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**The Associated Students of the University of Montana
Resolution for Creating a New Slogan
March 16th, 2016
SB16b-16/17
Authored by: Braden Fitzgerald, ASUM Senator;
Sponsored by:**

Whereas, The Associated Students of the University of Montana (ASUM) works to improve the university experience;

Whereas, many students at the University of Montana are unaware of the role ASUM plays on campus and within the community;

Whereas, effective marketing uses easy to remember sayings that can be associated with an organization;

Whereas, ASUM provides resources as well as representation to the student body;

Therefore, Let It Be Resolved, that ASUM will be working to rebrand and increase its outreach to better serve the student body; using this official slogan and logo;

Passed by Committee: _____, 2016

Passed by ASUM Senate: _____, 2016

Connor Fitzpatrick
Chair of Relations & Affairs

Elizabeth Engebretson,
Chair of the Senate