



Republic of the Philippines  
**CAVITE STATE UNIVERSITY**  
Imus Campus  
Student Development Services  
**CENTRAL STUDENT GOVERNMENT**  
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**Resolution No. 023, A.Y. 2025 – 2026**  
**A RESOLUTION STRUCTURING THE CREATIVES COMMITTEE**

**WHEREAS**, the Central Student Government (CSG) recognizes the vital role of its committees as integral bodies that ensure the organized, timely, and effective execution of the organization's initiatives; and that the Creatives Committee, in particular, serves as the primary body that upholds the CSG's visual identity and strengthens its communication, publicity, and student engagement efforts across all platforms;

**WHEREAS**, the structuring of the Creatives Committee aims to expand its scope to include additional creative and operational functions, ensuring improved quality, alignment, and efficiency in all materials and outputs produced for the CSG's programs, projects, and initiatives;

**WHEREAS, Article VII, Section 2(e)** of the CSG Constitution and By-Laws provides that the President "shall have the power to appoint members of the council and other different committees.";

**WHEREAS**, under the structured framework of the Creatives Committee, the Public Relations Officer (PRO) shall serve as the overall Head of the Committee, while the Committee Head shall be elected from the Student Academic Program Ambassador;

**NOW, THEREFORE, BE IT RESOLVED**, that the structuring of the Creatives Committee, as reviewed and approved by the CSG President and the Executive Board, is hereby adopted to clearly define its functions, duties, and responsibilities, ensuring organized workflow, accountable leadership, and effective execution of all creative and technical operations under the Central Student Government:

**Section 1. Committee Divisions and Units.**

The Committee shall be composed of two (2) divisions, each performing specific creative and operational functions:

- a. **Multimedia Division** - This division shall handle all visual, digital, and documentation-related outputs of the CSG. It shall consist of:
  - i. **Creatives Unit** – Responsible for design conceptualization, layout creation, publication materials, and digital graphics used for official announcements, campaigns, and visual branding.
  - ii. **Documentation Unit** – Responsible for photo and video coverage, post-event documentation, and archiving of all CSG activities for record-keeping and publicity purposes.

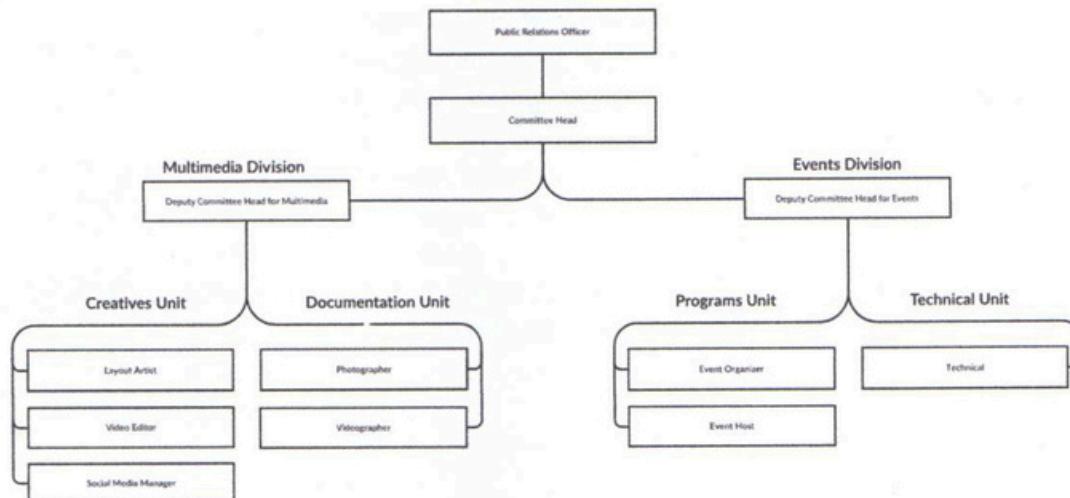
- b. **Events Division** - This division shall manage the creative and technical requirements of CSG events and on-site operations. It shall consist of:
- i. **Programs Unit** – Responsible for event program design, stage flow management, and coordination of creative elements during CSG-led activities.
  - ii. **Technicals Unit** – Responsible for audio-visual setup, lighting, equipment handling, and overall technical support during CSG events and productions.

## **Section 2. Heads and Composition.**

The Creatives Committee shall be headed by the Public Relations Officer (PRO), who shall serve as the overall Head responsible for its direction, supervision, and alignment with the objectives of the Central Student Government (CSG).

An elected Committee Head from the Student Academic Program Ambassador shall serve as the overseer and manager of the overall functions of the committee.

**Section 3. Structure and Titles.** The official titles of the members and officers of the Creatives Committee shall be as follows:



## **Section 4. Duties and Responsibilities**

### a. **Overall Head**

- i. Oversees the overall operations of the Creatives Committee, ensuring organized workflows, timely outputs, and alignment with the CSG's goals and communication directives.
- ii. Collaborates with the Committee Head to ensure that creative, publication, and technical projects reflect the Student Government's identity and mission.
- iii. Provides guidance and performance feedback to the Committee Head and members to foster productivity, accountability, and skill development.
- iv. Presides over committee meetings and represents the Committee during General and Special meetings.

ARMAND G. ATOM, Jr.  
01/05/2024

- v. Protects and upholds the interests of the Committee.

**b. Committee Head**

- i. Leads the planning, supervision, and evaluation of all creative, publication, and technical projects to maintain high standards of quality, consistency, and innovation.
- ii. Ensures the proper management and safekeeping of all creative assets, files, and documentation for accessibility and future use.
- iii. Leads the planning, supervision, and evaluation of all creative projects, publications, and technical productions to maintain quality and innovation.
- iv. Provides guidance and performance feedback to Committee members to promote productivity, accountability, and skill development.

