Senate Bill

To: The Student Senate of the University of North Dakota

Authors: Cole Bachmeier – President Chief of Staff

Sponsors: Michael Kelsch & Kaleb Dschaak – Residence Hall Senators

CC: Brandon Beyer - Student Body President, Blake Andert - Student Body Vice President, Cassie Gerhardt - Student Government Advisor, Andrew Frelich - Student Organization Funding Agency Advisor; Dr. Laurie Betting - Vice President for Student Affairs, Cara Halgren - Associate Vice President for Student Services & Dean of Students

Date: 08/31/16

Re: Student Government Name Tags

Whereas, the University of North Dakota (UND) Student Senate/Student Government is the representative body of UND’s students to administration, staff, and faculty, and

Whereas, UND Student Government also serves at a figurehead for the university, portraying the values, goals, and voice for UND both on and off campus, and

Whereas, Student Government often meets with important campus leaders, administration, ambassadors from other institutions, and government officials, and

Whereas, professionalism and university branding are important when associating with these various figureheads, both for the individual and UND itself, and

Whereas, one of the many ways to achieve this professionalism and branding stems from attire, and

Whereas, this attire can be improved with university name tags that provide an opportunity to market UND, and

Whereas, these name tags provide the universal UND identity to key stakeholders across the state/country, increasing UND’s presence when traveling to important functions like the state legislature/board of higher education, and

Whereas, other notable state institutions provide similar identification to its student government officials, and

Whereas, this identification/branding can be accomplished for a modest cost of $11.95 per name badge,

Whereas, the production of these badges can be created through the university’s approved name badge vendor;

Therefore, be it moved that UND Student Government allocates $370.45 ($262.90 for the 22 Student Senators, $83.65 for the 7 Standing Executive Team, $23.90 for the Chair and Vice Chair of SOFA) for
the purchasing of 31 magnetic name badges for UND Student Government for the sake of University branding on and off campus.

Brandon Beyer, Student Body President