

# **Standard Operating Procedures for a *Paydirt* Layout Editor**

Written October 13th, 2021 || Last Updated October 13th, 2021

**Introduction:** In Section 5.3.4 of the 2021-2022 SGA Constitution, it is stated that: “There shall be a *Paydirt* Editor in Chief appointed by the President and confirmed by the Senate by two-thirds ( $\frac{2}{3}$ ) majority vote, who shall be responsible for running the student newspaper of NMT. The Editor-in-Chief shall be responsible for obtaining content and hiring and maintaining a staff to assist in the duties of the office.” This is also reiterated in the approved Standard Operating Procedures of the EiC, in which it is stated in Primary Function #1 that it is the duty of the EiC: “To hire and manage a team of journalists, layout editors, and photographers. The *Paydirt* team currently consists of the EiC, two Journalists, a Layout Editor, and a Photographer.” Thus, the powers and responsibilities of the *Paydirt* Layout Editor position are as follows, written by the Editor-in-Chief.

## **Primary Functions of the Layout Editor:**

1. To attend weekly meetings with other *Paydirt* members.
2. To communicate with other *Paydirt* members via the communication channels selected by the EiC.
3. To design each issue of *Paydirt* in a timely, creative, and organized manner. To submit these into the team’s Google Drive.
4. To update the *Paydirt* website. To design ads if needed.
5. To work with the EiC and other members of *Paydirt* to complete reasonable tasks not explicitly stated in this document, as needed.

## **Descriptions of Functions:**

### **1. To attend weekly meetings with other *Paydirt* members.**

These meetings are decided upon by the Editor-in-Chief after taking into account the schedules and preferences of every team member. They should be held as early in the week as possible so as to provide as much time as possible for members to understand and complete their various tasks. Sample articles could cover SGA news, campus research, student clubs, etc. Layout ideas could include image placement, color choice, reading flow, etc. Photo ideas could include campus events, student clubs, hiking locations for filler photos, etc. Every team member should understand their responsibilities at the end of every meeting. It is the duty of the *Paydirt* Layout Editor to ensure they understand these responsibilities by asking questions during the meeting. They should also contribute their own ideas for the upcoming issue, especially when brainstorming layout ideas. The *Paydirt* Layout Editor should treat each other member with respect and with an openness for new ideas.

**2. To communicate with other Paydirt members via the communication channels selected by the EiC.**

The EiC of *Paydirt* selects a communication channel that best works for the team. It is the responsibility of all members, including the *Paydirt* Layout Editor, to utilize this channel to communicate with the EiC and other members about matters relating to *Paydirt*, such as for photo placements or accreditation.

**3. To design each issue of Paydirt in a timely, creative, and organized manner. To submit these into the team's Google Drive.**

This is the most important and prevalent function of the *Paydirt* Layout Editor. Currently, *Paydirt* uses the Adobe InDesign and Photoshop softwares provided through New Mexico Tech to design issues. The Layout Editor should have good knowledge of the software, and should always look for ways to increase their proficiency. This can be done by trying new designs in issues, provided the end result is up to par. When creating issues, the Layout Editor should observe previously designed issues and consult the EiC. The focus should be on making the issue look appealing, so that the content within its pages makes its way to the audience. When completed, the issue should be saved as a rough draft and put into the *Paydirt* Google Drive. The due date for these drafts are set by the EiC, but they should be completed in time so that the EiC and other members can gloss over the issue and note mistakes before the EiC edits the issue and sends it to be printed. The Layout Editor should take note of any suggestions or information provided by team members on how they desire their content to be presented.

**4. To update the Paydirt website. To design ads if needed.**

The *Paydirt* Layout Editor is also responsible for updating the *Paydirt* website. Currently, this is hosted on an official New Mexico Tech server and website. The Layout Editor should watch relevant tutorials for the Omni CMS software to educate themselves for this purpose. Any questions should be directed to the current Digital Media Manager at Tech. Questions regarding the design of the website should be directed towards the EiC. The *Paydirt* Layout Editor might also need to design advertisements for advertisers that have not created their own ads. This should be an infrequent event as it costs the advertiser extra for this service. These ads should be minimal in design as they are done for outside organizations, but must still truthfully and respectfully convey what the advertiser wants.

**5. To work with the EiC and other members of Paydirt to complete reasonable tasks not explicitly stated in this document, as needed.**

The *Paydirt* Layout Editor may be required to complete additional tasks from time to time that have not been outlined in this SOP. Examples could include training others, showcasing and explaining ads to advertisers, and designing layouts for *Paydirt* projects that are not the typical issues. These are all abnormal tasks, but reasonable ones. The *Paydirt* Layout Editor should work with their teammates as needed to complete these in a timely manner as they would any other task.

Adopted by the NMTSGA Senate on the \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.