



# Strategic Plan

## 2022-2027

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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 Presidents

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It is our absolute pleasure to introduce to you the ASUW Strategic Plan for 2022-2027. While this strategic plan does represent an outline of our shared goals and objectives; we hope it is also representative of a strong step forward for ASUW. The ASUW Strategic Planning Committee met throughout Fall 2021 and Spring 2022 to create and draft this plan. We held a dialogue-based listening session with all of ASUW, including all standing and special committees, the Judicial Council, the executive branch, all of our programs, Student Affairs administration, professional staff, and the Sustainability Coalition. What you see before you is the product of hours of careful thought and deliberation on how to best coordinate the goals for ASUW moving forward.

The past five years since ASUW's last strategic plan have presented the University of Wyoming with numerous unprecedented challenges. We have dealt with substantial budget cuts, the COVID-19 pandemic, a complete restructuring of the University and of ASUW, and significant turnover, both in ASUW staff positions and in upper university administration. Despite this, we know that ASUW, and our community, are prepared to take on the challenges of the future. In the face of such formidable obstacles, it is of the utmost importance that we develop a comprehensive and long-term plan to grow and move forward while continuing to advocate for and stand alongside all students.

The goals set forth herein provide a clear and united direction to develop ASUW and received overwhelming support from all across our organization. These goals provide a map of long-term changes that can be implemented while leaving room for individual administrations to pursue solutions to the challenges of their time. We hope this allows one of the great strengths of ASUW—individual students' ideas and perseverance—to be preserved while also providing a road map for accomplishing long-term development of ASUW and progress across our campus at the University of Wyoming.

To that end, we present ASUW's Strategic Plan for 2022-2027.

*Hunter Swilling (President, 2021-2022)*

*Allison Brown (President, 2022-2023)*







# Pillar 1

Improve Structure,  
Stability, and  
Capacity of ASUW

III ENGINEERING HALL III



# Goal 1.1

## **Develop and Maintain Strong ASUW Professional Staff Members**

**Tactic 1.1.1:** Create a positive work culture at ASUW for all professional and student staff. Prioritize the values in the workplace, while promoting the value of our commitment to our mission and the student body. Equitably distribute work and responsibilities among professional and student staff. Work to prevent burnout among our professional staff employees by continually evaluating these positions and taking proactive approaches to ensure work-life balance.

*Project Manager: ASUW Assistant Director*

**Tactic 1.1.2:** Offer professional development opportunities consistently to all ASUW professional staff members. Ensure that these opportunities take multiple forms, and provide feedback from other professional staff and students on what skills would be beneficial for development.

*Project Manager: ASUW Assistant Director*

**Tactic 1.1.3:** Maintain competitive salary levels for all staff positions. When possible, offer salary raises to keep up with cost-of-living increases and remain competitive with other universities and departments on campus. Additionally, offer merit-based raises to reward outstanding and committed staff. When aiming to fulfill this goal, acknowledge institutional limitations, but consciously work to overcome them for the retention of current professional staff and/or the hiring of professional staff.

*Project Managers: ASUW Assistant Director, Student Affairs Leadership, and ASUW Budget and Planning Committee*

**Tactic 1.1.4:** Continually analyze the professional staff needs of ASUW and make adequate changes to job descriptions and expectations, while adjusting the roles and responsibilities of professional staff as necessary to account for differences in administrations and/or vacant positions.

*Project Manager: ASUW Assistant Director*



**Tactic 1.1.5:** Institute a regular anonymous conflict and stress management assessment of all of our employees. This assessment for employees will provide the Assistant Director, President, and Chief of Staff the necessary information to potentially mitigate conflicts in the office and balance workloads between student and full-time employees.

*Project Manager: ASUW Assistant Director, ASUW President, ASUW Chief of Staff*

## Goal 1.2

### **Develop Comprehensive Onboarding for all ASUW Positions**

**Tactic 1.2.1:** Develop a robust summer internship for the incoming ASUW President and Vice President. The internship should be in-depth and developed sufficiently so that candidates not previously involved with ASUW will quickly gain a thorough knowledge of ASUW's processes and procedures, as well as acquaints of the essential people to know around the University.

