

UNIVERSITY of  
**HOUSTON**

STUDENT GOVERNMENT ASSOCIATION

**Label:** EO-55001

**Date Announced:** September 24, 2021

**Author(s):** President Darbin

**The Cougar Red Friday Campaign**

By the authority vested in me as the President by the constitution and the Bylaws of the University of Houston Student Government Association, and consistent with Title III, Article 1, Section 8, Clause 1 of the Bylaws, I hereby order the following:

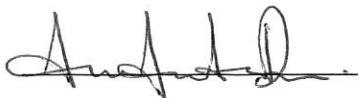
**Section 1: Purpose**

Every Friday, students of the University of Houston wear red to celebrate the pride and accomplishments of the University. This tradition strengthens school spirit and unites students by giving them a sense of belonging.

Due to the role of our organization, and since many students are returning to campus after a year of virtual classes, the Student Government Association has to do its part to support and foster a positive school culture.

## Section 2: Action

- A. The Executive Branch of the Student Government Association will start a campaign to promote the Cougar Red Friday tradition.
  
- B. Every Friday, a student designee from the President will be wearing entertaining red costumes and hand out sweets to students who are also wearing red.
  
- C. Social media campaign:
  - I. The Director of Public Relations will be making weekly posts in support of the Cougar Red Friday initiative and encourage students to wear red on Fridays.
  - II. There will be a photo challenge, where UH students will post their pictures with a hashtag of #CougarRedFriday and tag @uhsga in order to enter. A number of participants will be selected to win prizes on a bi-weekly basis.
  - III. Registered Student Organizations are eligible and will be encouraged to participate in the social media photo challenge.
  
- D. The Director of Public Relations and the Office of the President will provide the funding for this campaign.
  
- E. The Director of Outreach will be actively negotiating with campus departments and businesses to provide incentives to students wearing red on Fridays.
  
- F. All members of the 58<sup>th</sup> Executive Branch are required to wear red while visiting the SGA office on Fridays.



Arsalan Darbin

Student Government President