



Policy #5-08

The University Park Undergraduate Association (UPUA)

of the 2008 - 2009 Session

October 29st, 2008

Be it Enacted by the Association, having been Brought to the Floor by 2/3s, a

POLICY

Funding UPUA Legal Affairs

(Decided: [25/0/0])

Nature of the Problem:

Legal Affairs' goal is to improve public awareness and knowledge of UPUA's Department of Legal Affairs' free consultation services for Penn State students involved with Judicial Affairs. The staggering difference between the number of cases filed by Judicial Affairs and those handled by Legal Affairs is unacceptable by UPUA standards and reason enough for the organization to develop a more effective marketing strategy.

Furthermore, UPUA Legal Affairs as an organization believes it is unjust that students are unaware of the existence of such a service. The fact that the majority of students attend Judicial Affairs hearings without an understanding of their options puts them at a serious disadvantage. That being said, UPUA Legal Affairs wishes to double the number of cases we receive, a goal we believe is attainable through the subsequent marketing strategy.

TARGET AUDIENCE

Although we plan to reach out to all Penn State students, our primary target audience is underclass students, specifically the freshmen class. Freshmen are especially vulnerable to committing violations of campus policy due to their inherent unfamiliarity with the experience of living on their own. Furthermore, freshmen are often, albeit inadvertently, ignorant of the many on-campus student services available which exist solely to respond to their need. With this in mind, East Halls dorms and common areas will be a focal point for our marketing.

As previously stated, Legal Affairs plan to reach out to all Penn State students. That being said, we wish to market our organization in the HUB-Robeson Center, Redifer Commons and popular building around campus, such as Willard and Forum. Marketing will take the form of posters, distributing various handouts, and renting booths. In addition to handing out materials, Legal Affairs would like to extend our marketing into media, including the purchasing of advertising space in The Daily Collegian, and the free of the Penn State Movie Channel and Stall Stories. Legal Affairs feel using all the aforementioned resources will do enough for us to reach our accepted level of improvement.

MATERIALS AND COSTS

Item	Source	Quantity	Price/Unit	Shipping	Total
3 1/2" x 2" Promo Magnets	www.custom-magnets.com	2500	\$0.16/magnet	\$26.72 ground	\$426.72
Promo Pens	www.pens4all.com	1000	\$0.16/pen	~\$26.00 ground	~ \$186.00
Banner	FedEx Kinkos	1	\$96.00 - \$120.00	N/A	~\$120.00
Collegian Sudoku Advertisement	<i>The Daily Collegian</i>	5	\$43.50/ad	N/A	\$217.50
Website Development	Freelance				50.00
TOTALS					~\$1000

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UPUA Legal Affairs requests that the general assembly release \$1,000 for their use throughout the academic year. These funds are contingent upon the release of "Stop-Gap" funding from the Office of Student Affairs, and will take effect upon the release of those funds.

Additionally, as a department of UPUA, any UPUA legal affairs purchases from the UPUA budget allocation are the property of the Association as a whole.

As a department of and funded by UPUA, UPUA Legal Affairs will be required to regularly report to the general assembly through a liaison (aka Director) at all general assembly meetings.

Respectfully Submitted,
Gavin Keirans,
UPUA President

Committee Vote: Brought to floor by 2/3s

Signature of the Assembly Chairman:

 [President] Veto Affirm

The University Park Undergraduate Association