

**SENATE BILL #2580**

**TITLE:** ASUW Support for a Campus Art Plan

**DATE INTRODUCED:** November 7, 2017

**AUTHOR:** Senator Kennedy

**SPONSORS:** Senator Blazovich, Cloud, Conard, Defebaugh, Frauendienst, Kostelecky, Mueller, and Westlake; Student Art League, Wyoming Sculpture Society



1. WHEREAS, the Associated Students of the University of Wyoming (ASUW) Student
2. Government has the right, as well as the obligation, to play a significant role in guiding our
3. university, promoting the general welfare and interests of all students, and regulating all
4. matters that affect student life at the University of Wyoming (UW); and,
5. WHEREAS, art displayed on the UW campus is a major aspect of student life, free speech,
6. and communication that contributes significantly to the development of values, ideas, and
7. opinions of all members of the university community; and,
8. WHEREAS, art displayed on the UW campus may be interpreted as a representation of the
9. values, opinions, and ideas of the university as a whole; and,
10. WHEREAS, the art and physical structures of the UW campus contribute greatly to the well-
11. rounded development of students during their time at the UW and establishes the institution
12. as a creative enterprise; and,
13. WHEREAS, the ASUW Student Government has attempted to change, alter, or install new
14. art work on campus and the ASUW Student Government has also previously called for
15. campus art policy reviews in Senate Resolution 2527; and,
16. WHEREAS, a campus art plan would benefit the student body by helping to promote and
17. advance an environment that better represents the diverse needs, views, and interests of
18. students, faculty, and staff on this campus, and would result in a campus that more

19. effectively represents and communicates the UW's values and ideals; and,

20. WHEREAS, the UW has recently adopted a new strategic plan which aims to promote and

21. strengthen our institution as a creative and scholarly enterprise, to graduate well-rounded and

22. creative thinkers, and to raise expectations for creative activities on

23. the UW campus; and,

24. WHEREAS, the UW Strategic Plan emphasizes the importance in university-wide plans

25. including a campus master plan, housing plan, and capital and fiscal plans, but lacks a

26. campus art plan; and,

27. WHEREAS, the UW Public Art Committee has committed to the completion of this Campus

28. Art Plan by recruiting qualified public art consultants to make an initial visit to the

29. campus and provide a preliminary proposal for the creation of a plan included in Addendum

30. A; and,

31. WHEREAS, the UW has taken all possible steps in response to expectations established by

32. the ASUW Student Government towards reviewing campus art policies, but the process has

33. been stopped until further funding can be secured; and,

34. WHEREAS, the UW and the ASUW Student Government have previously recognized the

35. need for professional consulting in the creation of quality strategic plans or large-scale

36. reorganizations and the ASUW Student Government has also previously contributed

37. financial support for professional consultants on other campus projects; and,

38. WHEREAS, the ASUW should play a significant role in the creation and content of any

39. long-term campus plan that has the potential to impact the student body and the institution as

40. a whole; and,

41. WHEREAS, the ASUW Reserve balance is currently \$350,620.54, of which \$150,620.54 is

42. above the floor and expendable, and \$50,620.54 of that above the ceiling set out by the  
43. ASUW Finance Policy;  
44. THEREFORE, be it enacted by the Associated Students of the University of Wyoming  
45. (ASUW) Student Government that \$60,000 be spent out of the ASUW Reserve on consultant  
46. fees for the completion of the University of Wyoming Campus Art Plan as proposed in  
47. Addendum A; and,  
48. THEREFORE, be it further enacted that student designees assigned from the ASUW Student  
49. Government shall work alongside the UW President's Public Art Committee and all other  
50. campus entities involved to facilitate the development of the Campus Art Plan; and,  
51. THEREFORE, be it further enacted that this allocation be added to the ASUW Budget for  
52. Fiscal Year (FY) 2018 through FY '19 if unencumbered, set to expire on June 30, 2019 if  
53. unencumbered and returned to the ASUW Reserve as expendable.

Referred to: Budget and Planning, SOP

Date of Passage: 12/5/17 Signed:   
(ASUW Chairperson)

"Being enacted on December 8<sup>th</sup>, 2017, I do hereby sign my name hereto and  
approve this Senate action."

  
ASUW President



Addendum A.

**Public Art Plan Proposal for the University of Wyoming  
Submitted by Jennifer McGregor and Renee Piechocki  
October 9, 2017**

**Overview**

In September 2017, we visited the University of Wyoming to meet with members of the campus community to discuss opportunities for public art on campus. We observed sincere enthusiasm for new public art, a desire to increase awareness about the University's existing collection, and the need for a system to inventory the existing collection, commission new public art, and raise awareness about art on campus.

This proposal outlines our recommendations for developing a public art plan that will serve as a roadmap to guide future public art decisions. This document will be tailored to the University of Wyoming's specific needs, while being aligned with current best practices in the field of public art.

**Process**

We propose a public art planning process that will engage the campus community in its development. The timing is important because the public art plan can be a tool to further the the goals of *Breaking Through 2017-2022: A Strategic Plan for the University of Wyoming*. The public art plan will also guide how public art can be included in upcoming campus capital plans, such as the University Housing Master Plan.

We understand the importance of an inclusive process and will plan sessions around your specific needs. The process will build on the excitement and interest in public art expressed by students, faculty, staff, and Laramie residents.

