



History of the Referendum to Use Seg Fees to Fund Building Union South and Renovating Memorial Union

Spring of 2005

1st Referendum was supported by SSFC (part of the ASM student government) and not the Wisconsin Union. The Chair of SSFC led the placement of the Referendum on the ballot. This Referendum was only for renovating both Union South and Memorial Union. Students voted no; the referendum failed by 185 votes (2385 to 2200).

Links to stories in student newspapers:

[Students will vote on Union South referendum](#)

[Students vote 'no' on union](#)

Fall of 2005

The Wisconsin Union surveyed students, faculty and staff regarding their needs for the south campus union. Over 18,000 students, faculty, and staff participated. Union students and staff led a signature campaign, funded by the Memorial Union Building Association, for a new referendum to build a new Union South and renovate Memorial Union. Studies indicated that attempting to renovate Union South would cost almost as much as building a new one.

Spring of 2006

2nd Referendum: A high voter turnout, 22% of the campus population on the first day, crashed the voting server system and lost votes. Student Judiciary, with the urging of both campus newspapers, decided to postpone the election until the fall.

[Just can't DoIT](#)

Badger Herald Editorial Board: [Redo Referendums](#)

Fall of 2006

A group of students, branded as the Student Union Initiative, spread information about the referendum across campus, a campaign that was funded 100% through gifts from the Memorial Union Business Association. ASM could not find a way to guarantee that the voter server system would not crash again, and ASM made the decision to use paper ballots for the fall election. The referendum passed by 771 votes (1671 to 900).

To date, 36,000 students have been involved in the design and construction process.