**A RESOLUTION OF THE STUDENT GOVERNMENT ASSOCATION OF NORTHERN KENTUCKY UNIVERSITY, HIGHLAND HEIGHTS, KENTUCKY, REQUESTING NORTHERN KENTUCKY UNIVERSITY CONSIDER A LIST OF MARKETING INITIATIVES THAT WILL INCREASE SCHOOL SPIRIT AND STUDENT PRIDE.**

WHEREAS: The Northern Kentucky University Student Government Association acknowledges that with recent growth in: enrollment, adoption of stronger admission standards, increased student engagement, and reclassification to NCAA Division I status, among other things, has brought school spirit and student pride to unprecedented levels, and

WHEREAS: The NKU community has expressed strong support for capitalizing on this increased enthusiasm through additional marketing initiatives both on and off the Highland Heights campus, and

WHEREAS: “Improve the marketing of SGA and the branding of NKU” is a stated goal of the 2012-2013 Student Government Association, and

WHEREAS: President Geoffrey Mearns and the Board of Regents have expressed support for campus beautification through funding allocations ($75,000) for major beautification projects including landscaping at the roundabout, additional campus directories, and aesthetic improvements to campus bus stops, and

WHEREAS: The President also publicly expressed at his Spring Convocation a need to expand University marketing initiatives through additional support for marketing and advertising, and

WHEREAS: The continued growth and progress of the University will greatly depend upon effective and comprehensive marketing efforts in the Greater Cincinnati Metropolitan Area, as well as on NKU’s campus, and

WHEREAS: The Student Government Association recommends the University consider the following projects that we believe may enhance the marketing of the University:

* Gather student input on current and future campus beautification projects;
* Consider adding a large “NKU” (like that on Steely Library) to the Lucas Administrative Center facing John’s Hill Road;
* Consider adding a Norse Viking statue to the campus plaza.
* Enhance school spirit by exhibiting student artwork in appropriate campus facilities;
* Enhance school spirit by promoting university colors, logos, symbols and highlights prominently in academic and student support facilities;

**BE IT THEREFORE RESOLVED, ON THIS 11TH DAY OF FEBRUARY, 2013, THAT THE STUDENT GOVERNMENT ASSOCATION OF NORTHERN KENTUCKY UNIVERSITY, HIGHLAND HEIGHTS, KENTUCKY, REQUEST NORTHERN KENTUCKY UNIVERSITY CONSIDER THE LIST OF MARKETING INITIATIVES, AS OUTLINED IN THIS RESOLUTION, THAT WILL INCREASE SCHOOL SPIRIT AND STUDENT PRIDE**.

Signed:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Erik Pederson, President

Attest: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Clayton Castle, Senator

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John Jose, University Improvements Committee Chair