

Date introduced: 08/25/2021

Date voted upon: 09/29/2021

Status: Unanimously Passed

Resolution #10 Asking the University of Baltimore to Find Ways to Utilize Our Campus Mascot More as Part of Our School Identity or Explore a New Mascot to Replace the Eubie that Would Better Fit Our School Identity

Introduced by: Senator Tuthill, Senator Hensgen

Sponsored by: Senator Tuthill, Speaker Rabiun-Adebayo, Vice President Sandra Uche

Committee: Student Affairs

Written by: President Khoshkepazi, Executive Vice President Bridglal,

WHEREAS, The University of Baltimore Student Government Association is formally recommending that the University of Baltimore rebrand the school marketing strategy to make greater use of the mascot or in case of a failure to do so work on selecting a new mascot in order to be more relevant to the student population and other USM organizations,

WHEREAS, A campus mascot is an integral part of a universities identity and campus culture because it helps build school spirit and morale as well as providing a sense of connection to all students that have attended the institution,

WHEREAS, The current mascot “Eubie” the bee is not relevant to the campus community and the community of Baltimore, does not reflect on the geographical biodiversity that represents Baltimore or Maryland and is sadly increasingly used less and less by the university.

WHEREAS, Having a prominent, relatable, and easily recognizable mascot is an important feature for universities because it brings awareness to the university and the programs that they offer,

WHEREAS, The University of Baltimore has suffered low enrollment and low campus engagement over the past several years and by rebranding itself under a new and more relatable mascot provides the university a new opportunity to reinvent the way it is perceived by the community,

WHEREAS, The University of Baltimore’s decision to utilize the mascot less does not reflect well with students and it continuously diminishes our campus culture and a new mascot or greater use of the current mascot will change that.

THEREFORE, LET IT BE ENACTED:

SECTION 1: The University of Baltimore Student Government association is formally requesting the University of Baltimore to explore ways through which our mascot can be used more or rebrand and select a new mascot that is more inline with the local biodiversity and campus population.

SECTION 2: SGA recommends the university to run a process where our campus community collectively decides on how to use our current mascot and when determining the new mascot. SGA further recommends for the school to consider the following animals as possible options: Raven (in line with Poe's statue on campus), Crab (we are in Maryland and Baltimore Crab cakes are the best!) Oysters (they are fun and live in higher populations in our harbor), Checkerspot (after the butterfly that is the symbol of Baltimore City), as options that are better than the Eubie.

SECTION 3: The University of Baltimore SGA will share this resolution with the Faculty Senate, Staff Senate, SBA, GSC, Provost Anderson, and President Schmoke to start a discussion about this topic and to gain feedback from a wide population in regards to possible ideas for a new mascot.

Vice President Sabrina Bridglal

Sabrina Bridglal

(signature)

President Daniel Khoshkepazi

Daniel Khoshkepazi

(signature)