

A RESOLUTION OF THE STUDENT GOVERNMENT ASSOCIATION OF NORTHERN KENTUCKY UNIVERSITY, HIGHLAND HEIGHTS, KENTUCKY, REQUESTING THAT THE DEPARTMENTS OF MARKETING AND ATHLETICS COLLABORATE TO PRODUCE NKU REPLICA JERSEYS TO BE SOLD TO STUDENTS AND THE GENERAL PUBLIC.

WHEREAS: As of Fall 2012, Northern Kentucky University (NKU) has been transitioned to a Division 1 Athletics program joining first the Atlantic Sun Conference, then the Horizon League, and

WHEREAS: During their 2016-2017 season, the Men's Basketball team won 24 games, which is nearly 3 times the number of games they won the prior season, was awarded multiple Horizon League awards throughout the season, including Horizon League Player of the Week, Horizon League Freshman of the Week, and Horizon League Coach of the Year, and earned the title of Horizon League Champions advancing on to the NCAA Tournament in their first year of eligibility as the 3rd team to do so since 1970, and

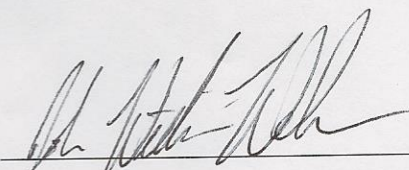
WHEREAS: During their Fall 2016 season, the Women's Soccer team earned the title of Horizon League Champions advancing on to the NCAA Tournament in their first year of eligibility, and currently the Baseball team is advancing in the Horizon League this season, and

WHEREAS: The Student Government Association (SGA) feels that the student body deserves to have proper game attire like that of other Division 1 Athletics in the state such as, Eastern Kentucky University, Western Kentucky University, Murray State University, Morehead State University, University of Louisville, and University of Kentucky, to show off their Norse pride at games and on campus and build the overall morale in the NKU community, and

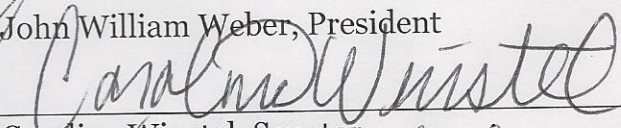
WHEREAS: A recent student-facilitated survey concluded from a collected sample of data that 97.6% of the students from the sample want to purchase an NKU replica jersey. Therefore, we can infer that most, if not all students would like to be able to purchase an NKU replica jersey. Over 80% of students that took this survey would be willing to pay a minimum of \$20 to a maximum of \$40, and

WHEREAS: Producing and selling jerseys would not only boost Norse pride for students and alumni, but it would continue the momentum of the success of our Athletics Program while promoting NKU's image and brand overall.

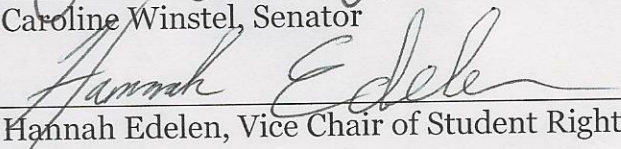
BE IT THEREFORE RESOLVED, ON THIS SEVENTEENTH DAY OF APRIL 2017 THE STUDENT GOVERNMENT ASSOCIATION OF NORTHERN KENTUCKY UNIVERSITY REQUESTS THAT THE DEPARTMENTS OF MARKETING AND ATHLETICS COLLABORATE TO PRODUCE NKU REPLICA JERSEYS TO BE SOLD TO STUDENTS AND THE GENERAL PUBLIC.

Signed: 

John William Weber, President

Attest: 

Caroline Winstel, Senator



Hannah Edelen, Vice Chair of Student Rights



STUDENT GOVERNMENT
ASSOCIATION