

ACU **SGA**

FALL 2018

# Semester Report



# The Executive Cabinet

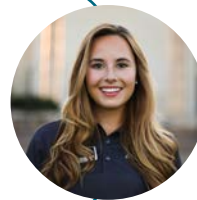
## Meet the Team

SGA's Executive Branch (often called the Executive Cabinet) is comprised of the President, Vice President, Treasurer, Chief of Staff, Marketing Director, Press Secretary, and Chief Financial Officer . These students provide leadership across all branches of the Student Government and ensure that SGA is engaging, equipping and empowering students in the most efficient and effective way possible. This team has worked hard to tirelessly serve the students of Abilene Christian University.

### EXECUTIVE LEADERSHIP



**Ty Kelley**  
Student Body President



**Rachel Jones**  
Vice President

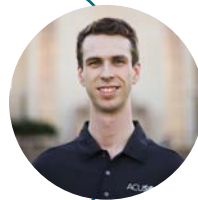


**Lauren Wasson**  
Chief of Staff

### FINANCES

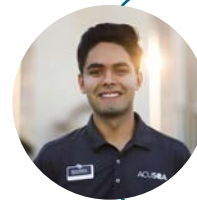


**Colton Powell**  
Executive Treasurer

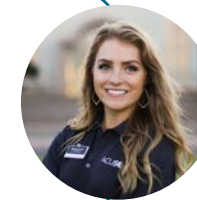


**Kevin Shurtz**  
Chief Financial Officer

### COMMUNICATIONS



**Marco Martinez**  
Marketing Director



**Mikaela Clinton**  
Press Secretary

# Executive Summary

The mission of the Student Government Association at Abilene Christian University is to be good stewards of our God-given gifts: to represent the diverse needs of the student body through both activity and advocacy, and in so doing to hold ourselves, the student body, the faculty, staff and administration accountable to each other and God.

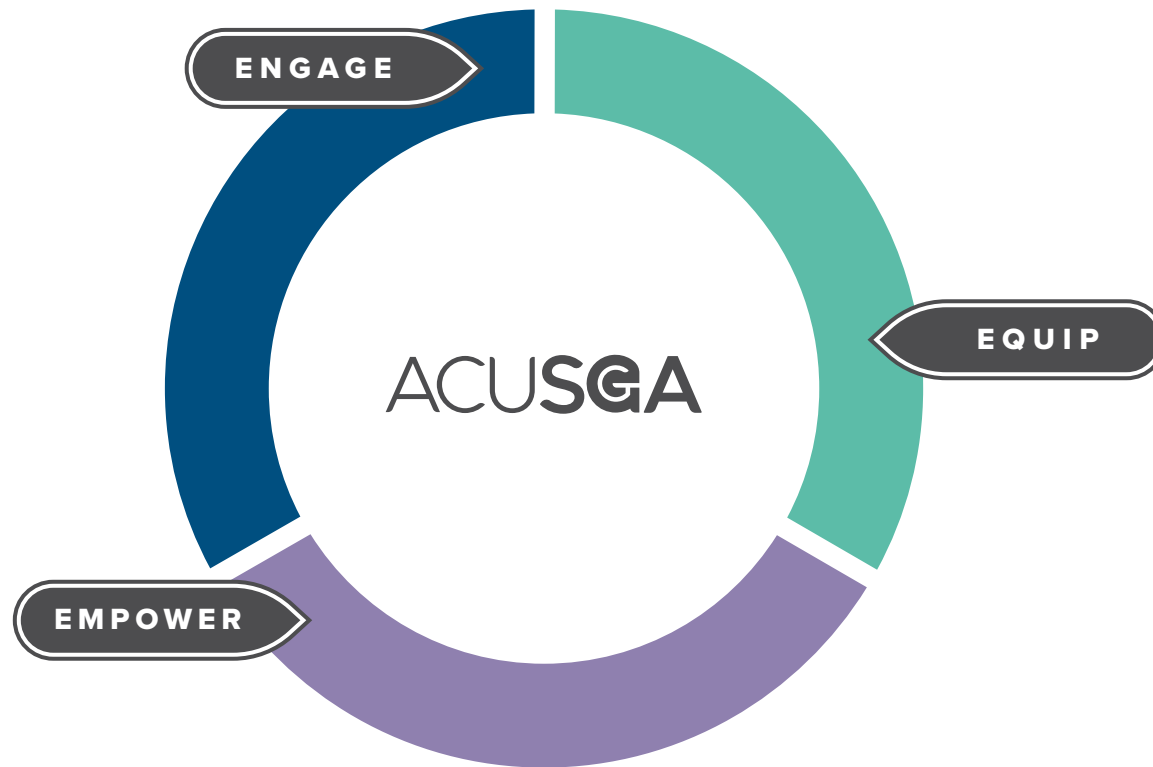
## Our Agenda

- Student Engagement
- Campus Unity
- Internal Reform
- Minority Representation
- Athletics Support

## Our Vision

Engage. Equip. Empower.





## In this report:

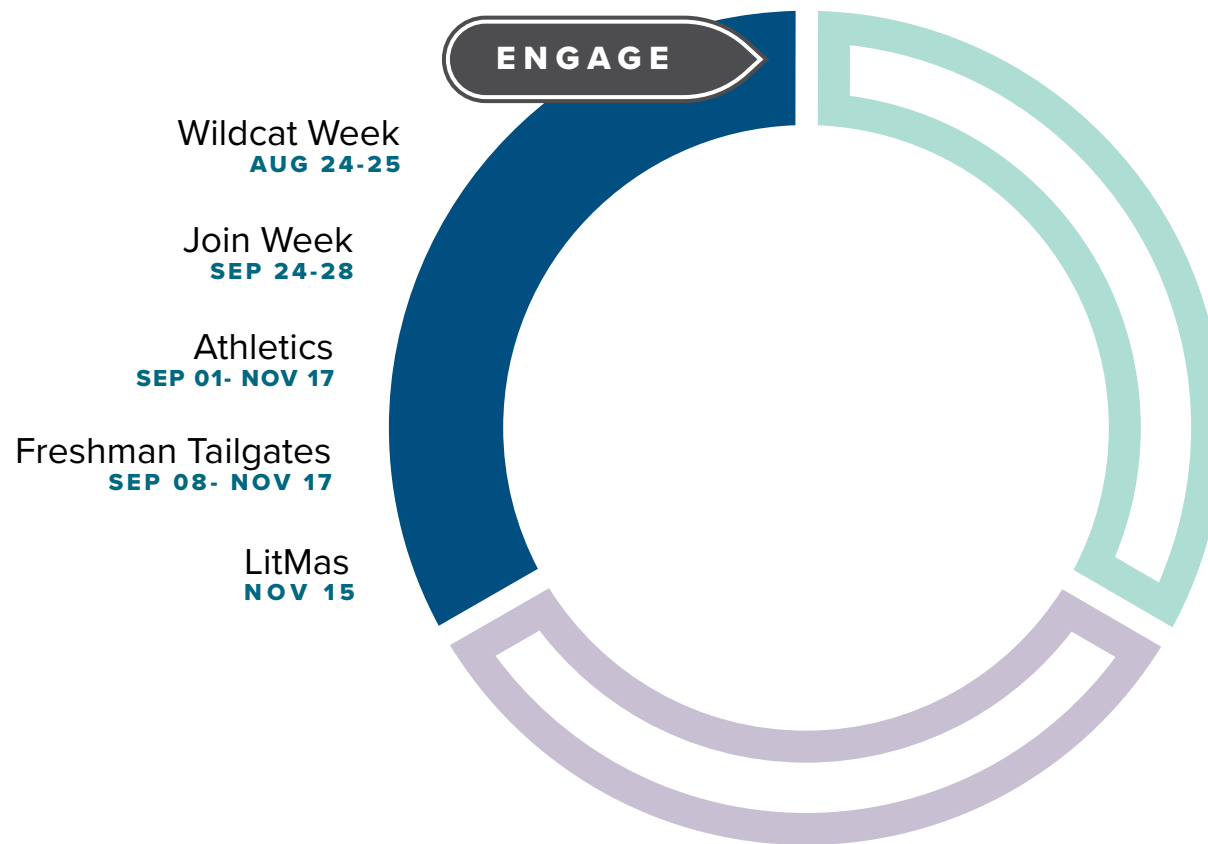
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FALL 2018

# Engage



# Wildcat Week

## ACU Fest

Wildcat Week is a prime time for student organizations to promote involvement among new students. During this week, the university propels the freshmen to find a sense of belonging in their new home. Different events like *New Kids on the Block*, *WW Olympics*, and *ACU Fest* are catered to draw the incoming class closer to the community within the university.

*ACU Fest* took place the Friday of Wildcat Week, as an event promoting vibrant campus life. The fest was held in the SRWC Gymnasium, where all on-campus organizations received a space to promote involvement and provide information about their student groups. SGA hosted a table at the event, to raise brand awareness and encourage new Wildcats to get involved in student congress. The executive cabinet was present at the event to engage in conversation with new students and peer group leaders attending the event. Flyers and branded keychains were passed out to bring attention to our new brand. To increase social media presence, we promoted our very first giveaway of the year. Two VIP tickets for the Wildcat Week concert were offered as an incentive to every new follower on Instagram. SGA's account received roughly 150 new followers, most of which were freshmen. We stayed past the duration of the event answering any questions students had about our organization specifically and ACU in general. Without a presence at events such as these, SGA would not have the student involvement it experiences to date.



