A RESOLUTION OF THE STUDENT GOVERNMENT ASSOCIATION OF NORTHERN KENTUCKY UNIVERSITY, HIGHLAND HEIGHTS, KENTUCKY, REQUESTING TO ADD MORE NORTHERN KENTUCKY UNIVERSITY BRANDING ITEMS AROUND CAMPUS FOR MARKETING AND COMMUNICATION OPPORTUNITIES.

WHEREAS: With the new connector road being named ‘Norse Boulevard’ along with the two new roundabouts on the outskirts of campus, there is an unprecedented number of promotional branding opportunities available across campus that would allow for an increase in school spirit and overall morale of the campus community, and

WHEREAS: With these locations barren right now, specifically the arrival from Three Mile Road, we are losing out on a simple way to demonstrate how welcoming and prestigious our campus is. The Master Plan currently states that “campus arrivals and entries are important places that warrant special treatment” and with the addition of a promotional sign at each entrance to better greet faculty, students, visitors, and alumni would boost NKU’s standing in the region as these would be recognizable landmarks that would naturally contribute to NKU’s marketing campaign, and

WHEREAS: The University of Kentucky, Western Kentucky University, and the University of Cincinnati all contain several iconic areas and items that uniquely define their campuses and their respective atmospheres. With one of the overarching Master Plan Goals challenging NKU to, “Communicate a vision which conveys a distinct and humane campus comprised of memorable campus places and achieve a sense of community within the campus, the surrounding area, and the region”, we must continue to help develop this campus with this mindset, and

WHEREAS: Several locations throughout campus can be utilized to add branding on the inside of the campus as well. For example, the space between Landrum and the Science Center or the space beside the bridge leading to the Math, Education and Psychology building that are now occupied by concrete encased flower beds. The Master Plan states under “C. Central Plaza Design” that, “such an important campus open space should be a symbol of the University... It should be a point of pride for the entire campus it should be a place where students want to be, to gather and to interact,” and

WHEREAS: Another area full of potential to better advertise what kind of students NKU fosters is the multiple empty areas around campus. Currently, there exists nothing of significance to the average student in the center of them but, an addition of a selection of sculptures from NKU art students would give all that come to the university a perfect illustration of the quality of excellence and creativity at NKU, and

WHEREAS: With additional branding around campus, students would gain an increased sense of pride and would be more willing to engage with the university on multiple levels. This would be an ideal way to strengthen campus appeal as well as continue the great work NKU has already put forth in revitalizing the campus.
BE IT THEREFORE RESOLVED, ON THIS EIGHTH DAY OF JANUARY 2018 THE STUDENT GOVERNMENT ASSOCIATION OF NORTHERN KENTUCKY UNIVERSITY REQUESTS THE IMPLEMENTATION OF MORE DISTINCT NORTHERN KENTUCKY UNIVERSITY BRANDING ITEMS AROUND CAMPUS FOR MARKETING AND COMMUNICATION OPPORTUNITIES.

Signed: ______________________

Sami K. Dada, President

Attest: Paula Marie Gagné

Paula Marie Gagné, Senator