*Project Manager: ASUW Professional Staff*

**Tactic 1.2.2:** Create a summer student position that specializes in assisting the newly elected administration with onboarding. It's essential that this position be filled by someone with prior ASUW experience and when possible, this position ought to be a former president or vice president. This summer student position will allow for the continuity of projects and institutional knowledge.

*Project Managers: The newly elected ASUW President and Vice President each year; the ASUW Assistant Director*

**Tactic 1.2.3:** Develop a mandatory, detailed onboarding process for Senators, to be delivered at a Senatorial Retreat. This onboarding should cover legislative processes, parliamentary procedures, all ASUW working documents, methods of outreach to their constituents, vital people and resources to know, and team-building exercises. An online asynchronous version should be developed in tandem to allow Senators to revisit this information after the orientation and allow for easy onboarding of Senators who fill vacancies throughout the year. Additionally, an “ASUW Dictionary” should be created with acronyms, quick guides to important processes and people, and additional information. This resource will ensure senators and others in ASUW are aware of internal acronyms and external stakeholders.

*Project Manager: ASUW Vice President, ASUW Chief of Legislative Affairs*

## Goal 1.3

### **Streamline ASUW Processes**

**Tactic 1.3.1:** Update the ASUW budgetary process to include a fall educational component for members of the Budget and Planning Committee to review the activities of all ASUW budgetary departments and fully train them in how to undergo the budget process. Have the Budget and Planning Committee clearly articulate the criteria by which they will be making budgetary decisions prior to starting the budgeting process.

*Project Managers: ASUW Accountant, ASUW Budget and Planning Chair*

**Tactic 1.3.2:** Develop online content and a lesson-video which explains p-cards as well as budget realignment requests. This online content can include written material, video lessons, and a quiz following completion of the unit. The ASUW Accountant will have the authority to require student organizations to complete the online unit and receive a passing grade on the quiz. The unit ought to be developed on the ASUW Student Hub and easily accessible for student organizations and ASUW programs.

*Project Managers: ASUW Accountant, ASUW Director of Financial Planning and Analysis*



**Tactic 1.3.3:** Thoroughly review the ASUW working documents and amend them to remove inefficiencies, redundancies, and grammatical mistakes. Work to create online trainings and communications to explain the working documents to orientate senators, especially those who fill vacancies.

*Project Managers: ASUW Chief of Legislative Affairs, ASUW Professional Staff*

**Tactic 1.3.4:** Reform the ASUW budget realignment process to be easier to understand and navigate, especially for our programs and partners. Additionally, create a method and central location to track and easily account for these realignments. Publish them on the website as a separate section alongside legislation, the agendas, and the minutes to ensure budget transparency with our constituents.

*Project Managers: ASUW Accountant, ASUW Budget and Planning Chair*

## Goal 1.4

### **Improve Transparency and Communication within ASUW**

**Tactic 1.4.1:** Create and maintain an easily accessible organizational chart for ASUW. This organizational chart ought to include all three branches and explain the roles of each branch and the positions within as well as ongoing projects and contact information. The organizational chart should be published on the ASUW website and Student Hub for all students to access.

*Project Managers: ASUW President, ASUW Office Associate*

**Tactic 1.4.2:** Initiate and implement consistent procedures for communication to maximize efficiency and consistency in message delivery and information sharing. Explore and implement alternative communication channels to ensure effective information sharing with all areas of the organization.

*Project Managers: ASUW President, ASUW Assistant Director*

**Tactic 1.4.3:** Maintain use of a SharePoint as a central repository for information, documents, and organization. Work to ensure that all individuals within ASUW are fully trained on its use and functionality, and maintain organizational format within the SharePoint. Additionally, look to create a document or platform within the SharePoint where all employees and members of ASUW can easily communicate their projects and tasks with ASUW organization-wide.

*Project Managers: ASUW President, ASUW Assistant Director*

**Tactic 1.4.4:** After every ASUW Senate meeting, the ASUW Vice President and Chief of Legislative Affairs will send out a follow-up email to Senators and ex-officios with important links, dates, sign-up sheets, and opportunities for Senatorial involvement and projects.