# ACL Tent

Abilene City Limits (ACL) took place as the final event for Wildcat Week and an opportunity for the entire ACU community to come together before the start of a new school year. Featured headlining artist, Jesse McCartney had been publicly announced at the beginning of the summer, generating massive hype and conversation among all ACU students for the entirety of the break. The event successfully rallied the ACU community and attracted students of all classifications. SGA was proud to help sponsor the event by providing the funding necessary to enhance the experience by adding video screens to the production. Additionally, SGA erected a tent at the event and gave away custom branded cups, light-up reusable ice cubes and branded keychains. We considered this event to be the initial launch of our new brand. The video screens and cups gave extensive visibility to our new name and logo among a significant portion of the student body. Students were encouraged to stop by the tent to receive some free swag, as well as a refreshing beverage before the show. Partnerships like these validate SGA's continuous commitment to enhancing the student experience, and engaging the student body.





# Join Week

## The Problem

Incoming students tend to express the most interest in joining organizations during their first semester in college. With a vast amount of options, finding ones that cater their interests can be an overwhelming process. A major factor contributing to this is the lack of awareness of student organizations available for students to join. Plugging in with a community or activity of interest is crucial for remaining engaged and satisfied with one's experience in school. Students who fail to become part of a community are more prone to transfer out after their first semester of college.

## Goals and Objectives

- To encourage students to **"join something"**
- To bring awareness about the available student-run organizations
- To engage incoming freshmen in campus activities related to their interests
- To simplify the process of getting plugged into a community

## The Slogan

Our main component in this campaign was the tagline **"join something."** This simple, yet catchy phrase calls student to join at least one student organization. At SGA, we know the impact joining something can have on someone's college career. Being connected in different communities has enhanced our experience during our time here at ACU, and we wanted to share this call to action with the student body.





## Strategies for Success

We decided to partner with all student organizations and assist them in advertising through multiple outlets during this week. A week prior to Join Week, SGA extended an invitation for all Student Organization officers to choose between four coaching sessions. These informative sessions expanded on the assets Join Week would offer and how organizations could utilize these to boost their number of active members, increase brand awareness through social media, and collect email addresses for recruitment purposes.

For the first time ever, a large banner was hung outside the west entrance of the Campus Center with a complete list of student organizations at ACU. Due to the frequency of traffic this area receives, the banner got a substantial amount of visibility.

One of Join Week's biggest assets was the e-mail "hotline" we ran throughout the week. Students were encouraged to email [join@acu.edu](mailto:join@acu.edu) their list of hobbies and interests, the student organizations that appealed to them the most, or any question they might have had about joining something. In return, we provided them the information necessary to get involved. We understand how precious time can be for any student and this "hotline" made the joining process faster and smoother.

A total of 1,100 yellow bracelets with the slogan "Join Something" were passed out around campus to remind students to get involved during this week. Additionally, Over 500 informational booklets were evenly distributed during the week. The booklets contained information about both on and off-campus organizations to join. The booklet provided an extended list of organizations, organized in different interest categories to make finding the right one easy.

SGA hosted three panel-styled discussions in Cullen auditorium, where a designated host would ask questions and interview the leaders of different student organizations. Those who attended received information on what the participating organizations do around campus and how to get involved. Chapel credits were offered as an incentive to increase attendance. To finish off the week, Join Fest was held outside of Moody on Friday after chapel as a last chance for students to join something that week.



Members of **ACU Lacrosse** recruiting potential teammates at Join Fest



Members of **ACU Cycling Club** encouraging others to join something exciting



Members of **ACU Rugby** excited to showcase their passion for sports at Join Fest



Members of **Hispanos Unidos** encouraging others to find a family away from home



Members of **Wildcat Reign** showing purple pride at Join Fest



Courtney Eubank, president of Wildcat Ventures speaking about the **Griggs Center** at one of the Join Panels.



Member of **OMA** promoting diverse organizations at Join Fest.



## The Solution

Overall, many faculty and administration members considered Join Week to be a huge success. We started off the year aiding every other student organization on campus not just through the budget, but by going above and beyond to facilitate awareness and encourage students to broaden their horizons and get involved in something new. Student organizations experienced an immediate surge in active members. SGA's Join Hotline received over 200 requests from students actively asking to be involved in a specific student organization.

## Areas for Improvement

In future years, we recommend more activities be planned early on in the year to give incoming students more opportunities to get involved. Additionally, we are working to restructure our internal committees to create a First Year Experience (FYE) committee, whose primary goal will be to develop, plan, and execute events and initiatives for first year students. For Join Week specifically, there were a lot of moving parts, and the initiative could have greatly benefited from increased communication between the various organizations within the Student Life office.

# Athletics

## The Problem

In recent years, a consistent struggle has been gameday participation and attendance at home athletic events. SGA partnered with athletics, the cabinet, and private donors to help solve this problem for the Baylor Game and the last home football game of the season.

## Goals and Objectives

- Increase student attendance at the Baylor game in McLane Stadium
- Increase student attendance at the last home football game
- Get students to stay for the entirety of the last home football game



# Strategies for Success

SGA advertised giveaways and giveback opportunities for students and their organizations through social media and a mass email to the collective student body. The giveaways included a \$1000 scholarship, TV, Apple Watch, and a \$2000 scholarship. The incentives were given at the end of each of the four game quarters. Winners would be drawn randomly through giveaway tickets. Social clubs and student organizations were also encouraged to have increased attendance through the opportunity to receive \$4 per member present at the end of the fourth quarter

## The Solution

The student body reacted positively to the gameday experience for the last home game. The prizes and initiatives drove an increase in student attendance and most students stayed for all four quarters of the game. All four giveaways were distributed in each quarter and highlighted by ACUTV on the scoreboard. At the end of the game, students involved in any of ACU's student organizations filled out the response form and in return, their student organization received \$4 for each member present at the end of the game. An estimated 1000 students were in attendance at the last game. Around 700 raffle tickets were handed out to students.



# Freshman Tailgates

## The Problem

While tailgating has become a fun and anticipated event before football games, it came to our attention that freshmen were disinclined from the event. Every social club has a tent to attend at the tailgate, but freshmen voiced feelings of not knowing where to go at tailgates, and not having a place to congregate. We wanted to give them their own part in ACU's tailgating tradition.

## Goals and Objectives

- Give freshmen a tent at tailgates to call their own
- Budget for catered food
- Engage Freshmen in athletic traditions

## Strategies for Success

We created a SGA congress Freshmen Tailgates committee to help us plan and execute the tailgates. We created full-sized wood letters, similar to the ones displayed by social clubs outside their tents, that spell "ACU 22." As the football season came to an end, the freshman class of '22 were given the opportunity to sign their names on the letters during the last tailgate.

## The Solution

The freshmen class officers and tailgate committee were empowered to host fully-decorated, food catered, and engaging tailgates for their class at every home game. We noticed a substantial growth of freshmen involvement in one of ACU's most lively traditions during the football season.



# LitMas

## The Problem

Students expressed a desire for greater Christmas presence on campus during the holiday season.

Members of congress came forward with the goal to write legislation to have Christmas lights hung before Thanksgiving (C.B. 95.01). Last year's congress wrote a similar bill to hang Christmas lights, but this year they wanted to expand the amount of lights and add a Christmas tree in the mall area on campus. The bill allocated no more than \$4000 for the professional installation of Christmas lights to be hung before November 13th. After the installation of the lights, an event was planned to kick-off the holiday season with the lighting of the Christmas tree at GATA fountain.

## Goals and Objectives

- To engage students through attendance and participation at the event
- Get Christmas lights hung throughout campus
- Offer opportunity for student performers and a cappella groups to perform



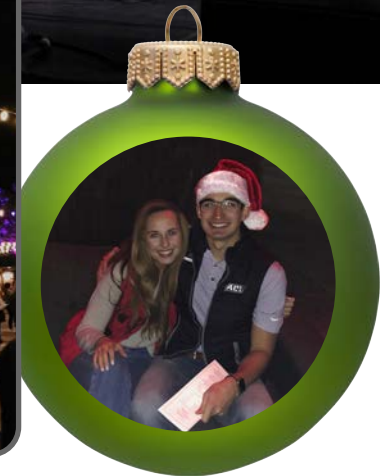
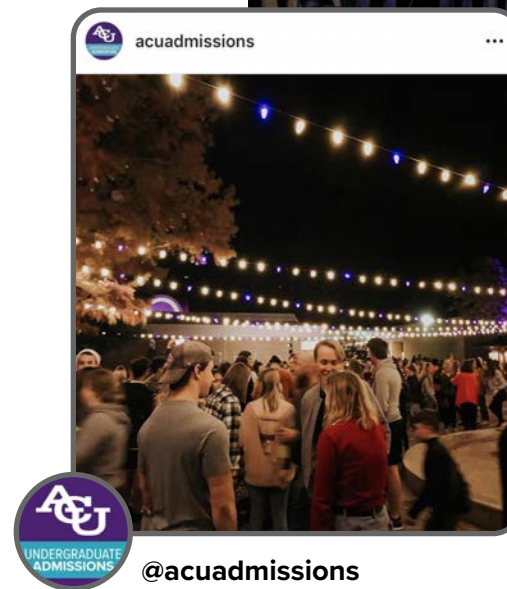
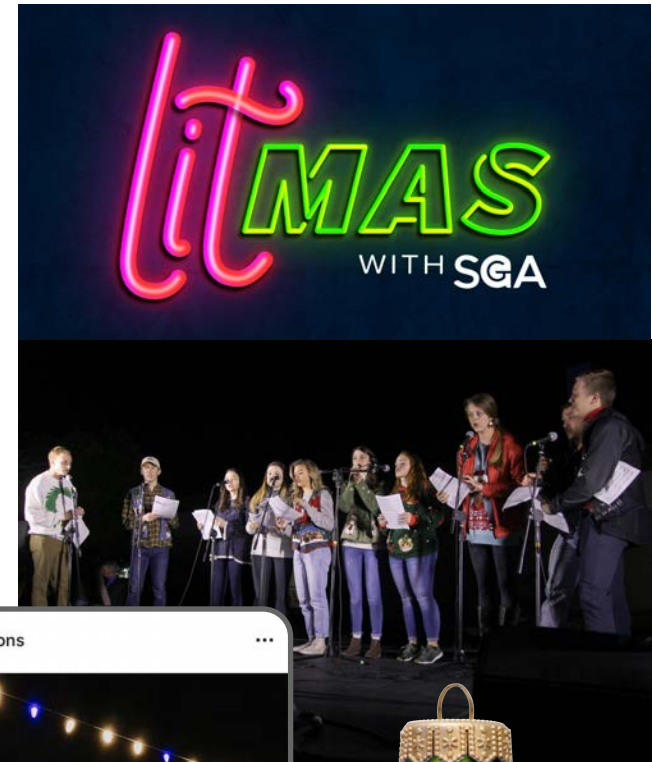


# Strategies for Success

Apart from the hanging of the lights, the Litmas event was the main strategy of encouraging Christmas spirit on campus during the holiday season. The event featured various student performers, the student a cappella groups singing Christmas carols, and the university chaplain reading an excerpt of scripture in remembrance of the Christmas story prior to the lighting of the tree. The event also provided activities such as creative ornament making, Christmas cookie decorating, and hot chocolate for students to enjoy. Leading up to the event, the main marketing strategies consisted of a push on social media posts and stories and flyer advertisements posted in all residence halls.

