

SA Logo UPASS Imprint Act
Author: Senator Ohler
Sponsor: Senator Ohler, Senator Voigtlander

Whereas in January the Senate Finance Committee approved funding for the UPASS program at \$41.10 per student per semester with the stipulation that the SA logo be prominently displayed on all advertising materials of the department, and

Whereas the Milwaukee County Transit Service System (MCTS) receives funding from county taxes and from the seg fees of other universities, and

Whereas it is more cost-efficient for MCTS to reuse any advertisement materials containing current, accurate information and distributed county-wide, and

Whereas it would be impractical to include the logo of each of the multiple universities within Milwaukee County on UPASS holders and other materials already uniformly produced in mass quantities for use by those universities, and

Whereas MCTS has acquiesced to print the SA logo on all mailers distributed to UWM students' homes, posters used to promote the UPASS during on-campus distribution, print ads placed in UWM campus newspapers, and "Quick Transit Tips" information flyers, therefore

Be it resolved that the SA senate authorize the following MCTS materials to display the SA logo:

1. Mailer distributed for each semester to the students homes.
2. Posters produced to promote the U-Pass used during distribution
3. Print ads placed in the UWM papers.
4. Quick Transit Tips for UWM Students.

Samantha R. Prahl
President of the Student Association

Date