASSISTANT DIRECTOR OF PUBLIC RELATIONS

The duties and responsibilities of the ASNMSU Assistant Director of Public Relations are as follows:

- A. To assist the ASNMSU Executive Director of Public Relations with the **production of advertisements** for the department and the rest of the ASNMSU:
 1. Should the ASNMSU Executive Director of Public Relations have a conflict of interest in this matter, the ASNMSU Assistant Directors of Public Relations shall be fully responsible for **producing such ads**.
- B. To **develop the ASNMSU outreach presentations** as needed by the ASNMSU Executive Director of Services and Executive Director of Community Outreach; and



The Associated Students of New Mexico State University

MSC 7110, P.O. Box 30001 | Las Cruces, NM 88003

T. 575.646.4415 | F. 575.646.5596

asnmsu.nmsu.edu

- C. To perform any other duties assigned by the ASNMSU Executive Director of Public Relations; and
- D. To be responsible for drafting or creating all press releases concerning the ASNMSU, ASNMSU sponsored events, and other projects deemed appropriate by the ASNMSU Director of Public Relations, ASNMSU Chief of Staff, or the ASNMSU President; and
- E. All Las Cruces and surrounding areas shall receive press releases as deemed necessary by the ASNMSU Executive Director of Public Relations, ASNMSU Chief of Staff, or the ASNMSU President; and
- F. To serve as the liaison with NMSU University Communication; and
- G. To assist in managing and updating all ASNMSU social media accounts; and
- H. To give public notice of any policy-making body; and
- I. Transmit public address material to the ASNMSU Assistant Director of Public Relations Webmaster, to make public on the ASNMSU website and ASNMSU Crimson Connection page as necessary; and
- J. To record and keep a visual record of any ASNMSU policy-making meeting.

3-8-25. SPECIFIC QUALIFICATIONS FOR EXECUTIVE DIRECTOR AND ASSISTANT DIRECTOR OF PUBLIC RELATIONS

Applicants for the positions of ASNMSU Executive Director of Public Relations or Assistant Director of Public Relations, in addition to the qualifications outlined in the ASNMSU Executive Student Leader Qualifications Act, should have skills in design and web editing, including:

- A. Applicants should be proficient in Adobe software such as Illustrator and Photoshop; and
 - B. Applicants should be proficient in all platforms of social media; and
-



The Associated Students of New Mexico State University

MSC 7110, P.O. Box 30001 | Las Cruces, NM 88003

T. 575.646.4415 | F. 575.646.5596

asnmsu.nmsu.edu

Opinion Rendered:

Legally, there are no barriers to adding specific qualifications, such as familiarity with Canva and Adobe, for the positions of Executive Director of Public Relations and Assistant Director of Public Relations. The ASNMSU Bylaws outline specific qualifications for various positions and do not prohibit the addition of new qualifications.

Your proposed qualifications are reasonable and align with the responsibilities of Public Relations roles, which include drafting and creating press releases, producing advertisements, and developing outreach presentations. Canva and Adobe are relevant tools for these tasks.

Furthermore, Adobe is already mentioned in Bylaw 3-8-25 A., indicating that familiarity with such tools is already considered appropriate. Adding Canva and other similar software as additional qualifications is a logical extension.

While reviewing this matter, I noticed that Bylaw 3-8-25 B. ends with ‘; and’, suggesting an opportunity to add a point C. Alternatively, you could incorporate your proposed qualifications into point A. and correct the grammatical inconsistency by ending B. correctly.

Devon L. Harrison - he / him / his

ASNMSU Attorney General

Email: asnmsuag@nmsu.edu

Phone: (575)-703-4082