*Project Managers: ASUW Vice President, ASUW Chief of Legislative Affairs*

## Goal 1.5

### Develop and Strengthen ASUW Programs

**Tactic 1.5.1:** Strengthen and develop onboarding and training processes for the leaders of ASUW's student-led programs. Ensure that there is a standardized process that lays out all expectations and allows them to quickly gain a thorough knowledge of all the relevant aspects of their job duties. Onboarding materials ought to be developed on the ASUW WyoCourses Internal Group. Require program leaders to create transition documents to ensure the transition of events and projects of the program.

*Project Managers: ASUW Project Coordinator, ASUW Program and Institutional Development Committee*



**Tactic 1.5.2:** Work on a coordinated marketing campaign to further student involvement with our programs. Have program leaders work more closely to develop yearly goals and project timelines, and follow said goals and timelines to ensure successful completion and work being one.

*Project Managers: ASUW Project Coordinator, ASUW Director of Marketing*

**Tactic 1.5.3:** Work to better integrate the work of ASUW's programs with the existing projects being pursued by the ASUW Senate and Executive Branch, and vice versa. Partners and programs ought to work more closely with the relevant executives (i.e. United Multicultural Council working with the Director of Diversity and Inclusion) and committees in the ASUW Senate.

*Project Managers: ASUW Project Coordinator, ASUW Program and Institutional Development Committee*

**Tactic 1.5.4:** Regularly review all ASUW programs to assess their efficacy and functionality. Make structural changes when necessary to ensure their stability, efficiency, and cohesion with ASUW. Solicit feedback from external stakeholders and students involved in the program when making these changes.

*Project Managers: ASUW Project Coordinator, ASUW Program and Institutional Development Committee*



# Pillar 2

Represent, Support, and  
Engage Diverse &  
Marginalized Student Groups



# Goal 2.1

## Support Identity-Based Student Organizations

**Tactic 2.1.1:** Encourage professional staff, executives, and senators to attend events held by student organizations and hold regular meetings with the leadership of these organizations. By attending these events, ASUW shows support for these communities.

*Project Managers: ASUW Director of Student Organizations and Events, ASUW Director of Student Outreach, ASUW Director of Equity and Inclusion*

**Tactic 2.1.2:** Utilize ASUW programs, including the United Multicultural Council (UMC) to serve as a platform for diverse student organizations to collaborate and communicate on shared issues. UMC will also serve as a platform for ASUW to disseminate information about Student Outreach Funding Board, ASUW legislative and projects, ASUW marketing services, and share information about ASUW scholarship and leadership opportunities for students.

*Project Managers: ASUW Director of Diversity and Inclusion, ASUW Project Coordinator*

# Goal 2.2

## Increase the Representation of International, BIPOC, LGBTQIA+, and Non-Traditional Students within ASUW

**Tactic 2.2.1:** Once every other year, conduct a baseline assessment of the diversity, equity, and inclusion efforts of ASUW. Engage experts in the field, including Multicultural Affairs, in developing this multifaceted assessment.

*Project Managers: ASUW Director of Diversity and Inclusion, ASUW Assistant Director, ASUW President, ASUW Vice President*

**Tactic 2.2.2:** Enhance outreach efforts with international, BIPOC, LGBTQIA+, and non-traditional students by conducting outreach to relevant student organizations and departments on campus, including but not limited to the Veteran Services Center, International Students and Scholars Office, Multicultural Affairs, Queer Community Coalition, Movimiento Estudiantil Chicano de Aztlán, and the Wyoming African Students Association, among others. Recruit dedicated student leaders from these positions who are interested into ASUW.

*Project Managers: ASUW Director of Diversity and Inclusion, ASUW Assistant Director, ASUW President, ASUW Vice President*

**Tactic 2.2.3:** Explore the creation of dedicated senate seats for international or graduate students to ensure their unique ideas and perspectives are voiced and represented in the ASUW Senate. Alternatively, expand the role and function of ex-officio seats that represent these groups, and ensure their consistent participation.

*Project Managers: ASUW Advocacy, Diversity, and Policy Committee, ASUW Steering Committee*

## Goal 2.3

### **Coordinate with UW Administration to Consistently Advance Diversity, Equity, and Inclusion at UW**

**Tactic 2.3.1:** Ensure that there is student representation on important committees, including search committees for ASUW and university positions. This should not simply be a token student representative, but multiple informed and engaged student leaders who actively contribute to and help lead committee discussions and decisions, especially on student-centric issues.

