SENATE BILL #2592

TITLE: Approval of the ASUW Strategic Plan Moving Forward 2018-2022

DATE INTRODUCED: January 30, 2018

AUTHOR: Chief of Legislative Affairs Jones

SPONSORS: President Wetzel; Senator Kennedy and Mueller; Executive Kilgore

1. WHEREAS, it is the purpose of the Associated Students of the University of Wyoming
2. (ASUW) Student Government to serve our fellow students in the best manner possible
3. through accurate representation and professional interaction with campus programs and
4. organizations; and,
5. WHEREAS, the ASUW Strategic Plan is updated on a four (4) year cycle to address
6. concerns and areas to be improved between each year’s administration; and,
7. WHEREAS, past strategic plan documents were found to be very indirect, having important
8. information lost within circumlocutory details; and,
9. WHEREAS, the University of Wyoming’s 2017-2022 Strategic Plan, Breaking Through:
10. 2017-2022 offered a more informative and accessible document for students to interpret,
11. having clearly stated goals and measurements to be addressed through the University’s
12. mission; and,
13. WHEREAS, the Moving Forward: 2018-2022 ASUW Strategic Plan focuses on a similar
14. format to the Breaking Through: 2017-2022 Strategic Plan, having baseline and target
15. measurements to accurately display what should be improved within the 2018-2022 ASUW
16. administrations; and,
17. WHEREAS, the goals defined within the Moving Forward: 2018-2022 Strategic Plan will
18. allow future administrations to easily measure their progress in yearly reports and further
19. develop the ASUW Mission;
20. THEREFORE, be it enacted by the Associated Students of the University of Wyoming
21. (ASUW) that the *Moving Forward: 2018-2022 Strategic Plan* be adopted as a working
22. document as outlined in Addendum A.

**Referred to:** Advocacy, Diversity, and Policy & Programs and Institutional Development

**Date of Passage:** 2/6/2018  
**Signed:** 

("Being enacted on February 1, 2018, I do hereby sign my name hereto and approve this Senate action.")

ASUW President
MISSION STATEMENT

The purpose of the Student Government of the Associated Students of the University of Wyoming is to serve our fellow students in the best manner possible through accurate representation, professional interaction with campus programs and organizations, and responsible, effective leadership.
LETTER FROM THE PRESIDENT

Since its establishment in 1886, the University of Wyoming has seen increases in enrollment, decreases in enrollment, facilities built and torn down again, and tuition change over 1000%, but the past two years have been amongst the hardest. With over 42 million dollars of budget cuts, every person on this campus has felt the squeeze and sacrificed in one way or another. A new financial age has been welcomed to campus, and the world around us changes with rises in student activism and an ever-polarizing climate. With each new challenge that arises, my mind cannot help but remember a proverb referred to by many before me, “May you live in interesting times.” Thankfully, we all know that through tough times Wyoming grit and determination will always rise above. Most importantly, we have welcomed monumental changes and new waves of leadership with our first female President, Laurie Nichols.

Under the leadership of President Nichols, we have brought forth an unprecedented era of community involvement, student engagement, shared governance, and individualized experiences. The path set forth by us has been nothing but historic as she led the charge to develop the University’s new strategic plan. As the University Broke Through the barrier with its first strategic plan, it is time for us to follow suit by Moving Forward. Starting in September of 2017, the Associated Students of the University of Wyoming (ASUW) Student Government set forth on a long and tiresome process to create a strategic plan we could be proud to call our own.

The goals set forth by the Moving Forward: 2018–2022 will serve to drive all members of the ASUW Student Government in a united direction to recruit, engage, and grow our student body with a sense of community as strong as our Wyoming roots and our dedication to excellence. The goals we have laid forth move to provide effective paths forward to common goals for ASUW. We hope this allows your creativity and initiatives to be a priority while still accomplishing long-term progress.

The University of Wyoming provides us as students a host of opportunities with a world-class education, individualized engagement opportunities, and a community of support unmatched in any state institution. Best of luck to you and your administration, and one note, to change ourselves, and the world around us, we must take these opportunities and push to do one thing: Move forward.

