

BOARD OF DIRECTORS

Session 125

Date: January 8, 2026

Submitted by: Peyton Sax, Communications Director

BOARD BILL 3.23

An Act to Approve Funding for ASUW Entity Merchandise Purchasing

WHEREAS: The Associated Students of the University of Washington (ASUW) is committed to supporting its entities in outreach, engagement, and community-building efforts; and

WHEREAS: Merchandise serves as an effective tool for visibility, identity-building, and student engagement, allowing ASUW entities to promote their work and connect with students across campus; and

WHEREAS: The Office of Communications (OCOMM) conducted a merchandise needs analysis to better understand entity interest, capacity, and anticipated demand for merchandise; and

WHEREAS: Based on responses from approximately half of ASUW entities, the estimated cost of merchandise production totaled \$5,000, indicating significant demand even with partial participation; and

WHEREAS: Not all entities were able to respond within the needs assessment timeframe, and allocating funding that accounts for full participation ensures equitable access to merchandise opportunities across ASUW; and

WHEREAS: Additional costs, including shipping, vendor fees, and production variability, must be considered to ensure timely and accessible merchandise fulfillment; and

THEREFORE, BE IT ENACTED BY THE ASSOCIATED STUDENTS OF THE UNIVERSITY OF WASHINGTON BOARD OF DIRECTORS:

THAT: ASUW shall allocate funding to support the production of merchandise for ASUW entities during the 2025–2026 academic year; and

THAT: Funding in the amount of \$6,500 shall be allocated from the ASUW General Fund to support entity merchandise production, inclusive of production and shipping costs; and

THAT: The Office of Communications (OCOMM) shall oversee the administration of this fund, including coordinating vendor selection, ensuring brand consistency, and managing equitable access for entities; and

THAT: The Assistant Communications Director shall oversee and manage all ASUW entity merchandise orders, including coordinating submissions, vendor communication, and ensuring timely fulfillment, under the supervision of the Communications Director; and

THAT: Priority access to merchandise funding shall be informed by the merchandise needs analysis, while remaining flexible to accommodate additional entity requests throughout the academic year; and

THAT: A copy of this bill be forwarded to:

Nandana Jaideep, ASUW President, Khushi Loomba, ASUW Finance Director, Sonal Virk, ASUW Vice President, Grace Clarke, ASUW Director of Programming, Peyton Sax, ASUW Communications Director, Christina Coop, Assistant Director for Leadership and Organizations, Carrie Moore, Executive Director of the Husky Union Building, Trevor Hunt, Associate Director for Finance and Business Operations