SENATE BILL #2472

TITLE: ASUW Implementation of the Guidebook App for Promotional Purposes

DATE: 9/7/2015

AUTHOR: President Schueler

SPONSORS: Senator Ellbogen, Senator Long; Vice President Kath

1. WHEREAS, it is the mission of the Associated Students of the University of Wyoming
2. (ASUW) Student Government to serve our fellow students, and;
3. WHEREAS, effective and widespread advertising and publicity are crucial to our mission of
4. serving students, and;
5. WHEREAS, students increasingly use smartphones and tablets to access web-based
6. resources, making web based, desktop accessible resources obsolete and inefficient, and;
7. WHEREAS, Residence Life and Dining Services (RLDS) at the University of Wyoming
8. (UW) as well as Fraternity and Sorority Life (FSL) currently utilize the Guidebook App, and;
9. WHEREAS, Using proven technology with an existing audience and utilization by the
10. student body is a very effective and economical method to increase ASUW Student
11. Government’s presence on mobile devices, and;
12. WHEREAS, ASUW Student Government utilization of the Guidebook App will increase the
13. chances of other departments or organizations at UW participating in this app, and;
14. WHEREAS, expanded participation in the Guidebook App will result in the access price for
15. each program decreasing, and;
16. WHEREAS, the ASUW Reserve has a current balance $73,751.40.
17. THEREFORE, be it enacted by the Student Senate of the Associated Students of the
18. University of Wyoming (ASUW) that $4,000.00 be allocated from the ASUW Reserve for
19. the purpose of purchasing a one (1) year contract to utilize the Guidebook App for use of the
Date Passed: 9/22/15
Vote Count: 20-4.

20. ASUW Student Government including, but not limited to, promotional, communication, and outreach efforts, and;

22. THEREFORE, be it further enacted that the Student Outreach and Policy Committee evaluate the efficacy and usefulness of the Guidebook App for ASUW Student Government’s purposes and submit a recommendation to the Budget and Planning Committee as that committee drafts the ASUW FY2016 Budget to either suspend ASUW Student use of the Guidebook App, or to fund a continuance or an expansion of ASUW Student Government utilization of the Guidebook app.

Referred to: Budget and Planning; Programs and Institutional Development

Date of Passage: 9/22/2015 Signed: [Signature]

“Being enacted on 9/29/2015, I do hereby sign my name hereto and approve this Senate action.” ASUW President