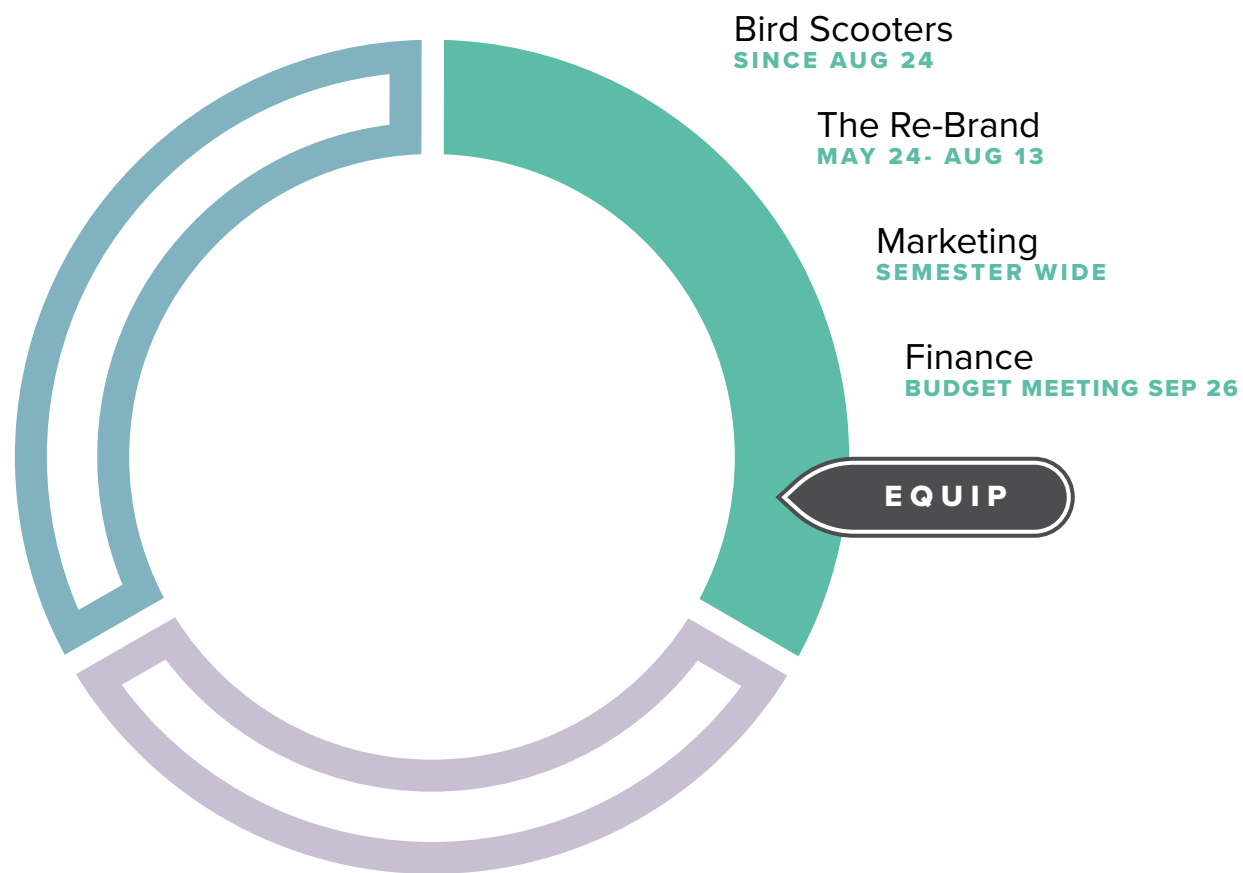
# The Solution

The festive event, covered by The Optimist, was considered to be very successful. With an estimated 500 students in attendance, creating awareness about the event was a task we were able to achieve. At the end of the event, we were pleased to see all the cookies and hot chocolate that were served entirely gone, and just a few ornament makings left over. Most students stayed for the duration of the event with some coming and going throughout the evening. Reactions on social media were massive. Posts hashtagged #litmas, photos of students at the event, positive feedback about the Christmas tree, and videos of the performers flooded different online platforms; proving LitMas to be one of the most engaging events of the semester. Overall, LitMas was an effective way to bring the ACU community together, and enhance Christmas spirit around campus.



**@acuadmissions**  
It's the most wonderful time of the year!

FALL 2018  
**Equip**



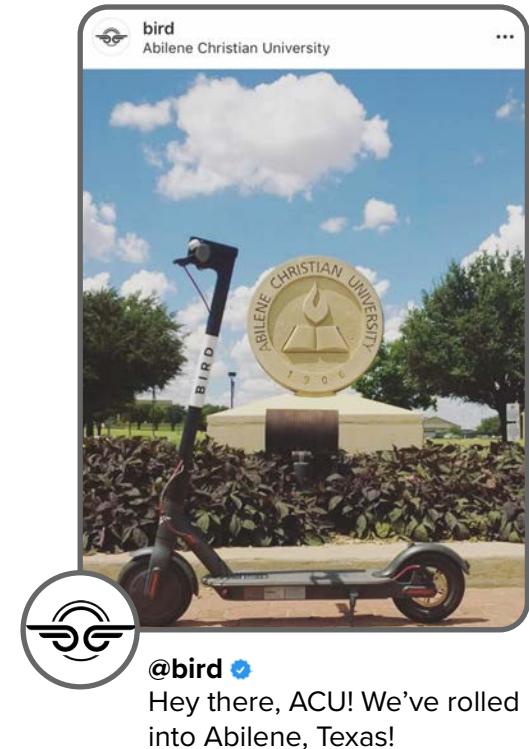
# Bird Scooters

## The Problem

With a growing student population, and limited availability of parking across campus, we knew something had to change. Students needed an inexpensive, fast, and fun way to commute to class, and places around campus, especially those who don't own a vehicle. Bird was the perfect solution. Since its implementation, Bird has avoided 15,270 pounds of CO2, sent riders 17,144 miles across Abilene, and prevented countless tardies in classes.

## Goals and Objectives

- To provide a fast, convenient form of transportation for students
- Bring an innovative service that competes with larger universities
- To create an external source of revenue to aid the SGA budget
- To enhance the student experience with something fun to do on campus



ACUSGA

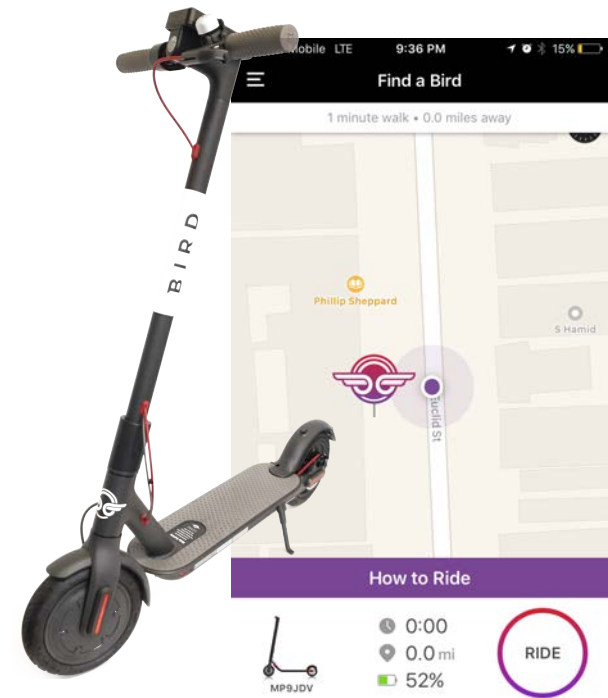


# Strategies for Success

First, we reached out to Bird and started discussions about bringing them to campus. After working closely alongside various levels of administration and departments across campus, we reached an agreement. Before students arrived on campus, Bird had been implemented. ACU was the first university in the nation to partner with Bird, which continues to prove a hit among students and visitors to ACU's campus.

# The Solution

There are currently 100 Bird scooters on campus. Even in 100 days, we have already seen a large impact. There have been over 25,000 Bird rides at ACU, made up of 3,300 unique riders and covering over 17,000 miles. In addition, we have helped eliminate 15,227 pounds of carbon dioxide with the initiative.