*Phase 1: Listening and Learning*

During our September 2017 trip we gained an understanding of the existing collection and learned about new capital projects as well as areas of the campus where people would like to see temporary and permanent art. We presented different types of projects for campuses that engage people, the campus landscape, the subject areas, and also relate to the particular cadence of the campus timeframe. A report is attached to this proposal.

*Phase 2: Research, Benchmarking, and Public Art Week*

During the next phase, we will research public art programs at land grant universities such as the University of Iowa as well as other leading university programs across the country. From our initial research we have identified the University of Washington, Stuart Collection at the University of California at San Diego, Landmarks at the University of Texas at Austin, and will research others. We will be looking closely at public and private funding sources; the role of the public art committee; and how students, faculty and staff engage in the public art process.

Understanding the importance of interdisciplinary activity, we will also look for campuses that encourage this engagement. Our research will entail phone interviews and a benchmarking trip to at least one campus.

Concurrently, we will develop a menu of public art strategies that are aligned with *Breaking Through 2017-2022: A Strategic Plan for the University of Wyoming*, and the aspirations and needs identified during Phase 1. The menu will include public art project strategies and locations, as well recommendations for appropriate administrative framework and budget to further the plan.

We would like to return to the University of Wyoming for five days in January 2018 to present our initial ideas to a number of different groups: President's office, Public Art Committee, students, faculty, staff and possibly trustees. During this public art week, we will have complement meetings with the leadership teams with campus community workshops that will explore some of the initial ideas. In addition, we envision hosting at least one additional event that is open to the public.

If a meeting with the Trustees is desired, this phase might take place between January 18 and 23, 2018 to overlap with their meeting and the start of the semester on Jan 22, 2018.

During this phase, we will rely on the Public Art Committee and ASUW to help us communicate our plans to the campus community through media alerts, social media outlets, flyer distribution and more. We also anticipate that we can work with the University's communications staff to distribute a survey or other method of participation to get feedback from people who can't attend in person.

### *Phase 3: Draft and Refine the Plan*

Feedback received during this trip will inform the direction of the public art plan. We will spend 4-6 weeks drafting the public art plan and intend to deliver a first draft to the public art committee by the end of March 2018. We would like to work with the public art committee to have feedback and a refined draft by April.

At this time, our current vision for plan contents includes:

- A vision for public art on campus
- Role and composition of the Public Art Committee
- Public art administrative expertise/framework needed
- Outline of acquisition and deaccession policies
- Strategies for accessing different funding streams
- Strategies to engage the entire campus community and the city
- Menu of potential projects, location, type, selection method, budget
- Implementation timeline & next steps

Working with the Public Art Committee campus community will result in refining this list of plan contents above.

We anticipate that several members of the Public Art Committee will be available to review sections of the plan as developed.

We would like to travel to the University of Wyoming in late April or early May to present the refined draft plan to the campus community. We look forward to working with you to determine the groups that should be included.

#### *Phase 4: Final Plan*

Your comments will be incorporated into a final plan which we will present in Person. The final product will be a word document and a PDF that includes images. We anticipate hiring a designer who we have worked with in the past to create a visual framework for the document. The document will include an executive summary that can be used to tell the story concisely. We look forward to delivering the final public art plan by May 31, 2018.

#### **Proposed Schedule**

##### **2017**

Oct 12	Submit report from September visit; proposal for next steps
Nov 1	Approve of next steps and extend (or execute new) contract Begin research phase Confirm schedule for check in with Public Art Committee or point person
Dec 9	Confirm schedule/goals/plans for January visit Develop event and meeting descriptions for January visit Prepare materials for January visit

##### **2018**

Jan	Second visit, continued engagement with stakeholders Explore specific projects and strategies
March	Present draft plan for committee to review Revise with committee comments
April	Present draft plan Feedback on draft plan due from Public Art Committee and others
May	Revise plan based on these comments
June	Final presentation to the board of trustees

## Public Art Committee Role/Responsibilities

We are looking forward to working with the Public Art Committee to develop this plan. In order for the process to be successful, we anticipate the committee taking on these roles and responsibilities.

- Assign a point person to the team, for regular communication
- Either the entire group, or the point person, participate in regular bi-weekly phone calls to review findings
- Provide information/contacts as needed
- Facilitate meetings for all visits, including booking rooms, setting schedules, and determining participants
- Creating and distributing communications to ensure participation

Review and comment on drafts of plan in a timely manner that represents the agreed upon feedback of the entire group

## Deliverables

The public art plan will be a document delivered in PDF format that is meant to be presented electronically. We work with a graphic designer to put the plan in an easy to read format. Funding, document credits, and style guides should be provided by the University. Contents of the plan will include:

- Executive Summary
- Vision and Goals
- Public Art Strategies and Project Types
- Short Term and Long Term Actions
- Administrative Recommendations for Implementation
- Policy Recommendations for Temporary Art and Collection Management

## Fee

To deliver the public art plan outlined above, our fee is \$59,950. This fee is inclusive of all travel costs for three additional visits to the University and one benchmarking trip. The fee does not include the cost of professionally printing the plan.

The simple breakdown of the fee includes:

Consulting Hours	293 Hours of Consulting Time for 4 Phases	\$43,950.00
Travel	3 trips for 2 consultants to UWYO, 1 benchmarking trip for 2 consultants	\$11,000.00
Document Preparation	Graphic Design and Copy Editing	\$5,000.00