*Project Manager: ASUW President*



**Tactic 2.3.2:** Write a yearly resolution expressing ASUW opinion encompassing our recommendations on policies and programs surrounding diversity, equity, and inclusion at the University of Wyoming. ASUW ought to collaborate with United Multicultural Council (UMC), Non-Traditional Student Council (NTSC), Multicultural Affairs, and other relevant campus stakeholders and organizations in this process. An example of this can be found in Senate Resolution #2743.

*Project Managers: Advocacy, Diversity, and Policy Committee, ASUW Director of Diversity and Inclusion*

**Tactic 2.3.3:** In the required semesterly student issues surveys, include a component questioning students on what they believe the pressing needs for diversity, equity, and inclusion are on campus. Ensure demographic data is collected on these surveys to address concerns relevant to unique communities.

*Project Managers: ASUW Director of Student Outreach, ASUW Director of Diversity and Inclusion*

**Tactic 2.3.4:** Promote and explain the need for regular listening sessions with students to UW Administration. Ensure that these take the form of conversations as opposed to presentations on information. ASUW should also organize its own listening sessions to include student thoughts on issues and challenges they face both in ASUW and as a student at the University of Wyoming.

*Project Managers: ASUW Director of Student Outreach, ASUW Director of Diversity and Inclusion*

# Goal 2.4

## Further Develop Cultural Competency Within ASUW

**Tactic 2.4.1:** Research and establish a comprehensive training and professional development program that balances foundational learning and personal exploration of DEI principles. Create and implement an annual DEI workshop required for all ASUW employees (students and staff) to reinforce ASUW's commitment to cultural competency, set organizational expectations, and grow shared understanding of DEI principles organization-wide.

*Project Managers: ASUW Assistant Director, ASUW Director of Diversity and Inclusion*

**Tactic 2.4.2:** Create more student affinity spaces in ASUW by reorganizing the ASUW office. A community-centered approach should be taken when organizing these efforts, with particular emphasis on ensuring that ASUW office space is a physically inviting location. It is also imperative that we find more space for ASUW to grow.

*Project Manager: ASUW Professional Staff*

**Tactic 2.4.3:** Translate all ASUW working documents into languages commonly spoken across campus. In particular, Spanish should be prioritized, with Mandarin and Arabic also considered. Other languages should be added as the need arises or is communicated from international students and UW stakeholders.

*Project Managers: ASUW Chief of Legislative Affairs, ASUW Director of Diversity and Inclusion*

**Tactic 2.4.4:** Ensure Americans with Disabilities Act compliance within the ASUW website. Run regular reports and quickly address issues as they arise. Ensure CMS-trained employees are comfortable with making their pages ADA-compliant. Beyond this, further create an inclusive ASUW by adding closed captioning options to all ASUW videos, including orientation and training content. Also work to require ASUW-funded events, such as Homecoming, to be fully accessible and have disability accommodation provided to those in need by default, instead of using an opt-in system.

*Project Managers: ASUW Office Associate, ASUW Director of Diversity and Inclusion, ASUW Student Organization Funding Board*

The background of the slide is a photograph of a stone wall made of large, rectangular, light-brown stone blocks. The wall is viewed from a low angle, looking up. A yellow vertical bar is on the left side of the slide, and a brown arrow-shaped overlay points to the right, containing the text.

# **Pillar 3**

**Expand Student Outreach  
and Engagement**

# Goal 3.1

## **Better Communicate the Importance and Relevance of ASUW to Students**

**Tactic 3.1.1:** Communicate our wins. Ensure our messaging includes components that inform students of what services we offer and what we have accomplished on their behalf. Provide regular updates of what ASUW has succeeded in, and make these available on the website, the ASUW Student Hub, and the newsletter.

*Project Managers: ASUW Director of Student Outreach, ASUW President*

**Tactic 3.1.2:** Integrate a basic educational component of “What is ASUW” to our events and outreach when possible. Work with groups on campus to outreach during annual events such as “Saddle Up”, “Admitted Students Days”, and other events with incoming and new students.

*Project Managers: ASUW Director of Student Outreach, ASUW President, ASUW Assistant Director*

**Tactic 3.1.3:** Create a yearly “ASUW Communications Plan” that unifies the ASUW Executive Branch, professional staff, and Outreach, Programming, and Elections Committee behind a shared vision for the year. Plan events and outreach in advance. Have this plan completed by the end of September. Create an events calendar to be published yearly on the ASUW website and Student Hub, and share with CSIL stakeholders.