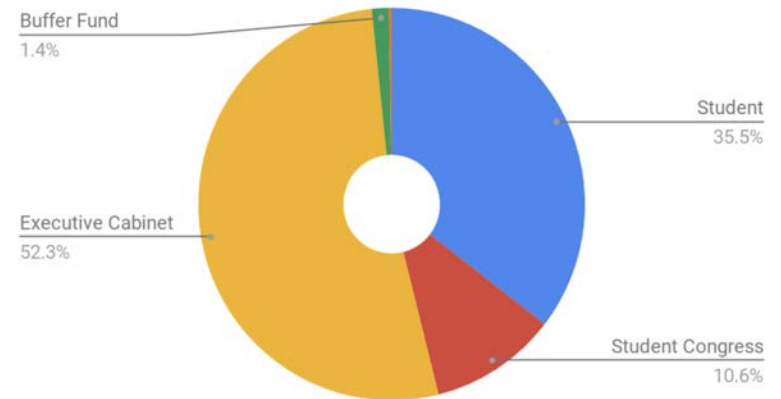
# Finance

## Budget

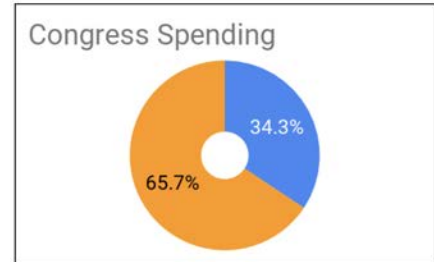
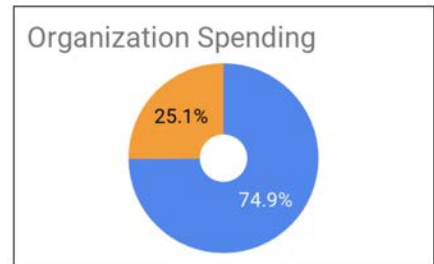
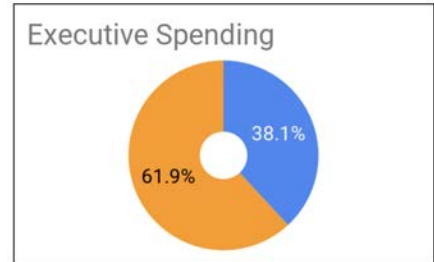
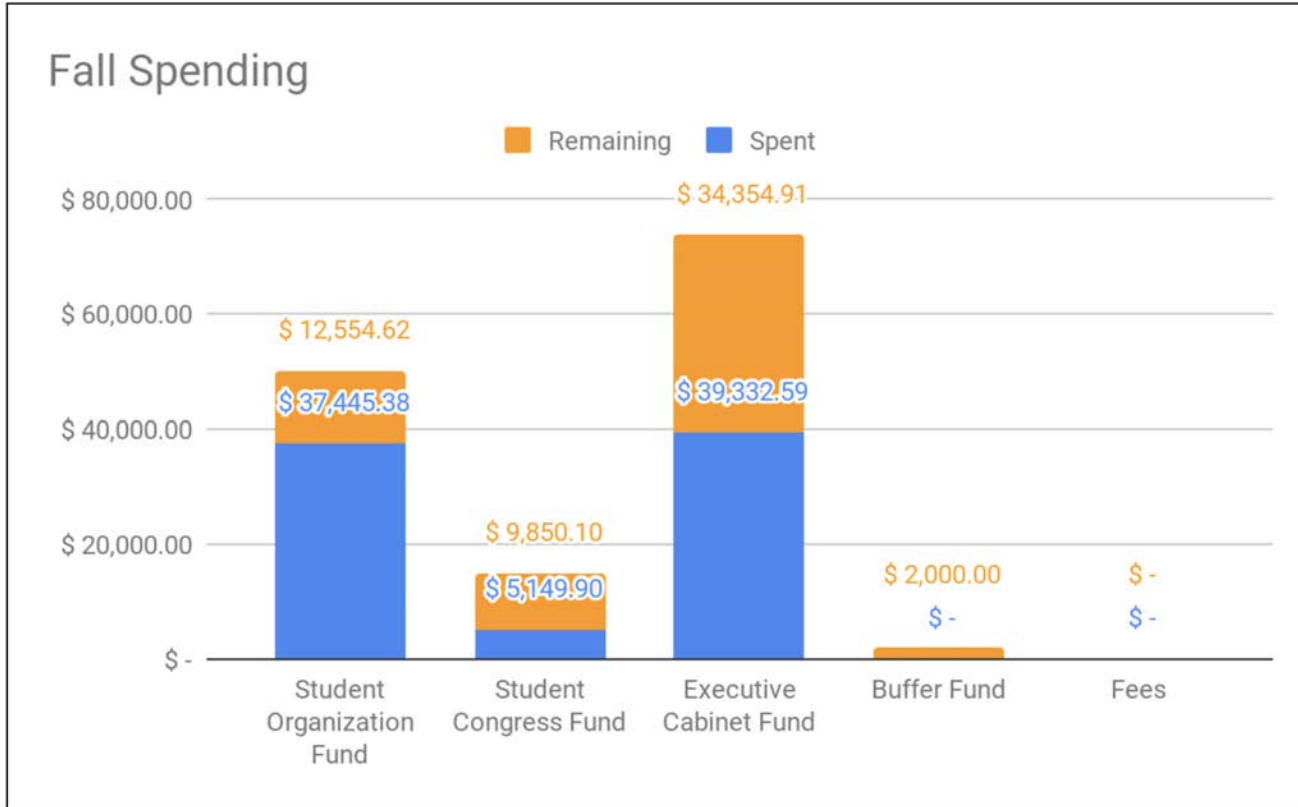
| Income                 |                      |                |
|------------------------|----------------------|----------------|
| Income                 |                      |                |
| Source                 | Revenue              | Percent        |
| Salary Donation        | \$ 50,000.00         | 21.28%         |
| Operating              | \$ 97,905.00         | 41.66%         |
| Bird Scooters          | \$ 22,500.00         | 9.57%          |
| Student Activity Fee   | \$ 64,600.00         | 27.49%         |
| <b>Projected Total</b> | <b>\$ 235,005.00</b> | <b>100.00%</b> |

| Allocations                   |                      |               |
|-------------------------------|----------------------|---------------|
| Semester Funding Distribution |                      |               |
| Semester                      | Percent              | Allocation    |
| Fall Allocation               | 60.00%               | \$ 141,003.00 |
| Spring Allocation             | 40.00%               | \$ 94,002.00  |
| Fall Fund Distribution        |                      |               |
| Fund                          | Allocation           | Percent       |
| Student Organization Fund     | \$ 50,000.00         | 35.54%        |
| Student Congress Fund         | \$ 15,000.00         | 10.66%        |
| Executive Cabinet Fund        | \$ 73,687.50         | 52.38%        |
| Buffer Fund                   | \$ 2,000.00          | 1.42%         |
| <b>Total Unallocated</b>      | <b>\$ 315.50</b>     | <b>0.22%</b>  |
| <b>Total Allocated</b>        | <b>\$ 140,687.50</b> | <b>99.78%</b> |

Fall Fund Distribution



# Spending



## Executive Spending

| Appropriation             | Appropriated | Remaining    |
|---------------------------|--------------|--------------|
| Baylor Game               | \$ 3,053.64  | \$ (92.12)   |
| Communications            | \$ 500.00    | \$ 460.27    |
| Freshman Tailgates        | \$ 5,340.25  | \$ -         |
| SGA Retreat               | \$ 1,018.23  | \$ -         |
| SGA Week                  | \$ 475.00    | \$ -         |
| Join Week                 | \$ 2,237.88  | \$ -         |
| Office Programs/Platforms | \$ 800.00    | \$ 473.83    |
| Office Supplies           | \$ 2,075.00  | \$ 488.74    |
| Meals                     | \$ 1,000.00  | \$ 447.99    |
| Abilene City Limits       | \$ 5,000.00  | \$ 5,000.00  |
| Payroll                   | \$ 25,000.00 | \$ 13,092.06 |
| Marketing                 | \$ 8,500.00  | \$ (22.43)   |
| Contests/Awards           | \$ 1,500.00  | \$ -         |
| Bird Scooters             | \$ 13,687.50 | \$ 13,569.62 |
| <u>Workorders</u>         | \$ 1,000.00  | \$ 730.00    |
| LIT-Mas                   | \$ 1,000.00  | \$ 157.31    |
| Pepperdine Fund           | \$ 1,000.00  | \$ 1,000.00  |
| LED Video Wall            | \$ 10,000.00 | \$ 10,000.00 |
| Unallocated               | \$ -         | \$ -         |

## Congress Spending

| Full Title                     | Appropriation | Remaining   |
|--------------------------------|---------------|-------------|
| 95.01   Christmas Lights       | \$ 4,000.00   | \$ -        |
| 95.02   Freshman Formal        | \$ 5,000.00   | \$ 5,000.00 |
| 95.04   Hudson Wade 5K         | \$ 250.00     | \$ 250.00   |
| 95.05   Pepperdine Relief Fund | \$ 1,000.00   | \$ 1,000.00 |