**c. Layout Artist**

- i. A maximum of eight (8) Layout Artists may be appointed under the Creatives Unit.
- ii. Produces publication and promotional materials , including posters, tarpaulins, event banners, social media graphics, and stage layout concepts aligned with CSG initiatives.
- iii. Prepares and assembles visual materials for events and campaigns, including printing, cutting, and putting together posters, tarpaulins, banners, and other promotional materials.
- iv. Maintains, safeguards, and organizes all visual identities, logos, templates, and other design elements used for official CSG branding and publications.
- v. Ensures proper use, version control, and accessibility of visual assets for publications, events, and campaigns in compliance with CSG branding guidelines.
- vi. Show strong visual judgment, accuracy in design execution, and the ability to meet set deadlines while maintaining clarity and quality in all outputs.

**d. Video Editor**

- i. A maximum of three (3) Video Editors may be appointed under the Creatives Unit.
- ii. Produces and edits video content, including motion graphics and multimedia materials, for events, promotions, and social media, ensuring technical accuracy, smooth flow, high-quality outputs, and alignment with the CSG's message and visual identity; this includes reviewing, trimming, and arranging raw footage, refining audio and visual elements, and adding effects or transitions to create polished, professional videos.
- iii. Reviews captured footage to assess its quality and relevance, determining whether it can be used as is or requires reshooting to meet the project's standards and objectives.
- iv. Be capable of producing video materials for events, promotions, and social media content that effectively convey the message and visual identity of the CSG.

- v. Exhibit strong attention to detail, technical accuracy, and the ability to meet production deadlines while maintaining clarity, flow, and quality in all outputs.

**e. Social Media Manager**

- i. A maximum of two (2) Social Media Managers may be appointed under the Creatives Unit.
- ii. Manages and monitors the CSG's social media accounts, responding to messages and inquiries on the Facebook page, and delivering official communications on behalf of the CSG in a timely and professional manner.
- iii. Crafts and publishes captions for social media and other platforms that effectively engage audiences, capture attention, and convey information clearly while aligning with the CSG's message and tone.
- iv. Responsible for planning, creating, scheduling, and publishing posts across official social media platforms, ensuring clarity, consistency, and engagement in all communication efforts.
- v. Must maintain responsiveness, creativity, and timeliness in managing social media activities and other communication-related tasks.

**f. Photographer and Videographer**

- i. A maximum of four (4) members may be appointed under the Documentation Unit.
- ii. Responsible for capturing, producing, and editing high-quality photos and videos for events, campaigns, projects, and social media use, ensuring each output effectively represents the CSG's identity and activities.
- iii. Color-grades, sorts, and systematically stores photos and videos to ensure organized and accessible media archives for future use.
- iv. Must ensure all camera equipment is functional and well-maintained, perform basic troubleshooting, and manage captured media by organizing, selecting, and securing only high-quality and usable files for storage and publication.

**g. Event Organizers**

- i. A maximum of three (3) Event Organizers may be appointed under the Programs Unit.
- ii. Responsible for organizing and managing programs, events, and campaigns, ensuring that all activities are well-planned, coordinated, and efficiently executed in alignment with the CSG's objectives.
- iii. Develop and prepare event schedules and activity proposals for planned activities.
- iv. Prepares and canvasses a list of materials needed for the preparation and execution of events.
- v. Must demonstrate professionalism, adaptability, and attention to detail in executing assigned event-related tasks.

**h. Event Hosts**

- i. A maximum of three (3) Event Hosts may be appointed under the Programs Unit.

- ii. Responsible for hosting and facilitating events, programs, and campaigns, ensuring a smooth program flow, clear communication, and active audience participation throughout each activity.
- iii. Prepares host scripts and ensures they align with the event's theme, objectives, and overall atmosphere.
- iv. Coordinates with other members and officers for proper sequencing and transitions, and performs other hosting or event-related tasks as directed.

**i. Technical Operators**

- i. A maximum of five (5) Technical Operators may be appointed under the Technical Unit.
- ii. Prepare and set up audio-visual equipment for events, ensuring all devices are properly used, operated, and optimized throughout the activity.
- iii. Maintain and keep an updated inventory of all audio-visual equipment of the Student Government to ensure each item remains functional, well-managed, and in proper condition.
- iv. Prepare technical scripts to guide the accurate and timely execution of audio and visual elements during events.
- v. Select and prepare appropriate music and audio tracks to be used during programs, ensuring they match the event's theme, atmosphere, and flow.

**BE IT FINALLY RESOLVED**, that the Creatives Committee be formally structured to establish a more efficient framework that ensures organized workflow and effective execution of all creative and technical operations within the organization, including its expanded operations and the inclusion of additional units to carry out its broadened responsibilities, and that this resolution, having been approved by the CSG President and the Executive Board, shall take immediate effect.

Signed in Cavite State University – Imus Campus on the 10th day of December 2025.

**CENTRAL STUDENT GOVERNMENT**  
Executive Board of Officers

  
**NATHANIEL R. GIL**  
President

  
**KEN B. LENTEJAS**  
Vice President for Internal Affairs

  
**JOHN JEFFERSON M. DE LEON**  
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Auditor

**KENN HARVEY F. BROCOY**  
Public Relations Officers

Recommending Approval:

**ALFE M. SOLINA, DBA**  
CSG Adviser

**JENNY DANICA P. ABAYARI, MAEd**  
CSG Adviser

**ARMAND G. ATON, Ph.D**  
SDS Coordinator

Approved:

**KAREN M. TILAN, MAEd**  
OSAS Head