

THE STUDENT GOVERNMENT

of

LOYOLA CHICAGO

MEASURE OF THE SENATE

Marketing Fund Act

To revise the purposes of the Marketing Fund and Committee Funds in order to ensure standardized and effective spending within the SGLC.

03/16/2021 Date Introduced to the Senate

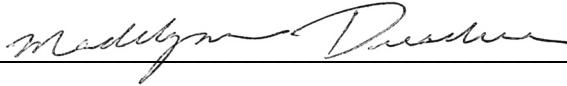
03/23/2021 Date Passed Senate

28 - 0 - 0

to be filed by the Chief Operations Officer of the Senate

5 - 0 - 0

to be filed by the Chief Justice



Date: 04/01/2021

Signed by the President of the Student Government of Loyola Chicago



Date: 04/02/2021

Signed by the Chief Justice of the Student Government of Loyola Chicago

Chiefly Sponsored By:

Senator Ella Doyle

Co-Sponsored By:

Senator Rameen Awan

Senator Claire Harrison

Senator Hannah Kwak

Senator Jacob Palmer

Senator Mereya Riopedre

Senator Taylor Slonaker

Marketing Fund Act

To revise the purposes of the Marketing Fund and Committee Funds in order to ensure standardized and effective spending within the SGLC.

¹Whereas, According to Chapter 9, Article 25, §7 of the Articles of Governance, hereafter referred to as the AOG, of the Student Government of Loyola Chicago, hereafter referred to as the SGLC, the purpose of the Marketing Fund is as follows:

“The Marketing Fund shall provide for communications, marketing, visibility, and accessibility of the SGLC. The President and the CCO shall have the authority to requisition money from the Marketing Fund,”¹ and

²Whereas, The AOG has maintained these guidelines to the Marketing Fund since the AOG of 2016-2017, when the funds within the General Fund were first defined within the document,² and

³Whereas, According to Chapter 9, Article 25, §4 of the AOG, the purpose of Standing Committee Funds is as follows:

“Each Standing Committee Fund shall fund the operations of its respective Standing Committee. The Chairperson of each Committee shall have the authority to requisition money from their respective Standing Committee Fund. Each Standing Committee may, by a simple majority vote of its membership, override a spending decision of the Chairperson. This applies to every Standing Committee named in the Articles of Governance,”³ and

⁴Whereas, The AOG has maintained these guidelines to Committee Funds since the AOG of 2016-2017, when the funds within the General Fund were first defined within the document,⁴ and

⁵Whereas, Updating the Budget Structure of the SGLC will help catalyze a shift in the spending culture of the SGLC, challenging members from all branches to think creatively about how to fund initiatives, market the SGLC, and more, and

¹ [Articles of Governance 2020-21](#)

² [Articles of Governance 2016-17](#)

³ [Articles of Governance 2020-21](#)

⁴ [Articles of Governance 2016-17](#)

- ⁶Whereas,** According to the Budget of the SGLC for FY20, \$694.01 was spent for SGLC Tabling, with \$188.41 from the Marketing Fund and \$505.60 from Committee Funds,⁵ and
- ⁷Whereas,** The \$505.60 requisitioned from Committee Funds during FY20 for SGLC Marketing created inequities in funds left between Standing Committees,⁶ and
- ⁸Whereas,** Tabling for SGLC is a requirement for Standing Committees, with the exception of the Allocations Committee, which performs Office Hours for each funding cycle,⁷ and
- ⁹Whereas,** In FY20, participating Standing Committees spent between \$82.97 and \$158.97,⁸ and
- ¹⁰Whereas,** Committees currently do not have access to the Marketing Fund, which is meant to fund marketing and visibility, in order to fund their tabling, which directly contributes to this purpose, and
- ¹¹Whereas,** The Marketing Fund has decreased from \$5000 to \$1030 between FY14 and FY21,⁹ and
- ¹²Whereas,** The antiquated guidelines for the Marketing Fund and Standing Committee Funds were created for an antiquated Budget structure, and
- ¹³Whereas,** Revising the purposes and funding of the Marketing Fund and Standing Committee Funds shall provide for a more efficient system of funding SGLC Tabling, erase inequities within Standing Committees, and give Standing Committees more freedom to spend both on Tabling and their own operations, and
- ¹⁴Whereas,** In FY21, \$2000 that was previously a part of the Marketing Fund was freed from the Feedback Website Fund and transferred to the Leadership Development Fund, the Office Supply Fund, and the Senate Discretionary Fund,¹⁰ and
- ¹⁵Whereas,** Increasing the Marketing Fund to \$1780 by transferring \$500 from the Senate Discretionary Fund and \$250 from Standing Committee Funds will allow for an even \$200 to be distributed amongst participating Standing

⁵ [Budget Record FY20](#)

⁶ [Budget Record FY20](#)

⁷ [Articles of Governance 2020-21](#)

⁸ [Budget Record FY20](#)

⁹ [Budget FY14](#), [Budget FY21](#)

¹⁰ [Budget FY21](#)

Committees without significantly depleting the funds able to be requisitioned by the President and CCO.

¹Be It Enacted,

That Chapter 9, Article 25, §7 of the AOG shall be rewritten to state:

“§7: The Marketing Fund: The Marketing Fund shall provide for communications, marketing, visibility, tabling, and accessibility of the SGLC. The President, CCO, and Standing Committees, with the exception of the Allocations Committee, shall have the authority to requisition money from the Marketing Fund.

- The Chairperson of each Standing Committee, with the exception of the Allocations Committee, shall have the authority to requisition money from The Marketing Fund. Each Standing Committee may, by a simple majority vote of its membership, override a spending decision of the Chairperson.*
- Standing Committees shall have a spending limit of \$200,” and*

²Be It Enacted,

That Chapter 9, Article 25, §4 of the AOG shall be rewritten to state:

“§4 Standing Committee Funds: Each Standing Committee Fund shall fund the initiatives of its respective Standing Committee, which includes but is not limited to the promotion, visibility, promotional events, and structural funding of legislation, non-legislative initiatives, and funding cycles. The Chairperson of each Committee shall have the authority to requisition money from their respective Standing Committee Fund. Each Standing Committee may, by a simple majority vote of its membership, override a spending decision of the Chairperson. This applies to every Standing Committee named in the Articles of Governance,” and

³Be It Enacted,

That \$500 be transferred from the Senate Discretionary Fund to the Marketing Fund, and

⁴Be It Enacted,

That \$250 total, or \$50 each, shall be transferred from each Standing Committee Fund, with the exception of the Allocations Committee, to the Marketing Fund.