Organizations (A-B)

| Organization Name                          | Fall Appropriated | Fall Remaining |
|--|-------------------|----------------|
| ACU Choirs                                 | \$ 1,237.65       | \$ 1,237.65    |
| ACU Democrats                              | \$ 214.98         | \$ 127.61      |
| ACU Disc Golf                              | \$ 317.33         | \$ 5.08        |
| ACU Fine Art Organization                  | \$ 446.73         | \$ 446.73      |
| ACU for Life                               | \$ 483.03         | \$ 367.43      |
| ACU Lighthouse                             | \$ 508.16         | \$ 387.76      |
| ACU National Society Of Black Engineers    | \$ 185.99         | \$ 124.05      |
| ACU Pickleball Club                        | \$ 16.71          | \$ 16.71       |
| ACU Pre-Vet Club                           | \$ 631.97         | \$ -           |
| ACU Ultimate                               | \$ 581.77         | \$ 581.77      |
| ACU Women's Club Soccer                    | \$ 134.81         | \$ 134.81      |
| Acuity Winterguard                         | \$ 437.06         | \$ 437.06      |
| Ad/PR association                          | \$ 80.94          | \$ 80.94       |
| Adopt a Grandparent                        | \$ 87.48          | \$ 4.64        |
| African Students Association               | \$ 793.99         | \$ 292.33      |
| Agriculture and Environmental Sciences     | \$ 625.00         | \$ (6.97)      |
| Alpha Chi Honor Society                    | \$ 700.00         | \$ 700.00      |
| Alpha Psi Omega                            | \$ 1,044.15       | \$ 1,044.15    |
| American Institute for Graphic Arts        | \$ 830.63         | \$ 830.63      |
| American Society for Interior Designers    | \$ 429.30         | \$ 362.82      |
| Association for Christians in Architecture | \$ 222.31         | \$ 136.18      |
| Athletic Training Student Organization     | \$ 356.38         | \$ 290.01      |
| Big Purple Marching Band                   | \$ 500.00         | \$ 500.00      |
| Bio Research                               | \$ 500.00         | \$ 278.75      |
| BioBuds                                    | \$ 720.00         | \$ 301.85      |
| Black Students Union                       | \$ 1,575.06       | \$ 498.26      |
| Block and Bridle                           | \$ 705.57         | \$ 705.57      |



Organizations (C-R)

|  |             |             |
|--|-------------|-------------|
| Chemistry Club                                       | \$ 999.15   | \$ 999.15   |
| Chinese Scholars and Students Association            | \$ 548.34   | \$ 427.34   |
| College Republicans                                  | \$ 1,384.98 | \$ 446.58   |
| Collegiate Entrepreneurs Organization                | \$ 6,177.00 | \$ 6,177.00 |
| Divine Essence                                       | \$ 62.71    | \$ 62.71    |
| Enactus  | \$ 1,370.00 | \$ -        |
| Engineering Students Association                     | \$ 780.16   | \$ 780.16   |
| Fellowship of Christian Athletes                     | \$ 533.17   | \$ 83.02    |
| FilmFest   | \$ 2,780.09 | \$ 2,780.09 |
| Foundation A Cappella                                | \$ 302.02   | \$ 302.02   |
| Grace Note A Cappella                                | \$ 231.42   | \$ 231.42   |
| Hilltop A Cappella                                   | \$ 337.80   | \$ 337.80   |
| Hispanos Unidos                                      | \$ 2,192.43 | \$ (202.68) |
| International Justice Mission                        | \$ 310.00   | \$ 179.49   |
| International Students Association                   | \$ 2,879.11 | \$ 2,298.43 |
| Kinesiology Club                                     | \$ 289.83   | \$ 289.83   |
| Ladies in Engineering and Physics                    | \$ 414.34   | \$ 282.95   |
| Midnight Worship                                     | \$ 1,042.00 | \$ 78.03    |
| Missions Student Association                         | \$ 473.00   | \$ 278.74   |
| Mu Sigma   | \$ 114.78   | \$ 114.78   |
| National Student Speech Language Hearing Association | \$ 170.73   | \$ 8.82     |
| Omega Dance Company                                  | \$ 548.20   | \$ 548.20   |
| Red Thread   | \$ 262.00   | \$ 262.00   |

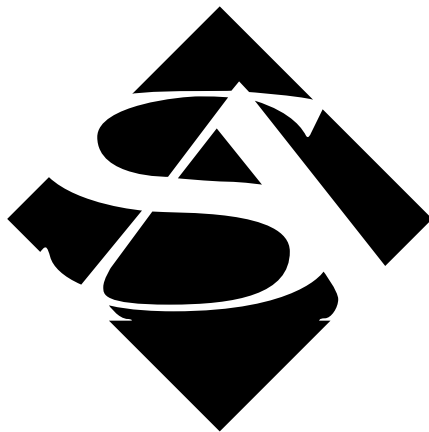
Organizations (S-Z)

|   |             |             |
|---|-------------|-------------|
| Sanctify Hip Hop Co.                          | \$ 342.20   | \$ 6.28     |
| Shades Step Team                              | \$ 288.43   | \$ 100.87   |
| Sigma Delta Pi                                | \$ 594.01   | \$ 510.28   |
| Society of Physics Students                   | \$ 295.17   | \$ 295.17   |
| Society of Professional Journalists           | \$ 94.87    | \$ 94.87    |
| Student Academy of Nutrition and Dietetics    | \$ 326.61   | \$ 326.61   |
| Student Accounting Organization               | \$ 136.72   | \$ 56.72    |
| Student Alumni Association                    | \$ 329.85   | \$ -        |
| Student Association of School Psychology      | \$ 73.85    | \$ (4.98)   |
| Student Panel for Undergraduate Research Club | \$ 1,040.86 | \$ 0.86     |
| Student Social Work Association               | \$ 839.67   | \$ 839.67   |
| Student-Athlete Advisory Committee            | \$ 1,241.34 | \$ 1,241.34 |
| Swing Cats                                    | \$ 1,148.93 | \$ 1,148.93 |
| The Shinnery Review                           | \$ 150.00   | \$ 17.16    |
| Third Culture Kids                            | \$ 1,254.88 | \$ 846.14   |
| Treadaway Kids                                | \$ 582.98   | \$ 271.11   |
| Weekend Campaigns                             | \$ 342.20   | \$ 342.20   |
| Wildcat Reign                                 | \$ 144.42   | \$ -        |
| Wildcats for Sustainability                   | \$ 539.45   | \$ 378.46   |
| Wildlife Society                              | \$ 380.26   | \$ 341.29   |
| Women's Club                                  | \$ 899.95   | \$ 365.16   |
| Young Americans for Freedom                   | \$ 383.10   | \$ 151.82   |

# The Re-Brand

## Brand Identity

PREVIOUS LOGOTYPE:



PALETTE:



SIGNATURE TYPEFACE:

**BANK GOTHIC BOLD**

RE-BRANDED LOGOTYPE:

**ACUSGA**

ACU **SGA**      **SGA**

PRINT PALETTE:



WEB PALETTE:



SIGNATURE TYPEFACE:

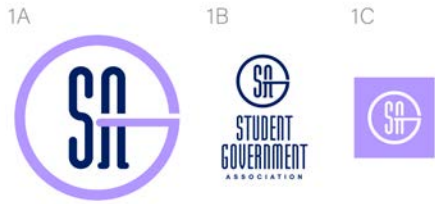
**Proxima Nova**

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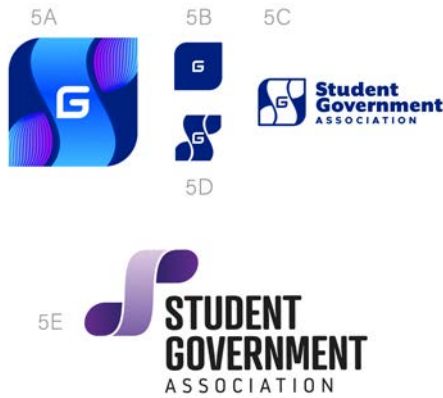
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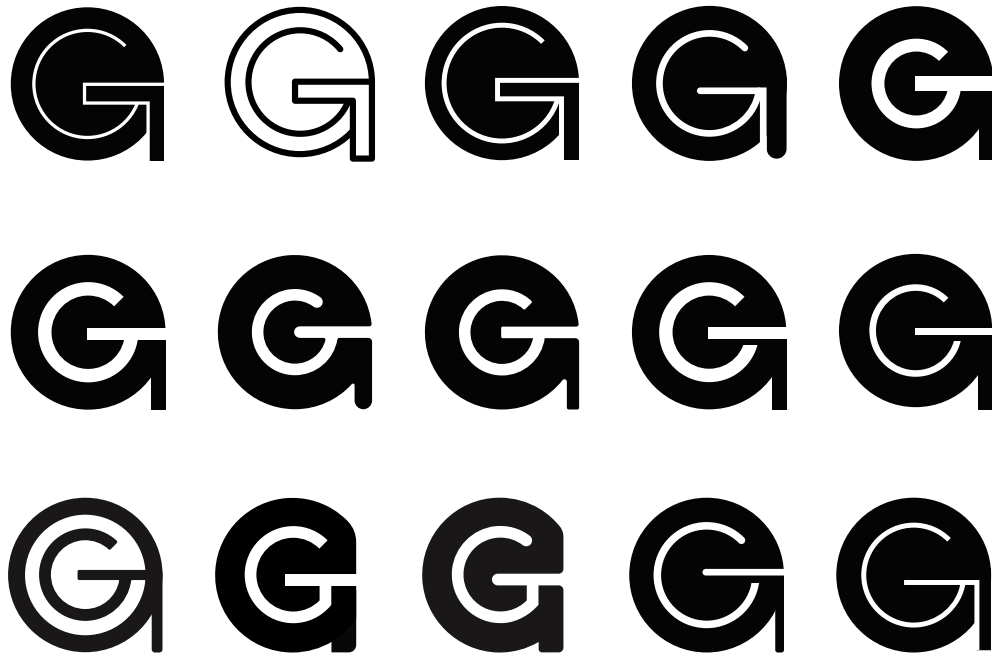


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ACUSGA



ACUSGA



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ACUSGA



ACUSGA



## SGA has potential, if they recognize negatives

### THE ISSUE

SGA has, in recent years, for better or for worse, been viewed as an irrelevant organization with too much money at its finger tips. Communication qualms have dogged administration to administration.

*Optimist Editorial Board | editor@jmcnetwork.com*

With the SGA elections wrapping up and sessions of congress starting, the editorial board is looking forward to the 2018-2019 session of congress, but we also have a few recommendations and concerns. Though the executive cabinet appears to be a cohesive unit and congress is full, SGA still needs to clean up a few things.

In years past, SGA has distinguished itself as an organization with poor communication and a lack of vision. While this improved somewhat last year, we encourage the SGA executive cabinet to clearly present quantifiably positive results to the student body. SGA funds a number of student organizations that serve a variety

of students; transparency regarding how these organizations use these funds is not too much to ask for.

