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**S.B. 2017-2018**

**Date of First Reading: November 20, 2017**

**A Bill –**

**A Bill to be entitled “The I Have A Voice Marketing Campaign Authorization Act” relating to the creation of a social media campaign that recognizes Texas State students having a voice on campus.**

**WHEREAS:** Texas State is a University rich in diversity, talent, intellect, and students that represent all walks of life with a myriad of stories to tell; and

**WHEREAS:** Texas State Student Government has a commitment to serve all students at Texas State to the best of our ability; and

**WHEREAS:** It is thus the responsibility of Student Government to ensure that the voice of all Bobcats students are heard; and

**WHEREAS:**  Student involvement is critical to Student Government to make certain that Student Government is hearing the voice of the students; and

**WHEREAS:**  Since social media has proven to be an effective medium between the student body and Student Government, it is important to utilize this platform; and

**WHEREAS:**  Through various programs implemented in the past, Student Government has garnered increased amounts of student involvement through use of social media; therefore

**BE IT ENACTED:** That Student Government establish The “I Have A Voice” Marketing Campaign in order to ensure Student Government gives a voice to the rest of our fellow bobcats; and

**BE IT ENACTED:** The Programs and Marketing Commission market the “I Have a Voice” Campaign on social media giving examples of what is expected of the students who participate; and

**BE IT FURTHER ENACTED:** That the Student Government Code be

amended to add:

**SUBTITLE I- MISCELLANEOUS**

**CHAPTER 115- THE “I HAVE A VOICE” MARKETING CAMPAIGN**

**AUTHORIZATION ACT**

**Article I-ADMINISTRATIVE**

**§1 AUTHORIZATION.** This chapter and all of its regulations are

authorized pursuant to Article III(10) (a), (j) of the Student

Government Constitution and S.G.C. V. §107.1(2)(a).

**§2 PURPOSE.** Increasing awareness of Student Government to the

overall student population is imperative to our success. Additionally, we must have the students use their active voices to help assure that student government is properly passing Legislation with all of our students best interests in mind. The “I Have A Voice” campaign will consist of students taking a picture with “I Have A Voice” written somewhere in the picture. The caption should contain ideas or ways in which student government has heard their voice or in which student government could improve their life on campus. Each picture should include the hashtag #IHaveAVoiceTXST. Additional marketing logistics would be up to the discretion of the Programs and Marketing Director and Commission and each individual student participant.

**ARTICLE II. AUTHORIZATION FOR PILOT PROGRAM**

**§1 AUTHORIZATION.** The Senate hereby authorizes the creation of a

social media campaign entitled “I Have A Voice”

1. The Programs and Marketing Commission will oversee the execution of this marketing campaign.
2. This Marketing campaign will take place the first four weeks of the Spring semester beginning January 16th 2017.
3. The Implementation of the continuation of this marketing program will be under review at the end of each term.

**BE IT FURTHER ENACTED:** That upon passage of this bill, this Legislation be forwarded to Student Body President Connor Clegg for further action.