[Signature]
Bruce D. Wietzel
INTRODUCTION

WHO WE ARE
The Associated Students of the University of Wyoming is composed of three branches, similar to the United States Government.

THE EXECUTIVE BRANCH
The Executive Branch is composed of the ASUW President and Vice President, as well as student executive positions that can change to meet the goals of each administration. The executives are appointed by the President with consent of the ASUW Senate.

THE LEGISLATIVE BRANCH
The ASUW Senate is composed of elected students from each of the colleges at the University of Wyoming, to conduct legislative action and connect with officials on campus. The ASUW Senate is chaired by the Vice President.

THE JUDICIAL COUNCIL
The ASUW Judicial Council is composed of nine justices, appointed by the President with consent from the Senate. The Judicial Council provides interpretation of all ASUW working documents, and has jurisdiction over ASUW rules, procedures, and actions of the Executive Branch.
GOAL 1
RECRUIT AND RETAIN

OUR OBJECTIVE

Outreaching to students from high school on through their professional careers to assist university recruitment and retention.

- Brand our marketing and plan proper outreach to students from orientation to their graduation to support engaged, campus-aware students.

- Develop informational and educational orientation and on-boarding for successful retention.

- Engage students through ASUW funded programs and events.
PERFORMANCE INDICATOR: GOAL 1

BRANDED MARKETING

BASELINE:
Associated Students Technical Services, Student Legal Services, Freshman Senate, Financial Wellness, and Judicial Council logos are all currently branded.

2022 TARGET:
- All current programs, services, and strategic partners of ASUW have a branded logo.
- Create a process to brand logo and marketing of new programs, services, and strategic partners.
PERFORMANCE INDICATOR: GOAL 1

ORIENTATION AND ON-BOARDING

BASELINE:
Current practices are tabling and short presentation during orientation by President and Vice President.

2022 TARGET:
- Participate in seven (7) educational events during orientation and on-boarding per semester.
- Represent ASUW at non-traditional and international orientations.
PERFORMANCE INDICATOR: GOAL 1

ASUW ENGAGEMENT AND ATTENDANCE

BASELINE:

Only some ASUW programs and funded events measure attendance accurately and have inconsistent processes.

2022 TARGET:

- Establish a consistent procedure for measuring attendance (2020).
- Establish required evaluations for all events funded by ASUW.
- Form easily accessible data from all evaluations.
GOAL 2

SENSE OF COMMUNITY

- Provide accessible programs and events.

- Promote meaningful educational experiences and outcomes.

- Encourage cultural understanding and support for student organizations, programs, and events.

- Increase safety measures on campus.

OUR OBJECTIVE

Promote and join together as a community with the best possible understanding of one another through accessibility and inclusivity for every student.
PERFORMANCE INDICATOR: GOAL 2

ACCESSIBLE PROGRAMS AND EVENTS

BASELINE:

Events are currently only mandated to include building accessibility.

2022 TARGET:

- Market appropriate notice for availability of disability accommodations at all ASUW Events (2019).
- Incorporate DSS approval in ASUW funded events request process on UW Connect.
- Plan at least one (1) ASUW event with accommodations beyond building accessibility needs each year.
PERFORMANCE INDICATOR: GOAL 2

MEANINGFUL EDUCATIONAL EXPERIENCES

BASELINE:

RSO Funding Board discretion and evaluations.

2022 TARGET:

- Develop consistent evaluation process for feedback regarding educational outcomes.
- Create RSO audit process to ensure compliance with the ASUW Finance Policy.
PERFORMANCE INDICATOR: GOAL 2

CULTURAL UNDERSTANDING

BASELINE:

Minimal support and events through UMC, the Director of Diversity, and other cultural RSOs.

2022 TARGET:

- Establish specified funding for cultural projects and events.
- Develop leadership opportunities and educational efforts regarding diversity and cultural understanding through campus partners and programs.
PERFORMANCE INDICATOR: GOAL 2

INCREASE SAFETY MEASURES ON CAMPUS

BASELINE:

Advocate for students and their safety- including funding, even occasionally use ASUW funding to support.

2022 TARGET:

- Provide educational programs regarding safety measures and college cultures once per semester.