A common knock against SGA is the lack of diversity. Albeit congress can do little to force people to join congress, however, setting the groundwork for more diverse congresses and executive cabinets in years to come should be something this year's SGA strives for. Just as diversity is a strength in national politics, it is also an important component of campus politics.

Additionally, the diversity we are advocating for isn't exclusively racial-based, though we urge this to improve. We believe SGA should be filled with students who are under-

### OUR TAKE

The jobs held by those in the executive cabinet and within congress, have vast potential to improve the student body as a whole. We are optimistic this administration can enact effective change with just a few improvements.

classmen, students who identify as LGBTQ+ and students on the margin of campus life. The policies of SGA impact all students, including these aforementioned groups who are generally underrepresented.

Furthermore, we believe that SGA can capitalize on residence hall representatives to partner more closely with Residence Life. This could occur in a number of ways. SGA has the ability to host small town halls in each residence hall to directly ask what needs improvements within each dorm. For example, last semester, male freshman residences Mabee Hall and McKenzie Hall competed in a rivalry basketball game.

If they were to do this

again, perhaps SGA could donate a sum of money to the winning dorm's charity of choice.

We are confident the representatives of SGA will work on ways to be inclusive to non-club students, primarily the freshman class. Most importantly, we wish SGA would be at the forefront of the tough conversations on campus. SGA is in a unique position, where it

can have any discussion with faculty, staff and administration. They should advocate tirelessly and effectively when campus conversation is dominated by university policy changes, but also when there is too much silence.

SGA should take into consideration more minority groups to increase the unison of campus. There are large gaps between different groups, such as club

and non-club students, and it is the role of SGA to fill those spaces.

Though SGA cannot take full blame for students who do or don't participate, they are the number one organization to advocate for change.

Ultimately, we look forward to this year and the effective changes the executive cabinet and congress have the potential to bring about. ■



# SGA: A SWOT Analysis

## STRENGTHS:

- One of SGA's biggest strengths is its standing legacy at ACU. Founded in 1923, the Student's Association is a well-respected organization on campus.
- SGA has a leadership position among the student body, giving ideas and initiatives the ability to turn into realities on campus.
- SGA has an ample budget of \$235,005; of which roughly 50% is allocated to Executive Cabinet initiatives.

## WEAKNESSES:

- Due to weak infrastructure systems in the past, SGA has lacked a positive reputation among some students during recent years.
- Previous congresses have fallen short on student involvement.
- The former Student's Association lacked a strong and unique brand identity. The "traditional" look of the previous brand may not appeal to young Millennials and Gen Z's.

## OPPORTUNITIES:

- Ample room for innovation is one of SGA's biggest opportunities. With the very last generation of millennials (class of 2019) about to graduate, Gen Z's will soon make up the entirety of ACU's undergrad population.
- When it comes to advertising, Gen Z's find creative visuals highly appealing. They tend to consume information better through images and video, making social media a viable outlet for communication.
- Raised during a Great Recession, Gen Z's are the most competitive generation ever. Their sense of self-improvement drives them to be more involved in extra-curricular activities, especially those that encompass leadership positions .

## THREATS:

- Implementing modernized systems in a school driven by long-established traditions will be one of SGA's main challenges.
- Many groups of students feel misrepresented at ACU, especially when it comes to legislation processes. Promoting diversity in congress has proven to be one of SGA's most challenging tasks during recruitment.
- In the past, several Student Organizations have expressed their concern of feeling underfinanced by the Student Government. Though fairness and transparency are rigorously-held values by SGA, communicating them efficiently will be a demanding responsibility.

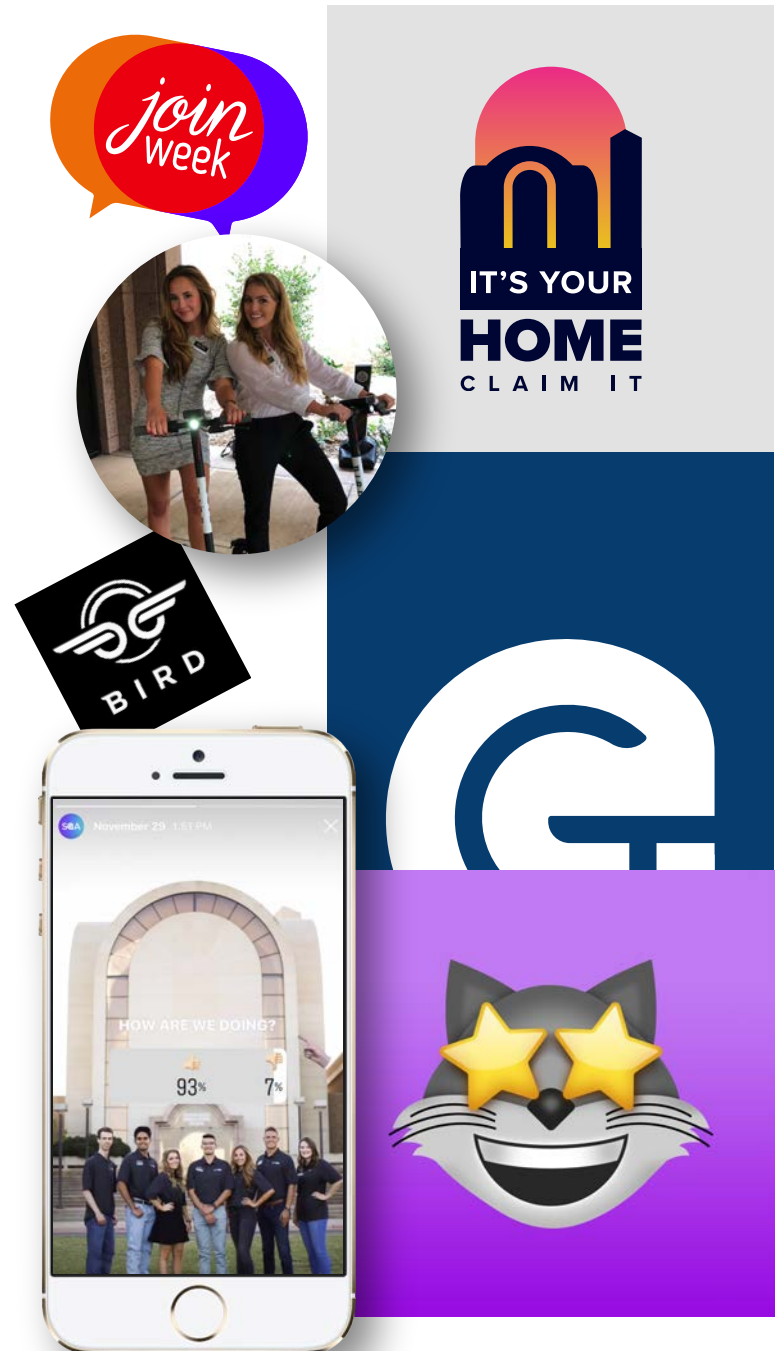
# Strategic Planning

Resolution C.R 94.23 amended the Student's Association Constitution and Bylaws to "exchange the position of Student Activity Office for a Marketing Director." Communication with the student body has proven to be a substantial task for any executive cabinet. Therefore a marketing strategy is crucial for the success of such task. The marketing strategy we developed reflects our vision to **Engage, Equip, and Empower** SGA's brand in order to enhance communication and create a positive reputation.

After a major re-branding process, the executive cabinet developed a strategic plan to increase **brand awareness** and recognition among the student body in the beginning of the semester. Once the new brand became established and gained visibility, the executive team endeavored to build brand trust with students. Creating **brand loyalty** causes those interacting with SGA's brand to react positively towards any initiative related to the Student Government. Standing out among competing brands on ACU's campus, SGA is now better equipped to **engage** students in different activities.

## Objectives

- Increase Brand Awareness
- Create Brand Loyalty
- Boost Engagement



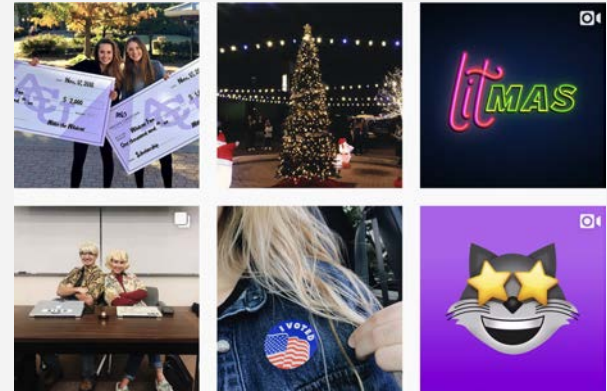


# Social Media: Instagram

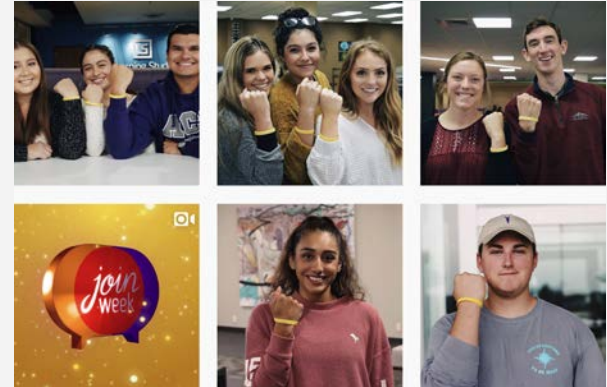
Instagram serves as SGA's main social media outlet. We utilize posts to meet our marketing objectives and stories to communicate immediate messages massively (i.e. events and happenings around campus). During the beginning of the semester, the launch of BIRD on campus and SGA Congress Week helped bring awareness about SGA's brand. Later on, Join Week gave organizations free advertising through posts and stories to build trust with them. Conveniently happening during the same week our Budget Meeting took place, it also served as a way to compensate all student organizations that might've felt underfinanced this year. This initiative built brand loyalty among student organizations and our followers on Instagram. Towards the end of the semester, we mainly focused on bringing the community together and receiving feedback. Our account had 820 followers at the beginning of the semester. Through the use of different advertising methods, we were able to bring this number up to 1,265, allowing our posts to gain more reach and impressions.



