

**UNIVERSITY OF WISCONSIN-EAU CLAIRE  
STUDENT SENATE**

**BILL: Forming the Blu Managerial Ad Hoc Committee**

**NUMBER 63-B-7    DATE: November 25, 2019**

**INTRODUCED BY: Austin Gulbrandson, Intergovernmental Affairs Director**

1            WHEREAS, the University of Wisconsin – Eau Claire does not have a recognized university  
2 mascot; and

3            WHEREAS, an article published on April 12, 2007 in the ‘*Student Life*’ section of The Spectator  
4 states “committees were formed in the past to create a Blugold mascot. There were movements in  
5 1945, 1965, and 1967, according to The Spectator archives”; and

6            WHEREAS, Student Senate passed several pieces of legislation regarding institutional research,  
7 establishment, and use of a student body mascot at UWEC – namely, 51-R-32, 53-R-20, and 58-R-14; and

8            WHEREAS, a student body mascot, of the image of a Blugold Mythical Bird, was adopted and  
9 established through Student Senate with the passage of 54-B-8, with the name ‘Blu’; and

10            WHEREAS, Student Senate created the position of the Mascot Coordinator in the 57<sup>th</sup> Session;  
11 and

12            WHEREAS, the University of Wisconsin – Eau Claire Student Senate bylaws lists the  
13 responsibilities of the Mascot Coordinator: “to manage the audition process for mascots”; “to conduct  
14 biweekly meetings with the mascots”; “to serve as liaison between all interested parties and the  
15 mascots”; “to coordinate mascot schedules and promote mascot availability for Student Organizations  
16 and University events”; and

17            WHEREAS, the Mascot Coordinator “shall automatically serve on the Communications  
18 Commission” but are not subject to or housed within any commission; and

19            WHEREAS, the use and management of a student body mascot is the jurisdiction and property  
20 of the Student Senate; and

21            WHEREAS, Student Senate, through collected student segregated fees, funds and maintains the  
22 mascot costume, storage, and wage of performers, among other operative costs and responsibilities;  
23 and

24            WHEREAS, with passage of 56-B-34 - which states “the Mascot was created in the 54<sup>th</sup> Session  
25 due to overwhelming student support” – Student Senate allocated “\$4,468.00 from the Special Reserve  
26 Account to the General Operations Budget for the purchase of a Mascot costume”; and

27 WHEREAS, the student body mascot has been utilized on campus and at events by various  
28 parties that do not provide primary operational funding; and

29 WHEREAS, the image of the Blugold Mythical Bird has been distributed on University of  
30 Wisconsin – Eau Claire marketing and promotional materials, and bookstore merchandise;

31 BE IT THEREFORE RESOLVED, Student Senate will form an Ad Hoc Committee for the purpose of  
32 representing and managing Blu as a student body mascot to the several parties of the University; and

33 BE IT FURTHER RESOLVED, the goals established within the committee will dictate the sunset of  
34 the committee, lasting no longer than the end of the 63<sup>rd</sup> Session of the Student Senate, or May 2020;  
35 and

36 BE IT FURTHER RESOLVED, the committee will be chaired by the Mascot Coordinator of UWEC  
37 Student Senate, and will hold regular meetings; and

38 BE IT FURTHER RESOLVED, the Communications Director and Chief of Staff will have a required  
39 voting seat on the committee. The remaining voting structure of the committee will be composed of two  
40 (2) members of the Communications Commission, two (2) members of the Intergovernmental Affairs  
41 Commission, and two (2) at-large Student Senators. The tie-breaking vote will be granted to the chair of  
42 the committee; and

43 BE IT FURTHER RESOLVED, mascot performer(s), hired through the Mascot Coordinator from the  
44 student body at-large, will have a preserved, non-voting seat within the committee; and

45 BE IT FURTHER RESOLVED, the University of Wisconsin – Eau Claire Student Senate supports Blu  
46 as a mascot associated with students of the university; and

47 BE IT FINALLY RESOLVED, that upon passage of this resolution, President Johnson will transmit a  
48 copy to Dr. James Schmidt, Chancellor; LaRue Pierce, Dean of Students; Dr. Patricia Kleine, Provost and  
49 Vice Chancellor for Academic Affairs; Albert Colom, Vice Chancellor, Enrollment Management; Mike  
50 Rindo, Assistant Chancellor, Facilities and University Relations; John Haven III, Vice Chancellor, Finance  
51 and Administration; Quincy Chapman, Director, Housing and Residence Life; Deborah Newman,  
52 Associate Director, Housing and Residence Life; Evan Weiher, Chair, University Senate; Kristin  
53 Schumacher, Director, University Centers; Dan Schumacher, Director, Athletics; Kelly Holzer, Chair,  
54 University Staff Council.

SUBMITTED BY:

Austin Gulbrandson, Intergovernmental Affairs Director  
Travis DuChene, Academic Affairs Director