- Improve campus safety through physical and technological updates including potential safety applications, lighting, etc.

- Cooperate with campus partners to offer trainings such as Step-Up and I Stand, to prevent violence and bias motivated incidents.
GOAL 3
GROWTH THROUGH ASUW

OUR OBJECTIVE

- Offer opportunities for professional development to students and staff focusing on an overall growth of the ASUW Student Government, ASUW Programs, and all facets of ASUW.

- Offer student and staff focused professional development opportunities.

- Form and implement innovative practices for the development of staff, students, and the ASUW Student Government and its operations.

- Foster efficient and streamlined communication between ASUW, administration, and local and state government to continue to provide representation of students.
PERFORMANCE INDICATOR: GOAL 3

PROFESSIONAL DEVELOPMENT OPPORTUNITIES

BASELINE:

Diversity and sexual misconduct training required for staff/senators.

2022 TARGET:

- Provide financial support for three (3) professional staff to attend professional development outside of the University of Wyoming.
- Provide student focused professional development opportunities on campus through ASUW and campus partners.
- Provide four (4) professional networking events per year.
PERFORMANCE INDICATOR: GOAL 3

DEVELOPMENT OF ASUW STUDENT GOVERNMENT

BASELINE:

Current innovative practices include Special Projects Fund, Student Legal Services, and Associated Students Technical Services.

2022 TARGET:

- Create mentorship programs between administration, professional staff, the senate, and the executive branch.
- Form two (2) new programs, services, or strategic partners.
PERFORMANCE INDICATOR: GOAL 3

STREAMLINED COMMUNICATION

BASELINE:
No current established protocol.

2022 TARGET:
- Implement quarterly round table discussions between ASUW and Administration.
- Provide formal education and preparation yearly to adequately represent students at the state legislature regarding issues directly impacting student life at the University of Wyoming.
THE PROCESS

The Associated Students of the University of Wyoming began their involvement with the University of Wyoming’s process to adopt the “Breaking Through” Strategic Plan during the 2016-2017 academic year, which would inspire the process for creating the “Moving Forward” Strategic Plan. Starting in September of 2017, the ASUW began their process to address areas of possible growth needed within the next administrations.

COMMITTEE MEMBERSHIP

Members of the Strategic Planning Committee were selected from ASUW’s senate, programs, and strategic partners with the aim to have representation from most if not all facets of ASUW to better gauge our scope and seek improvements to be made in the years to come. Selections were made by an appointment process from each involved program.

MEASUREMENTS

The Committee began in depth goal setting by addressing available resources, current reach, and the desired outcomes of events and programs created through ASUW. With this in mind, the committee established the main goals and components of each goal that they would like to see addressed. Once the indicators and how performance of each were established, the committee began setting target goals and gauged how growth would like to be seen in comparison to the baseline of ASUW’s current reach.

REVIEW AND COMPLETION

After compiling each of the goals and measurements several drafts of the final documents were reviewed to provide concise language throughout with the intention to prevent confusion and have feasible measurements that would be obtainable within the 2018-2022 scope.
ACKNOWLEDGMENTS

The 2018-2022 strategic planning process for ASUW was led by the Strategic Planning Committee composed of the following individuals:

**Seth Jones**, ASUW Chief of Legislative Affairs (Chair)

**Shelby Bell**, Panhellenic Council Representative

**Derrik Conard**, ASUW Senator for the College of Arts and Sciences

**Julianne Gern**, Student Legal Services Attorney

**Andrew Hayes**, ASTEC Coordinator

**Ethan Hawks**, Interfraternity Council President

**Jacob Kennedy**, ASUW Senator for the College of Agriculture

**Venkat “Santosh” Madhyanam**, International Student Association

**Maurie Muller**, ASUW Senator for the College of Arts and Sciences

**Boone Schieffer**, ASUW Freshman Senate Steering Committee Liaison

**Kyle Vinson**, ASUW Director of Finance

Ex-Officio

**Ben Wetzel**, ASUW President

Special thanks to those outside of the Strategic Planning Committee who contributed to the creation of the plan:

**Zack Kilgore**, ASUW Director of Marketing

**Lena Newlin**, Assistant Director of Campus Recreation