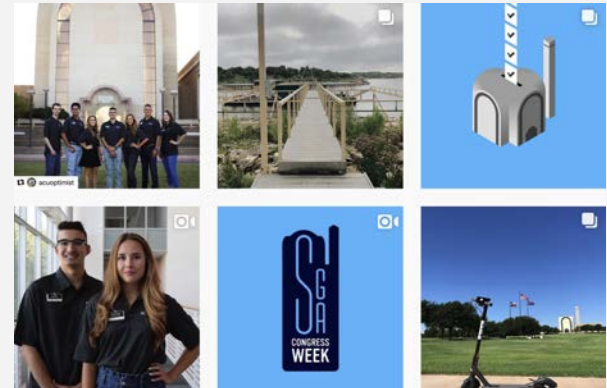
ENGAGEMENT



BRAND LOYALTY

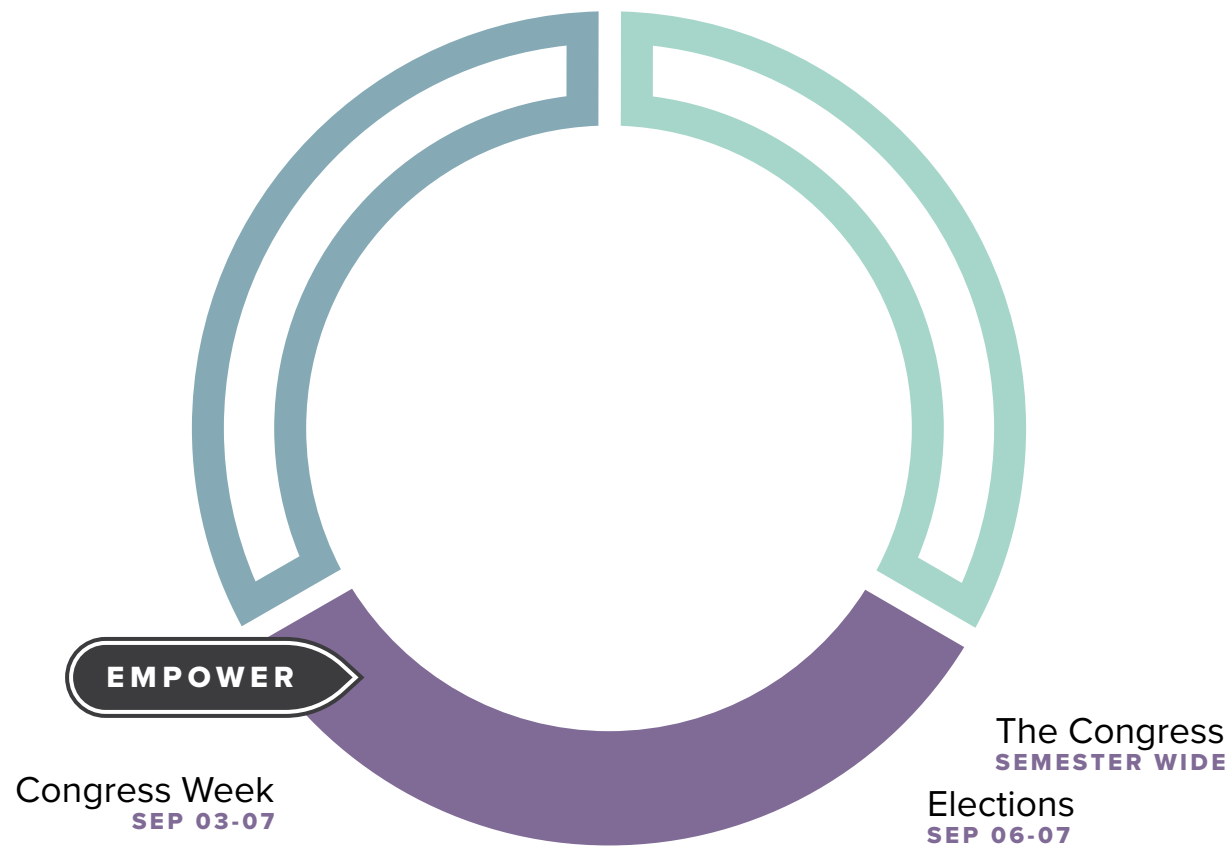


BRAND AWARENESS



FALL 2018

# Empower



# Congress Week

## The Problem

In past years, the former Student's Association has experienced difficulty in filling all student representative seats in congress. Additionally, achieving diversity in congress has always been a challenge for previous cabinets. The lack of student involvement in the Student Government tends to result in misrepresentation for various groups in congress. With a new brand and name, SGA also faced the task of bringing awareness to incoming students and upperclassmen about the renovation in Student Government.

## Goals and Objectives

- Increase SGA's brand awareness and provide a call to action for students to get involved
- Communicate to the student body that anyone at ACU can run for congress
- Fill all seats in congress with a diverse variety of representatives

## Strategies for Success

We initiated "Congress Week" on campus, to have a time specifically dedicated to informing students about the opportunity available to them, and provide them details, empowerment, and encouragement to join congress as representatives of their fellow students.

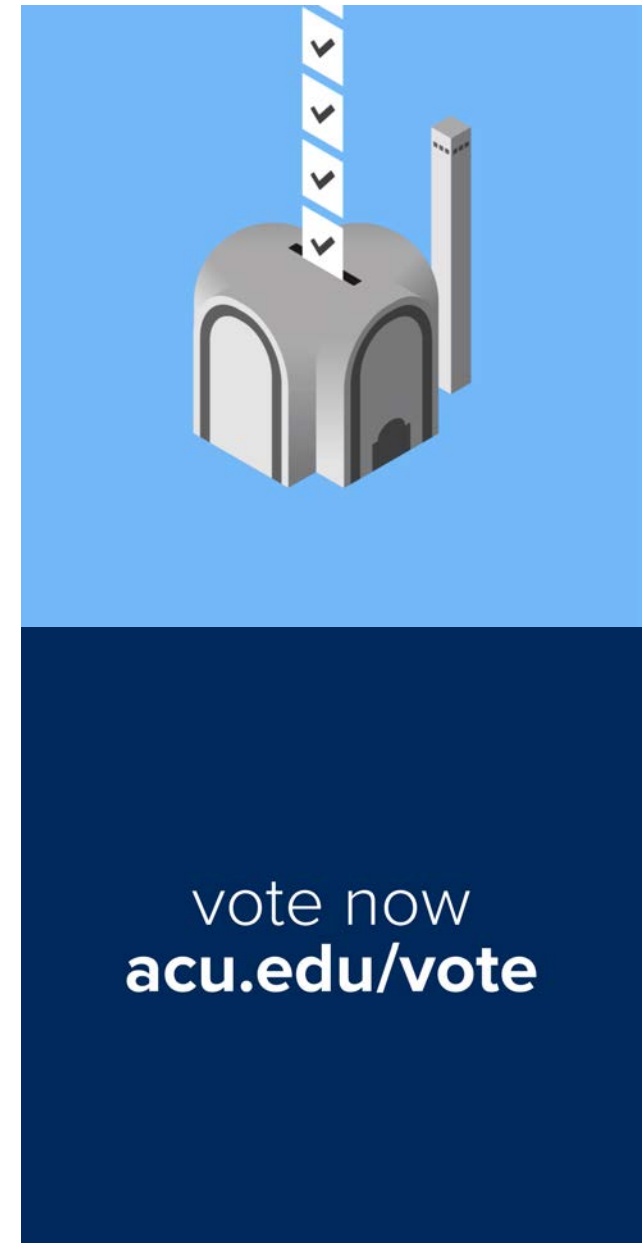
## The Solution

There was record setting turn out for SGA's Congress elections with over 1,150 students voting. A total of 55 students ran for a representative seat in SGA Congress. ACU's SGA congress now seats the most ethnically diverse congress in recent history. SGA executive team marketed SGA's congress and the ability that students have to run for office with social media, chapel announcements, emails, and an information video displayed in Moody chapels.



# Elections

- There was record setting turn out for SGA's Congress elections with over 1,150 students voting.
- 55 students ran for a representative seat in SGA Congress
- SGA executive team marketed SGA's congress and the ability that students have to run for office with social media, chapel announcements, emails, and an information video displayed in Moody chapels.



# The Congress

There are 62 available seats available in SGA's congress. Currently, 59 of these seats are currently occupied, which makes the 2018-2019 SGA congress the largest in recent history. A record-setting amount of legislation has been produced and presented, with a total of 15 resolutions and 4 bills passed.

