

ASSOCIATED STUDENTS OF THE UNIVERSITY OF HAWAII AT MĀNOA
2465 Campus Road, Campus Center 211A
Honolulu, HI 96822

SENATE ACT 10-16

TO APPROPRIATE FUNDING FOR AN ADVERTISEMENT IN UH MĀNOA'S 5TH ANNUAL OFFICIAL VISITOR'S GUIDE

BE IT ENACTED BY THE UNDERGRADUATE STUDENT SENATE

SECTION I. PURPOSE

The purpose of this bill is to appropriate funding for an ad in the UH Mānoa's Official Visitor's Guide. Published annually and distributed year-round, the Visitor's Guide is one of the University's primary print marketing tools. This will be the fifth annual edition of the Guide, which the University created to attract new students and to educate incoming and returning students about the local community. Distributed at various UHM events and locations, such as recruitment fairs, school visits, orientations, the Bookstore, and student services offices, the Guide reaches new, ongoing, and prospective students, parents, faculty/staff, and other campus visitors.

To increase visibility and name recognition, the Associated Students of the University of Hawai'i at Mānoa (ASUH) will be purchasing a full-page advertisement in the new Visitor's Guide. This ad describes the mission of ASUH and summarizes some of the Senate's most recent initiatives.

The money appropriated with this bill will pay Campus Publishers for the inclusion of an ASUH full-page advertisement.

SECTION II. APPROPRIATIONS

A total of \$2,400.00 shall be appropriated from the Senate Account 3325232 (University Programs, Services and Support).

Campus Publishers\$2,400.00

Total.....\$2,400.00

SECTION III. PROVISIONS

It will be the duty of the External Affairs Committee to generate and approve said advertisements.

SECTION IV. Any unexpected or unencumbered balance of any appropriation of this act as of the close of business on May 4, 2016 shall lapse into Senate Account #3325232.

SECTION V. The Treasurer is authorized to draw upon said account.

SECTION VI. This act shall take effect upon approval.

ROLL CALL VOTES

Aye(s): Vice President Kamoshida, Treasurer Takara, Secretary Tagaban Senators-at-Large Callihan, Dela Cruz, Mitsui, Nishihara, Senators Barrow, Baxa, Bui, Bui Pham, Candelario, Caramat, Garma, Hinshaw, Jimenez, Kim, Lao, Lawi-an, Lopez, Omokawa, Ryan, Samiano, Sevilla, Shon, Simeroth **[27]**

Naye(s): [0]

Abstention(s): [0]

Introducer: Sierra Callihan , Chairperson, Committee on External Affairs