

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

**IN SUPPORT OF A UNIVERSAL MEDIA POLICY FOR BLU THE BLUGOLD**

1           WHEREAS, the University of Wisconsin-Eau Claire (UW-Eau Claire) Student Senate is the official  
2 voice of the student body; and

3           WHEREAS, since 2013, the character known as “Blu the Blugold” has served as the *Student Body*  
4 mascot; and

5           WHEREAS, the responsibility of being the Student Body Mascot, and its associated financial  
6 burdens, falls upon the Student Senate with the support of student segregated fees; and

7           WHEREAS, the character “Blu the Blugold” has social media that is exclusively used to promote  
8 mascot events, business, and campus community; and

9           WHEREAS, there has been significant confusion as to where proper credit and recognition should  
10 be sent to acknowledge the performers who represent the Student Body Mascot; and

11           WHEREAS, “tagging” informs and gives credit to other parties that their image and likeness is  
12 being used; and

13           WHEREAS, “tagging” increases social engagement between the campus community,  
14 departmental stakeholders, and the Blugold mascot; and

15           WHEREAS, the “Blu the Blugold” social media account information can be found in Attachment  
16 “A”; and

17           BE IT THEREFORE RESOLVED, any official university department, office, or organization should  
18 “tag” the “Blu the Blugold” media when sharing visual media on social media; and

19           BE IT FURTHER RESOLVED, it is recommended to only “tag” the appropriate “Blu the Blugold”  
20 social media that is shared by the platform through which content is posted (ie. only tag “Blu the  
21 Blugold”’s Instagram account if the post is being published on Instagram); and

22           BE IT FURTHER RESOLVED, having a singular, consolidated space where the student body and  
23 campus stakeholders can find additional content with the mascot will alleviate future confusion and will  
24 promote the continual events attended by the Blugold mascot; and

25           BE IT FURTHER RESOLVED, the “Blu the Blugold” social media accounts will continue to repost and  
26 share content including the mascot, creating additional engagement for and with relevant content  
27 creators on the UW-Eau Claire campus; and

28           BE IT FINALLY RESOLVED, that upon passage of this resolution, President Mikoulinskii will transmit  
29 a copy to Dr. James Schmidt, Chancellor; LaRue Peirce, Dean of Students; Billy Felz, Vice Chancellor,  
30 Enrollment Management; Evan Weiher, University Senate; Chris Jorgenson, Director, Gender and  
31 Sexuality Resource Center; Kristin Schumacher, Director, University Centers; Samantha Thompson, Social  
32 Media Lead, Integrated Marketing and Communications; Grace Arrigoni, Student Body President, Barron  
33 County Campus; Quincy Chapman, Director, Housing + Residence Life; Deborah Newman, Associate  
34 Director, Housing + Residence Life; Linda Pratt, Assistant Director, Housing + Residence Life; Katherine  
35 Braunsky, Student Program Coordinator, Housing + Residence Life; Sara Thommeson, Senior Coordinator

36 of Engagement, Activities, Involvement and Leadership; Brenden Hicks, Director, Student Organizations  
37 Commission; Joann Martin, Coordinator of Student Activities, Activities, Involvement and Leadership; Katy  
38 Rand, Coordinator of Student Leadership and Greek Life, Activities, Involvement and Leadership; Nicole  
39 Rindone, Senior Coordinator for Events & Marketing, Activities, Involvement and Leadership; Taylor  
40 Zeimet, Assistant Director, Orientation; Daniel Schumacher, Director, Athletics; Clare Hohman, Marketing  
41 and Promotions Coordinator, Athletics

**SUBMITTED BY:**

**Zachary May, Student Senate Mascot Coordinator**  
**Blu the Blugold, Student Body Mascot**