*Project Managers: ASUW Professional Staff, ASUW Director of Student Outreach, ASUW Director of Marketing, ASUW Outreach, Programming, and Elections Committee*



**Tactic 3.1.4:** Utilize the ASUW Student Hub and develop a student updates newsletter to be distributed every two weeks. The Student Hub, the ASUW website, and the newsletter should communicate the same information to students. In addition to general information (e.g. what ASUW is, info on UW scholarships, housing, health and wellness, activities and interests, opportunities after graduation), the Student Hub and newsletter ought to keep students up to date about ASUW initiatives and legislation, pertinent news from university administration, ASUW scholarships, and relevant events on campus.

*Project Managers: ASUW President, ASUW Vice President, ASUW Director of Student Outreach, ASUW Director of Marketing, ASUW Outreach, Programming, and Elections Committee*

## Goal 3.2

### **Increase Student Input in ASUW Decision-Making and Legislation**

**Tactic 3.2.1:** Send out a "Student Issues Survey" to all students at least once per semester. These surveys should include demographics, polling on specific issues of interest (e.g. student parking, student tuition/fees, student employment, student safety, LGBTQIA+ populations) and an opportunity for students to provide feedback about ASUW with both small-scale and large-scale projects or challenges for ASUW to address. Utilize student feedback from these issues surveys to inform senators on the views of their constituents and guide ASUW policy and advocacy. These student surveys will serve to inform ASUW about issues of interest and be utilized for research during legislative and executive projects.

*Project Managers: ASUW President, ASUW Director of Student Outreach, ASUW Outreach and Planning Events Committee*



**Tactic 3.2.2:** Using the information collected in various outreach efforts outlined above (Tactic 3.1.1), the ASUW President and Vice President shall decide on a student issue for senators and executives to collaborate for the development of multi-faceted solutions. Deliverables from the special ad-hoc committees could include senate bills or resolutions, white papers with potential solutions, and advocacy work with an emphasis on lobbying governmental entities such as the City Council, State Legislature, and others.

*Project Managers: ASUW President, ASUW Vice President, ASUW Chief of Legislative Affairs*

**Tactic 3.2.3:** Every other month, organize an in-person public forum (livestreamed via Facebook and YouTube) for students to improve face-to-face communication between students and the ASUW President and Vice President, among other executives and senators. These issue-based public forums will include questions from digital comment boxes, questions from social media, and concerns brought to ASUW representatives during the event. This will increase transparency and provide valuable student input to ASUW. These public forums should be specific to campus issues to attract student participation and solicit input on campus-wide issues.

*Project Managers: ASUW President, ASUW Vice President, ASUW Director of Student Outreach, ASUW Outreach, Programming, and Elections Committee*

# Goal 3.3

## Continually Strive for Increased Voter Turnout in ASUW Elections

**Tactic 3.3.1:** Send a daily all-student listserv email while voting is live. These emails should promote elections events, giveaways, and information about the candidates. Prominently display the voting link in bold, blue, large font. On the last day of voting, send multiple emails.

*Project Managers: ASUW President, ASUW Director of Student Outreach*

**Tactic 3.3.2:** Have regular interactive events with free food and other giveaways for students in which proof of voting is required to be shown. These events should be in areas of high student traffic (e.g. Union Breezeway, Skylight Lounge, Simpson's Plaza) and encourage students to engage with the candidates.

*Project Managers: ASUW Outreach, Planning, and Elections Committee, ASUW Director of Student Outreach*

**Tactic 3.3.3:** Use the ASUW Student Hub page as the voting system. This system, which is already familiar to students, led to a record-breaking turnout in 2022, and ought to be continued as it is the most accessible voting platform.

*Project Managers: ASUW Outreach, Planning, and Elections Committee, ASUW Professional Staff*

# Goal 3.4

## Update and Maintain the ASUW Website

**Tactic 3.4.1:** Appoint a professional staff member, likely the ASUW Office Associate, to update and modernize the ASUW website. Vital to this goal is ensuring the website is easy for students to navigate and that the website provides concise overviews of ASUW and its work. Modernizing and continually updating the website will be a priority of this position, occasionally consulting ASUW professional staff as well as the ASUW President and Vice President for updates about recent legislation and student initiatives.

