

ASSOCIATED
STUDENTS



Senate Bill No.: 2016-16-011

Date: 3/29/16

Authored by: Brianna Wilcox – Senator Health and Human Development

Referred to: Internal Affairs

Committee Rec: 5-0-0

Senate Action:

Title: Matatude Tuesdays

1. WHEREAS: The Associated Students, Inc. (A.S.) is the official voice of over **40,000** students at California State University Northridge; AND
 2. WHEREAS: A.S. is the primary advocate for students at California State University, Northridge (CSUN) and provides excellent, meaningful programs and services designed to create and enhance a spirited, learning focused campus environment; AND
 3. WHEREAS: California State University Northridge CSUN is known to be a commuter campus with school spirit being a secondary focus to the campus; AND
 4. WHEREAS: CSUN is not known to promote its school colors throughout campus locations such as in the classroom, in dining locations, and using signage throughout the campus that give reminders of the school colors and campus spirit; AND
 5. WHEREAS: CSUN students are not encouraged to promote school spirit by wearing CSUN affiliated attire, accessories, or campus colors other than when attending spirited or athletic events; AND
 6. WHEREAS: Matatude Tuesday, an incentive idea for students and staff alike to express their campus pride by wearing red on Tuesdays was instituted by the Associated Students in 2009 and has since had a lesser impact throughout the campus; THEREFORE LET IT BE
1. RESOLVED: That AS marketing should create a Matatude Tuesday Street team to promote and reward the students on Tuesdays for wearing Red or any CSUN memorabilia that promotes campus spirit; AND LET IT BE FURTHER

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2. RESOLVED: That all AS students and staff will be encouraged to wear red on Tuesdays in observance and further promotion of Matatude Tuesday; AND LET IT BE FURTHER
3. RESOLVED: AS will encourage the campus community including students, staff, faculty, and administrators to wear red on Tuesdays to celebrate school spirit; AND LET IT BE FURTHER
4. RESOLVED: AS will collaborate with our campus partners to promote the re-initiation of MATATUDE TUESDAYS to current students; AND LET IT BE FURTHER
5. RESOLVED: AS will encourage the Office of Student Involvement and Development to promote Matatude Tuesdays at new student orientation to all incoming students and explain the tradition and incentives they can earn by participating; AND LET IT BE FURTHER
6. RESOLVED: AS will continually promote and educate students about Matatude Tuesdays throughout the school year via social media, emails, and the street team; AND LET IT BE FINALLY
7. RESOLVED: That copies of this resolution be distributed widely, including but not limited to the following:
- Dianne Harrison, CSUN President
 - William Watkins, Vice President of Student Affairs & Dean of Students
 - Shelly Ruelas-Bischoff, Associate Vice President for Student Life
 - The Office Of Student Involvement and Development
 - University Advancement – Office of Marketing & Communications
 - CSUN Department of Athletics
 - The University Corporation
 - Matador Involvement Center
 - USU Board of Directors
 - CSUN Today
 - The Daily Sundial

Jorge Reyes

Sevag Alexanian