## EXECUTIVE

Ty Kelley  
 Rachel Jones  
 Lauren Wasson  
 Colton Powell  
 Kevin Shurtz  
 Mikaela Clinton  
 Marco Martinez

## RESIDENTIAL

Madison Morel  
 Lauren Little  
 Emily Tiras  
 Adriana Garza  
 Karissa Nickish  
 Royce Clough  
 Matt Ferguson  
 Caleb Evans  
 Andrew Maldonado  
 Julia Daniel  
 Sarah Ziegler  
 Katy Boerner  
 Joshua Loughren  
 Oswaldo Garcia  
 Mallory Stater  
 Nicholas Chapman  
 Reece Powell  
 Nina Allahverdi  
 Evan Rodriguez  
 Adam Andrade  
 Tyler Hassenjager

## CLASS OFFICERS

Rebekah Jones  
 Mikel-Ann Terry  
 Nicole Mallet  
 Caroline Fairly  
 Anna Flat  
 Madison Shewmaker  
 Sloan Polvado  
 Andrea Fraser  
 Luke Stevens  
 Matt Williams  
 Jessica King  
 Shelby Watson



## COLLEGES

Yves Ngenzi  
 Shekinah Kahongo  
 Ellie Mullins  
 Clayton Cooper  
 Louis Sanchez  
 Meagan Benson  
 Corbin Stiefer  
 Jenny Gower  
 Jaden Roberts  
 Jessica Pennington  
 Morgan Sterling  
 Daniel Sherman  
 Lindsay Dilbeck  
 Chio Jakazi

## SPECIAL INTEREST

Logan Chapman  
 Hayden Howell  
 Noah Mitchell  
 Cassie Mwema  
 Tsion Amare  
 Alfredo Jimenez  
 Jemimah Wavamunno  
 Olivier Iryamukuru  
 Briarston Ashford  
 Kenna Roberts  
 Catherine Finney  
 Landon Weintraub

## LIASIONS

Nickolas Little  
 Samantha Hill  
 Lori Thompson  
 Amy Brock  
 Chelsea Derbyshire  
 Jason Martinez  
 Huntlee Martindale  
 Josh Bush  
 Arnold Charles  
 Madeline Dayton  
 Victor Huff

# Legislation

|  |          |
|--|----------|
| C.R. 95.01   Library Hours                     | Passed   |
| C.R. 95.02   Bylaws Revisions                  | Passed   |
| C.R. 95.03   Faculty Senate Liaison            | Passed   |
| C.R. 95.04   Moody Chapel Information          | Passed   |
| C.R. 95.05   Fall 2017 Semester Budget         | Passed   |
| C.R. 95.06   Residence Hall Washers and Dryers | Passed   |
| C.R. 95.07   Higher Quality Toilet Paper       | Passed   |
| C.B. 95.01   Christmas Lights                  | Passed   |
| C.B. 95.02   Freshmen Formal                   | Passed   |
| C.R. 95.08   ASL Interpreting in Chapel        | Passed   |
| C.B. 95.03   Community Umbrellas               | Drafted  |
| C.R. 95.09   Board of Trustees Liaison         | Passed   |
| C.R. 95.10   Repeal of BRIDGE Amendment        | Withheld |
| C.R. 95.11   Liaison Bylaw Amendment           | Withheld |
| C.R. 95.12   ACU Polling Site                  | Passed   |
| C.R. 95.13   LED Video Wall                    | Passed   |
| C.R. 95.14   Diversify Congress                | Withheld |
| C.B. 95.04   Hudson Wade 5k                    | Passed   |
| C.B. 95.05   Pepperdine Relief Fund            | Passed   |
| C.R. 95.15   Bible Building Doors              | Drafted  |
| C.R. 95.16   Block Tuition                     | Pending  |
| C.B. 95.06   Recycling Buttons                 | Pending  |
| C.B. 95.07   Green Week                        | Pending  |

# Retreat

SGA's 95th Congress retreat was held at Lake Brownwood, TX. 49 members attended the two day retreat, and received training on being an effective congress member. Including how to write legislation and participate in parliamentary procedure, the new congress members were familiarized with SGA's core mission and values. Retreat attendees were fed meals, engaged in ice breaker games, and lake activities.



# Committees

## **ADMISSIONS**

Advises administration on recruiting new students from a current ACU student's perspective.

## **DINING SERVICES**

Advises the Bean on student opinion regarding food preference, presentation, events, and timing.

## **FINANCE**

Assists congress in estimating prices for legislation, analyzes bills before they are presented to congress to ensure they are financially responsible and feasible within the budget.

## **FRESHMEN TAILGATES**

Consists of freshmen who plan, set up, tear down, and maintain the SGA sponsored freshman class football tailgates.

## **MULTICULTURAL**

Consists of individuals purposing to increase minority representation, ensure fair and equal treatment, listen, and represent all opinions on campus.

## **STUDENT EXPERIENCE**

This committee is primarily an action team that helps facilitate the execution of SGA initiatives and week-long ventures such as Join Week, Green Week, Awareness Week, Litmass, and more.

## **SPIRITUAL FORMATION**

Brainstorms and drafts legislation regarding how to work with and give student input to the chapel office, how to best engage students in becoming passionate in their faith, and fostering their spiritual formation while at ACU.

## **INTERNAL AFFAIRS**

Consists of individuals who analyze the structure of all legislation before it is presented in congress. All members are returning members of SGA Congress.

# Reforms

The executive team has become fully aware of structural inconsistencies between foundational documents, and has met with the internal affairs committee to carefully ensure that all documents are truly representative of amendments passed by congress for their intent.

It is clear that the structure of representation for congressional seats is not effective, nor does it benefit the school or students in any way. A Constitutional Convention is scheduled with SGA's Congress to discuss possible reforms.

# Looking Ahead

Our goals for next semester are ambitious, but our team is always up for a challenge. We will continue to promote our core objectives of Engaging, Equipping and Empowering the student body at Abilene Christian University, and we already have some tangible ideas to achieve this vision.

## Awareness Week

Our first big initiative will be Awareness Week, a designated time in the semester to shed light on various topics, including mental health awareness, sexual identity awareness, cultural awareness, drug/alcohol awareness and disability awareness. We hope to empower the student body to take ownership of these topics and promote healthy discussion on campus.

## Campus Dog Park

Our partnership with Bird Scooters has enabled us to create an external revenue stream, which we plan to allocate to the creation of a campus dog park. Not only will this project benefit students living off-campus, especially those in apartments, it will also drive engagement with the local community.

## LED Billboard

In an effort to better engage students, SGA is working to fundraise \$60,000 to be allocated for the installation of an LED Billboard outside of the McGlothlin Campus Center. This innovative initiative will modernize the outdated vinyl banner system that is currently employed. Not only will this project reduce costs for departments who traditionally use banners, it will also enable more engaging content, reduce environmental impact, and allow for multiple advertisements to be shown at once.

## Green Week

Continuing to build off of the work of previous administrations, Green Week is a week of environmental awareness on campus. ACU has realized tangible benefits from past Green Weeks, including, recycling stations, energy conservation, and student involvement in sustainable practices.



## Elections Week

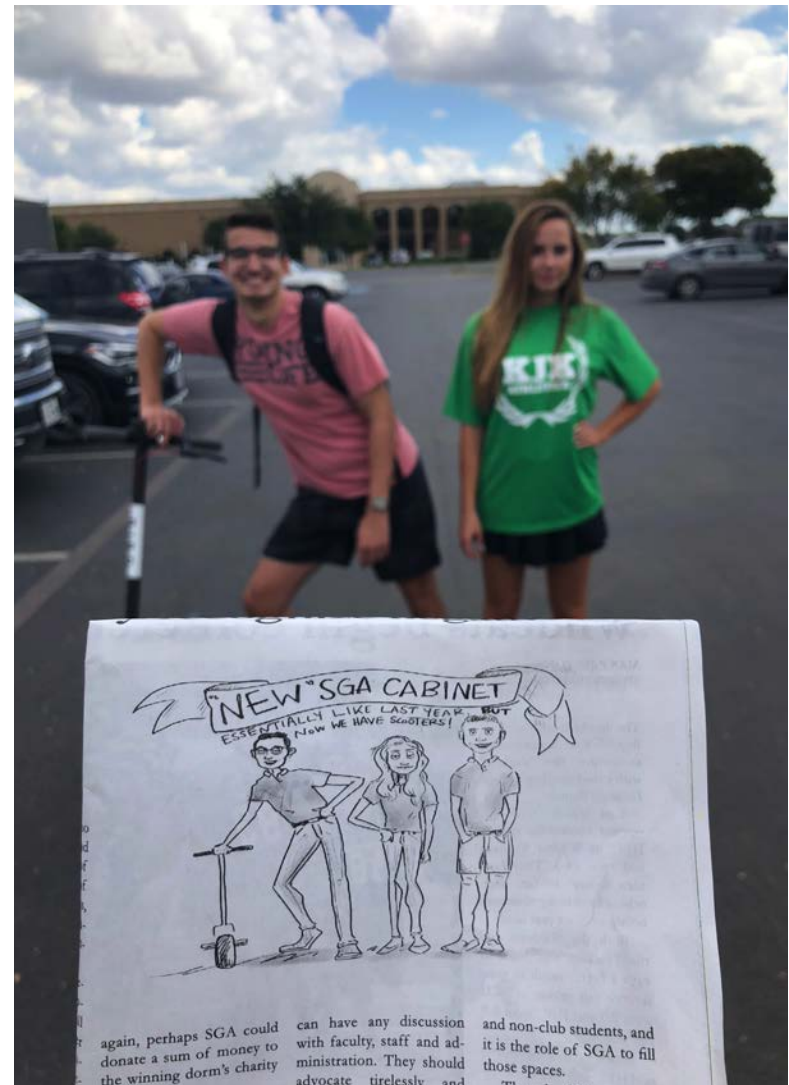
Similar to SGA Week, Elections week will work to attract the best candidates to run for Executive Office. Additionally, this week will promote student engagement in executive elections by promoting awareness of candidates, voting dates, how to vote, and why voting is important. Candidates running for office will have the opportunity to participate in multiple events throughout the week including a campus debate, chapel speech, and student mixer.

## Library Hours

Something that we started this semester, C.R. 95.01 was one of the first pieces of legislation to pass congress. This resolution calls for the extension of the Brown Library hours until 2 A.M. Sunday through Thursday. We believe this is a crucial step in equipping students with the resources they need to succeed academically.

## State of the University

Perhaps one of the most exciting projects we have planned, the State of the University Address will feature highlights from the year from some of ACU's highest administrators. The address will include a full recap of the year, where we currently stand and where we are headed as a university. The event will be broadcast on various social media platforms to engage alumni in their alma mater.



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