



COUNCIL RESOLUTION

STUDENT GOVERNMENT COUNCIL - MODESTO A. MAIDIQUE CAMPUS

Agenda Item: SR ~~1300~~¹³⁰¹ – A Resolution to Propose Improvements to the Marketing and Promotion of the FIU Name, Brand, and Merchandising

Date: 3/6/2017

Committee: Student Advocacy

Sponsors: Senator John Ukenye, Arts & Sciences; Senator Vanessa Berrios, Lower Division, Senator Jonathan Padilla, Housing, Senator Monica Reyes, Arts & Sciences, Senator Kayla Cox, Arts & Architecture

A Resolution to Propose Improvements to the Marketing and Promotion of the FIU Name, Brand, and Merchandising

BE IT ENACTED BY THE STUDENT GOVERNMENT COUNCIL OF FIU-MMC:

SECTION I: Policy

The proposals outlined in this Council Resolution are in compliance with the authority granted by Article III, Section 3.01 (a) and Section 3.01 (b), subsection (i), items (1) and (2) of the SGC-MMC Statutes, as well as Article III, Section 5.A.2 of the Student Government Association Constitution;

SECTION II: Terms

The following terms are defined as to ensure the legality of this resolution:

- a. "SGC-MMC" will hereby refer to the Student Government Council of the FIU Modesto A. Maidique Campus,
- b. The 'SGC-MMC Statutes' will hereby refer to the second most governing document of the SGC-MMC Student Government as used by the SGC-MMC Student Council,

SECTION III: Resolution

WHEREAS, the Senate of the Student Government Council of the FIU Modesto A. Maidique Campus ("SGC-MMC") understands the history and immense, steadfast growth of our University as it enters its fifty-second year;

WHEREAS, the Senate of SGC-MMC acknowledges the proposals outlined in the FIU BeyondPossible 2020 strategic plan set by University President Mark B. Rosenberg and FIU Board of Trustees Chairman Albert Maury;

WHEREAS, the Senate of SGC-MMC recognizes the quick and widespread public praise for the establishment of an FIU-related "Fan Zone" at the Target store at 10101 W Flagler St, Miami, FL 33172;

WHEREAS, the Senate of SGC-MMC believes that special attention should be paid to the marketing and selling of FIU products and merchandise outside of the territory of our campuses and satellite centers;



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WHEREAS, the Senate of SGC-MMC deems that the promotion of the FIU name through increased presence of merchandise across the Miami-Dade and South Florida communities, as well as the state of Florida, as crucial to the further expansion and reputation-building of the institution at-large;

THEREFORE, LET IT BE RESOLVED THAT, the Senate of SGC-MMC supports the following:

- a. Seeking to expand FIU's presence at the Target store at 10101 W Flagler St, Miami, FL 33172,
- b. Aiming to expand FIU's presence to other stores in our community such as Walmart and Dick's Sporting Goods, selling similar merchandise as seen in the aforementioned Target store and other FIU-branded items seen at the FIU on-campus Bookstores,
- c. Exploring the relationship between FIU and Victoria's Secret's "PINK" brand to potentially increase the variety of products offered,
- d. Include the FIU name and brand on a wider variety of low-cost merchandise such as plastic cups and pencil packs, to be sold at stores such as Publix, Walmart, and Office Depot,
- e. Partner with store locations across the state, such as North and Central Florida shops such as Cracker Barrel locations,
- f. Supporting initiatives towards retooling and updating FIU's presence on social media, especially YouTube and other video-sharing websites, for the purpose of showcasing current FIU events and recruiting new students,

THEREFORE, LET IT BE FURTHER RESOLVED THAT, the Senate of SGC-MMC urges the FIU Board of Trustees, the FIU Foundation Board, and all relevant committees to consider these proposals during their next regularly-scheduled meeting; **THEREFORE, LET IT BE FINALLY RESOLVED THAT**, copies of this resolution shall be distributed to the members of the FIU Board of Trustees, the FIU Foundation Board, and all relevant committees;

SECTION IV: Enforcement

This Resolution shall be presented the FIU Board of Trustees, the FIU Foundation Board, and all relevant committees on behalf of the student body by the SGC-MMC Student Government Council;

SECTION V: Implementation Date

This Resolution and its contents shall be authorized as approved and endorsed by the Senate into as signed by the Student-Body President of FIU-MMC;

SECTION VI: Enactment

All laws in conflict with this legislation are hereby declared null and void.



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<input checked="" type="checkbox"/> PASS	IN FAVOR: AGAINST: ABSTENTIONS		
<input type="checkbox"/> FAIL		Sasha Santi, Senate Speaker	
DATE: 3/06/2017		Alian Collazo, President	
AMENDMENTS:		<input checked="" type="checkbox"/> Enact	<input type="checkbox"/> Veto