WHEREAS, the University of Wisconsin-Eau Claire (UW-Eau Claire) Student Senate is the official voice of the student body; and
WHEREAS, since 2013, the character known as “Blu the Blugold” has served as the Student Body mascot; and
WHEREAS, the responsibility of being the Student Body Mascot, and its associated financial burdens, falls upon the Student Senate with the support of student segregated fees; and
WHEREAS, the character “Blu the Blugold” has social media that is exclusively used to promote mascot events, business, and campus community; and
WHEREAS, there has been significant confusion as to where proper credit and recognition should be sent to acknowledge the performers who represent the Student Body Mascot; and
WHEREAS, “tagging” informs and gives credit to other parties that their image and likeness is being used; and
WHEREAS, “tagging” increases social engagement between the campus community, departmental stakeholders, and the Blugold mascot; and
WHEREAS, the “Blu the Blugold” social media account information can be found in Attachment “A”; and
BE IT THEREFORE RESOLVED, any official university department, office, or organization should “tag” the “Blu the Blugold” media when sharing visual media on social media; and
BE IT FURTHER RESOLVED, it is recommended to only “tag” the appropriate “Blu the Blugold” social media that is shared by the platform through which content is posted (ie. only tag “Blu the Blugold”’s Instagram account if the post is being published on Instagram); and
BE IT FURTHER RESOLVED, having a singular, consolidated space where the student body and campus stakeholders can find additional content with the mascot will alleviate future confusion and will promote the continual events attended by the Blugold mascot; and
BE IT FURTHER RESOLVED, the “Blu the Blugold” social media accounts will continue to repost and share content including the mascot, creating additional engagement for and with relevant content creators on the UW-Eau Claire campus; and
BE IT FINALLY RESOLVED, that upon passage of this resolution, President Mikoulinskii will transmit a copy to Dr. James Schmidt, Chancellor; LaRue Peirce, Dean of Students; Billy Felz, Vice Chancellor, Enrollment Management; Evan Weiher, University Senate; Chris Jorgenson, Director, Gender and Sexuality Resource Center; Kristin Schumacher, Director, University Centers; Samantha Thompson, Social Media Lead, Integrated Marketing and Communications; Grace Arrigoni, Student Body President, Barron County Campus; Quincy Chapman, Director, Housing + Residence Life; Deborah Newman, Associate Director, Housing + Residence Life; Linda Pratt, Assistant Director, Housing + Residence Life; Katherine Braunsky, Student Program Coordinator, Housing + Residence Life; Sara Thommeson, Senior Coordinator
of Engagement, Activities, Involvement and Leadership; Brenden Hicks, Director, Student Organizations Commission; Joann Martin, Coordinator of Student Activities, Activities, Involvement and Leadership; Katy Rand, Coordinator of Student Leadership and Greek Life, Activities, Involvement and Leadership; Nicole Rindone, Senior Coordinator for Events & Marketing, Activities, Involvement and Leadership; Taylor Zeimet, Assistant Director, Orientation; Daniel Schumacher, Director, Athletics; Clare Hohman, Marketing and Promotions Coordinator, Athletics

SUBMITTED BY:
Zachary May, Student Senate Mascot Coordinator
Blu the Blugold, Student Body Mascot