

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

**IN SUPPORT OF THE TERMS AND CONDITIONS FOR THE USE OF BLU THE BLUGOLD, THE  
STUDENT BODY MASCOT AT THE UNIVERSITY OF WISCONSIN- EAU CLAIRE**

- 1           WHEREAS, the Student Senate at the University of Wisconsin-Eau Claire (UW-Eau Claire) is the  
2 official voice of the student body; and
- 3           WHEREAS, a student body mascot, of the image of a Blugold Mythical Bird, was adopted and  
4 established through Student Senate with the passage of 54-B-8, by the name of ‘Blu’; and
- 5           WHEREAS, Blu is funded and operated through the UW- Eau Claire Student Senate allocations of  
6 student segregated fees funds; and
- 7           WHEREAS, Since the establishment of Blu, there has been no formal guidelines for requesting the  
8 presence of Blu or providing performance accommodations; and
- 9           WHEREAS, the Blu Managerial Ad Hoc Committee was created on December 2<sup>nd</sup>, 2019 with the  
10 passage of 63-B-7 to create guidelines of how Blu can be used by other departments at UW- Eau Claire.
- 11           BE IT THEREFORE RESOLVED, these guidelines are provided as the Event Terms and Conditions.  
12 (See attachment A); and
- 13           BE IT THEREFORE RESOLVED, guidelines for marketing terms and conditions will be created at a  
14 later date; and
- 15           BE IT FURTHER RESOLVED, the UW- Eau Claire Student Senate supports these Terms and  
16 Conditions and adopts this as the official guidelines for clients to request or use Blu; and
- 17           BE IT FINALLY RESOLVED, that upon passage of this resolution, President Johnson will transmit a  
18 copy to Dr. James Schmidt, Chancellor; Dr. Patricia Klein, Provost and Vice Chancellor, Academic Affairs;  
19 Dr. Warren Anderson, Vice Chancellor, Equity, Diversity, Inclusion and Student Affairs; John Haven III, Vice  
20 Chancellor, Finance and Administration; LaRue Pierce, Dean of Students; Dang Yang, Director, Office of  
21 Multicultural Affairs; Teresa O’Halloran, Director, Affirmative Action; Kristin Schumacher, Director,  
22 University Centers; Miranda Ricci, Student Body President, UW-Eau Claire Barron County; Michael Rindo,  
23 Assistant Chancellor, Facilities and University Relations; Evan Weiher, Chair, University Senate; Kelly  
24 Holzer, Chair, University Staff Council; Rebecca Jane Dienger, IMC Director; Dan Schumacher, Athletics  
25 Director; Quincy Chapman, Housing and Residence Director; Joey Bohl, Interim Director, Admissions;  
26 Isabel Walters, Interim Director, Admissions.

SUBMITTED BY:

**Luke Schowalter, Blu Managerial Ad Hoc Committee Chair**  
**Joel Meier, Communications Director**  
**Annika Angelo, On-Campus Student Senator**  
**Kayde Langer, On-Campus Student Senator**  
**Sophia Spittlemister, Off-Campus Student Senator**  
**Emma Mabie, Events and Outreach Intern**