

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

SENATE ACT 04-23

TO APPROPRIATE FUNDING FOR AN ADVERTISEMENT IN UH MĀNOA’S OFFICIAL VISITOR’S GUIDE

BE IT ENACTED BY THE UNDERGRADUATE STUDENT SENATE:

SECTION I. PURPOSE

To appropriate funding for an ad in the UH Mānoa’s Official Visitor’s Guide. The ad is published annually and distributed year-round. The visitor’s guide makes a great impact in the promotion of ASUH as it is one of the university’s primary print marketing tools. This will help attract new students and educate incoming and returning students about the local community and about the campus. The visitor’s guide will be distributed at various UH Mānoa events and locations (e.g. recruitment fairs, school visits, orientations, bookstores, and student services offices). The visitor’s guide will reach 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 annual visitor’s guide. This ad describes the mission of ASUH and summarizes some of the Senate’s most recent and past initiatives. The money appropriated with this bill will pay Momentous Campus Media for the inclusion of an ASUH full-page advertisement.

SECTION II. APPROPRIATIONS

A total of \$2,490.00 shall be appropriated from Senate Account #3325232 (University Programs, Services and Support).

Full Page - University of Hawaii Visitor Guide

Momentous Campus Media.....\$2,490.00

Total.....\$2,490.00

SECTION III. Any unexpended and unencumbered balance of any appropriation of this Act, as of the close of business on May 4, 2023 shall lapse into Senate Account #3325232.

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

SECTION V. This act shall take effect upon approval by the Senate.

INTRODUCED BY

Jason Chen, Chairperson for the Committee on Finance

Quinn Goo, Chairperson for the Committee on External Affairs

APPROVED AND ADOPTED BY THE 110TH SENATE ON THE 23th of SEPTEMBER 2022

ROLL CALL VOTE TO APPROVE SENATE BILL 04-23: TO APPROPRIATE FUNDING FOR AN ADVERTISEMENT IN UH MĀNOA'S OFFICIAL VISITOR'S GUIDE

Aye(s): Vice-President Kasal-Barsky, Acting Treasurer Dizon, Secretary Crowell, SAL Chen, Senator Goo, Sen Kim, Sen Kirwan, Sen Lum [8]

Naye(s): [0] **Abstention(s):** [0]