

Author:

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A Resolution -

To be known as "A Resolution in support of Altering the Texas State University Boko Logo" which calls for a collaborative redesign of the "Boko Bobcat" mascot cartoon in association with Athletics, Associated Student Government, the student body and University Marketing.

WHEREAS: Texas State University-San Marcos is a school with rich tradition and pride, and

WHEREAS: The image the university portrays to other schools, persons, and institutions is key to its future development and growth, and

WHEREAS: Neglecting important areas of pride and tradition can be detrimental to the university's reputation and image; and

BE IT RESOLVED: That the Associated Student Government work with University Marketing, the Department of Athletics, and the student body of Texas State University to produce an image more deserving of our robust and fighting spirit, and

BE IT FURTHER RESOLVED: That if passed, this piece of legislation be forwarded to ASG Advisor Kathy Weiser, Dean of Students Dr. Margarita Arellano,

Vice President for Student Affairs Dr.
Joanne Smith, University Marketing,
Department of Athletics, and University
President Dr. Denise Trauth upon passage.