

SENATE BILL #2126

Title: ASUW Involvement in the Student Savings Club

Date: November 16, 2005

Author: President Hughes

Sponsors: Senators Kinner, Steinhoff, Torbaghan

1. WHEREAS, the Student Savings Club actively seeks local businesses to join
2. an association offering student discounts; and
3. WHEREAS, there are currently very few local businesses that advertise
4. student discounts; and
5. WHEREAS, the Associated Students of the University of Wyoming (ASUW)
6. has an opportunity to be an active participant¹⁸ providing students with more
7. affordable goods and services in Laramie; and
8. WHEREAS, the cost of the Student Savings Club to the ASUW is zero
9. dollars; and
10. WHEREAS, the 2004-2005 ASUW Senate expressed an interest in providing
11. students with discounts but was concerned that the Student Savings Club
12. would take away advertising from the Branding Iron; and
13. WHEREAS, the Branding Iron has been asked to prepare a proposal for a
14. program that would increase the advertising of student discounts; and
15. WHEREAS, such a proposal has not been made; and
16. WHEREAS, it is in the best interest of the ASUW to offer discounts to
17. students as soon as possible.
18. THEREFORE, be it enacted by the Associated Students of the University of

19. Wyoming that the ASUW become a member of the Student Savings Club.

Referred to: Student Relations Committee

Date of Passage: _____ Signed: _____
(ASUW Chairperson)

“Being enacted on _____, I do hereby sign my name hereto and
approve this Senate action.” _____

ASUW President

1st Reading
11/29/05

2nd Reading
12/06/05

DO PASS
Recommendation
12/16/05

3rd Reading
disposened
12/06/05

❖ Reasons to not Support Student Savers Card

- ❖ The savings we gain will be offset by higher student fees
 - Alternating year plan
 - If ad revenues are down, the only solution is to raise student fees.
- ❖ The program is not free
 - They expect ASUW to do their prospecting for them
 - They expect us to publicize the program for them
 - They expect us to distribute posters for them
 - They expect us to distribute for them
 - What are they doing for us?
 - Printing the cards. Cashing the checks
- ❖ The effect on the town
 - Money spent locally recirculates 7 times
 - Money spent with an out of state merchant never returns
 - Less money to hire students to work
 - Less money to donate to student causes
- ❖ Why do they want ASUW to sponsor them?
 - Trade off of our good name
 - Who inherits the bad PR if they screw up?
 - What is wrong with their company if they need ASUW to get them in the door?
- ❖ Nature of small businesses
 - Don't develop a marketing plan
 - Spend as much as they think they can afford on a given day
 - Those that commit to the student savers card will likely choose to not spend that amount elsewhere, probably from student publications.
- ❖ This is not the way to influence the BI
 - This would be long-term attack for a short term problem
 - Student Pubs is more than just the BI. This will affect Frontiers and OWR
 - as well.
 - Student Pubs supports students in learning. In this way, our decision could
 - be seen as anti-student
 - UW needs a student newspaper. They help us as much as we help them.
- ❖ What is the plan.

- Student Savings Card costs each merchant about 250 dollars. For some
- businesses, that is a semester's worth of advertising.
- BI proposes to sell a signature page.
 - Each business would run a small ad for about \$15
 - This page would run approximately once per month, unless
 - demand allows for twice a month.
 - The businesses would offer specials available by simply showing
 - your Student ID.
 - There could be a possible web site component.
 - BI
 - ASUW Partnership