Resolutions Bill
S.13-R-005

Concerning the usage of the “SG Toolbox”

1. **Whereas** the University of Cincinnati Undergraduate Student Government is the official representative body of the undergraduate students attending the University of Cincinnati, and

2. **Whereas** a long-term problem of Student Government has been significant lack of advertising and the lack of information students have about the level of influence and activity of Student Government, and

3. **Whereas** marketing publicizes the existence of Student Government, the availability of Student Government representatives and the opportunities for students to get involved, and

4. **Whereas** the Lane|Maesa platform item of “refining current services so they work the way they should” would be served by making the existence, availability and function of Student Government more widely known, and

5. **Whereas** Student Government hosts multiple events every year that would benefit from the standardization of all Student Government marketing resources, and

6. **Whereas** an ad hoc SG Communication charrette consisting of multiple members of Student Government, including but not limited to the Student Government Marketing Director, Design Director, Public Relations Director, Web Director and multiple members of the Executive Team have created a Student Government Marketing Toolbox (“SG Toolbox”), and

7. **Whereas** the SG Toolbox contains capabilities, guidelines and contact information for all currently available Student Government marketing resources, and

8. **Whereas** the SG Toolbox is an evolving document that shall be updated as new resources become available, and

9. **Whereas** the SG Toolbox shall be made available to not just for Student Government members’ usage but to the entire University of Cincinnati community via the Student Government website (www.uc.edu/SG);

10. **Therefore be it resolved** that all members of Student Government familiarize themselves with the SG Toolbox, and

11. **Therefore be it further resolved** that the “SG Toolbox” shall be updated on at least an annual basis, but as frequently as necessary.

Respectfully submitted and endorsed by,

Maesa Idries
Student Body Vice-President

Respectfully endorsed by,

Lane Hart
Student Body President

Respectfully written and endorsed by,

Shyamal Ruparel
Senator Emeritus

Respectfully endorsed by,

Christina Beer
Marketing Director

PASSED

by U of C Student Senate
vote of M to 0

date 9-5-12

Sneaker