

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

SENATE ACT 05-19

To Appropriate Funding for an Advertisement in UH Mānoa's 9th Annual 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 great impact to the promotion of ASUH as it is one of the university's primary print marketing tools. This will be the ninth annual edition of the guide and 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, bookstore, 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 visitors 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 Campus Publishers for the inclusion of an ASUH full-page advertisement. Print circ is 30,000, and the advertisement is from November 2018 – November 2019.

SECTION II. APPROPRIATIONS

A total of \$2,400.00 shall be appropriated from 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.

Appropriations shall be pending the approval of the ASUH Budget with required signatures.

SECTION IV. Any unexpended and unencumbered balance of any appropriation of this Act, as of the close of business on May 1, 2019 shall lapse into Senate Account #3325232.

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

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

ROLL CALL VOTE TO ACCEPT SB 05-19

Aye(s): Vice President Simeona, Treasurer Honda, Interim Secretary Sakamoto, Senators-at-Large Kim, Li, Negrillo, Senators Balico, Creadick, Dunham, Ganoy, Hortizuela, Juliano, Oshiro, Ramirez **[14]**

Naye(s): [0]

Abstention(s): [0]

Introducer: Starshine Chun, Senator-at-Large