WHEREAS, the Student Association at the University of Wisconsin – Milwaukee is in need of a new slogan for marketing and promotional purposes.

WHEREAS, the Student Association at the University of Wisconsin – Milwaukee should have a slogan that is representative of what the organization does.

WHEREAS, the Student Association at the University of Wisconsin – Milwaukee should have a slogan that is simple and easily recognizable.

WHEREAS, the Student Association at the University of Wisconsin – Milwaukee should have a slogan that encourages students at the University to engage with Student Association.

WHEREAS, the Student Association at the University of Wisconsin – Milwaukee is trying to increase its visibility on campus.

THEREFORE BE IT RESOLVED; the Student Association at the University of Wisconsin – Milwaukee, shall change their official slogan to become “Students Representing Students”.

THEREFORE BE IT FINALLY RESOLVED; that the new slogan of the Student Association shall be used for any promotional materials, signage, social media, or any other marketing or promotional needs that Student Association may have at the discretion of the Marketing and Programming director and the Executive Board of Student Association at the University of Wisconsin – Milwaukee.

______________________________  ____________  ____________  ____________
Alyssa Molinski            Date       AYE          NAY
Student Association President

Legislative History
11/4/18 Proposed by Senator Schindler Co-Sponsored by Senator Malek
10/30/18 Passed by Student Life and Interest Committee