

STUDENT SENATE BILL 2025-1183

TITLE: Resolution to Collaborate with The Agency to Promote Underutilized Student Resources

AUTHOR(S): Senator Sherry Luo, Information and Communications Chair Katherine Finfrock

SPONSOR(S): Senator Alexa Trower, Senator Giselle Linares, Senator Maya Doonan, Senator Zoe Metchick, Senator Zach Wolsonovich, Senator Adam Herdman, Budget and Appropriations Chair Maya Idiculla, Deputy Majority Party Leader Marco Salvador, Senator Samantha Pecora, Senator Alexandra Dill, Senator Dylan Cannella, Senator Cassie Urbenz, Senator Mykenzie Hancock

WHEREAS, the University of Florida offers an array of student resources such as the Academic Resources Center, the CISE Academic Tutoring Center, the Alan and Cathy Hitchcock Field & Fork Pantry, the Student Nighttime Auxiliary Patrol (SNAP), and the Office of Student Financial Aid and Scholarships [1] [2] [3] [4]; and,

WHEREAS, these academic, wellness, safety, and career resources enhance student success and well-being; and,

WHEREAS, many of these resources remain underutilized due to limited awareness, creating a need for more effective marketing; and,

WHEREAS, The Agency at the University of Florida is a research-based advertising and public relations agency housed in the College of Journalism and Communications [5]; and,

WHEREAS, The Agency provides real-world client work opportunities for students and has already partnered with several UF resources; and,

WHEREAS, collaboration between student resources, The Agency, and the Student Senate would expand awareness while giving students real-world marketing experience; and,

WHEREAS, the Student Senate Information & Communications Committee is well-positioned to serve as a liaison in this effort; then,

THEREFORE, LET IT BE RESOLVED that the University of Florida Student Senate supports The Agency at UF developing and implementing a marketing campaign to increase awareness of underutilized student resources.

THEREFORE, LET IT FURTHER BE RESOLVED that this collaboration will provide professional opportunities in advertising, communications, and digital media for students involved in The Agency and Student Senate.

THEREFORE, LET IT FINALLY BE RESOLVED that the Student Senate recognizes the mutual benefit of this partnership and encourages the Information & Communications Committee to act as a liaison when necessary, in alignment with the values of innovation, student success, and public good.

Proviso: The authors of this bill would like to recognize Senator Emeritus Macy Meis, Senator Emeritus Ava Avera, Senator Emeritus Caroline Kim, Senator Emeritus Madelyn Stoutamire, Senator Emeritus Jagger Boucher, and Senator Emeritus Josh Laeser for aiding in the creation of this bill. A copy of this resolution shall be sent to the Assistant Dean for Student Experiences Dr. Katrice Graham, Managing Director Mark Rottensteiner, and Administrative Specialist II-the Agency Quinten Ershock.

- [1] <https://cise.ufl.edu/academics/undergraduate/student-resources/>
- [2] <https://pantry.fieldandfork.ufl.edu/>
- [3] <https://studentsuccess.ufl.edu/student-resources/resourceguide/safety/>
- [4] <https://www.sfa.ufl.edu/>
- [5] <https://theagency.jou.ufl.edu/>

9/24/25

Julia SeiferDate
Senate President