



CONTACT
Daniel Robles
Director of Communications
Phone: (407) 823-1265
Sga_comm@ucf.edu

FOR IMMEDIATE RELEASE

Student Government Rebrand

ORLANDO, Fla. (September 16, 2019)—Today Student Government launched their rebrand. This rebrand encompasses many aspects of how Student Government functions internally and externally.

A complete overhaul of the leadership structure has already happened under the Gray and Mills administration. They have reworked divisions to better fit the needs of the students. There will be a new logo, an accurate and up to date website and a change in social media content. The rebrand also encompasses a focus on more free services for students like free graduation shoots, changing the design of UCF's acceptance letters, and figuring out effective ways for students to navigate campus.

Regarding the rebrand, Student Body President Kyler Gray said, "It is much needed. We have restructured our entire Communications Divisions to improve the correspondence between Student Government and the students. As an organization that provides an abundance of services to our students, we need to make sure that students are aware of these services and are able to utilize them to their advantage."

Gray and Mills chose to rebrand Student government because they saw a need for change. They spoke with many students, heard their concerns, and are working to push transparency and partnership in everything they do.

Student Body Vice President Madeline Mills said, "This year we are pushing for research. Whether it be through surveys or social media, we are eager to hear the student's opinions and work to bring innovative initiatives to higher administration." Visit the Student Government website at ucfsga.com to keep up to date with the new things included in the rebrand structure.

###

The UCF Student Government is a representative body modeled after the United States government. Through the three branches – executive, legislative and judicial – the UCF Student Government represents student issues and concerns at all levels of university decision-making. In addition, the UCF Student Government is constantly creating new services and initiatives aiming to make campus life better for all UCF Knights. For more information regarding the service, please contact the Student Government at (407) 823-1122. All media requests can be directed towards Taya Britten, the Public Relations Specialist at sga_pr@ucf.edu