IR 101
ASI Slogan Change

WHEREAS: The Associated Students, Incorporated (ASI) of California State University, Bakersfield (CSUB) is the official representative body, and the voice of CSUB’s more than 8,000 students and is entrusted to represent the best interests of their constituencies; AND

WHEREAS: The past slogan of ASI was “Students Working for Students”; AND

WHEREAS: The justification for changing the slogan was the concern of misinterpretation of students providing any and all services to students, regardless of where they worked; AND

WHEREAS: The slogan was changed to the current slogan of ASI, which is “It’s Your Student Government”; AND

WHEREAS: The current slogan was proposed to lead the whole CSUB campus towards a unified effort of change under the direction of a new campus President; AND

WHEREAS: The slogan of ASI is a critical component to the organization as it functions as a firm stance of the organization’s mission and vision; AND

WHEREAS: One of the most important functions of ASI is to branch out to the students and communicate the services, responsibilities, and goals of the organization; AND

WHEREAS: The current slogan may lead to discrepancies on the meaning and can be interpreted as a government that can allow any interested student or groups of students into the organization if they applied; AND

WHEREAS: The change in student dynamics has lead to an increase in student involvement and participation in student clubs and organization; AND
WHEREAS: ASI follows and operates under rules and regulations that affect the organization and impacts the acceptance of interested student individuals in the organization; THEREFORE LET IT BE

RESOLVED: That the ASI slogan be changed back to “Students Working for Students”; AND BE IT FURTHER

RESOLVED: The new slogan reflects an initiative of ASI to continuously work for the students in which they advocate and represent; AND BE IT FINALLY

RESOLVED: That copies of the resolution be distributed widely, including, but not limited to, CSUB President Dr. Horace Mitchell, CSUB Vice President of Student Affairs Dr. Thomas Wallace, and the Runner.

Approved 10/3/14.

Noted and Recorded by: ________________________ Approved by: ________________________

Mary Barnes, ASC Derek Stotler, President