

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

SENATE ACT 02-21

**TO APPROPRIATE FUNDING FOR AN ADVERTISEMENT IN UH MĀNOA’S 11TH ANNUAL
OFFICIAL VISITOR 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. The ad is published annually and distributed year-round. The visitor’s guide brings great impact to the promotion of ASUH as it is one of the university’s primary print marketing tools. The total readership of the visitor’s guide, which includes the print magazine, website, and mobile web app, is approximately 120,000. This will be the eleventh annual edition of the guide and will help attract new students while educating incoming and returning students about the local community and the campus environment. 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, continuing, 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 circulation of the guide is 30,000 units. The distribution period is from November 2020 through November 2021.

SECTION II. APPROPRIATIONS

A total of \$2,600.00 shall be appropriated from Senate Account #3325232 (University Programs, Services and Support).

Advertisements.....\$2,600.00

Total.....\$2,600.00

SECTION III. PROVISIONS

The ASUH Committee on External Affairs shall be in charge of the design and approval of the advertisement.

SECTION IV. Any unexpended and unencumbered balance of any appropriation of this Act, as of the

close of business on May 5, 2021 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.

INTRODUCED BY:

Anna Chua, Chairperson, Committee on External Affairs Senator of the College of Arts and Sciences

ROLL CALL VOTE TO APPROVE SENATE BILL 02-21 FUNDING FOR ASUH AD IN VISITOR GUIDE

Aye(s): [20] Vice President Kim, Secretary Gogue, Treasurer Oshiro, Senator-At-Large Anuszezwska, Senator-At-Large Bowersmith, Senator-At-Large Kaeo, Senator Chua, Senator Columbres, Senator Crowell, Senator Hesia, Senator Garrett, Senator Keim, Senator Lee, Senator Pierce, Senator Regaspi, Senator Renteria, Senator Sabandal, Senator Shimizu, Senator Smith, Senator Tong

Naye(s): [0]

Abstention(s): [0]

APPROVED AND ADOPTED BY THE 108TH SENATE THE 16TH OF SEPTEMBER 2020