*Project Managers: ASUW Office Associate, Director of Marketing*

**Tactic 3.4.2:** Ensure the website clearly indicates how students can contact ASUW to express concerns and provide ideas and input on projects. Additionally, ASUW should create an ongoing online anonymous virtual comment box for students to provide comments and opinions at all times. The virtual comment box shall be anonymous with the option for students to provide an email if they request follow-up.

*Project Manager: ASUW Office Associate, ASUW Director of Student Outreach*

# Goal 3.5

## Increase Outreach Regarding Fees and the Budget

**Tactic 3.5.1:** Create an easy-to-read, graphics-oriented ASUW budget summary after the finalization of the ASUW budget each fiscal year. Share this on social media and in the ASUW newsletter, ensuring we are transparent with how we allocate our student fees.

*Project Managers: ASUW Accountant, ASUW Finance Execs, ASUW Budget and Planning Committee*

**Tactic 3.5.2:** Increase our outreach on tuition and student fee increases. Work to educate students on the proposed fee increases each year. Send out a “fee increase summary” on the ASUW newsletter at least once prior to the finalization of ASUW’s fee recommendation. Hold “fee outreach events”, such as bingo, to integrate educational and entertainment components.

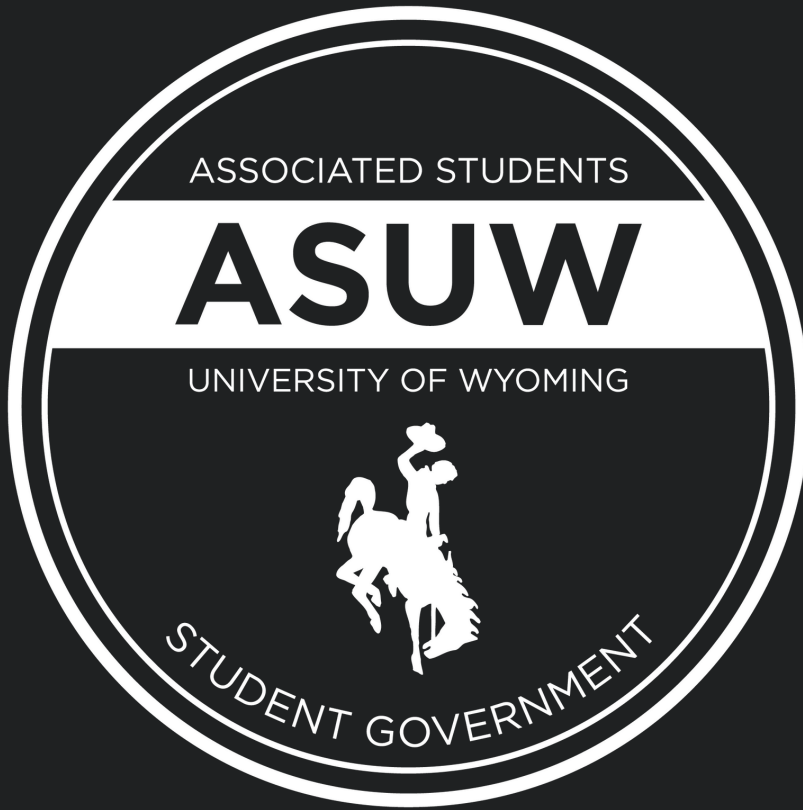
*Project Managers: ASUW Accountant, ASUW Finance Executives, ASUW Tuition Allocation and Student Fee Review Committee*

# Thank You to the ASUW Strategic Planning Committee

- Hunter Swilling, ASUW President
- Hazel Homer-Wambeam, ASUW Chief of Staff
- Riley Talamantes, ASUW College of Arts and Sciences Senator
- Allison Brown, ASUW Director of Governmental and Community Affairs
- Noah Engel-Cartie, ASUW College of Arts and Sciences Senator
- Saber Smith, ASUW College of Arts and Sciences Senator
- Tanner Ewalt, ASUW College of Arts and Sciences Senator
- Iván Sapien, ASUW Director of Diversity and Inclusion
- Finn Jackson, Sustainability Coalition Co-Leader
- Octavio Gonzalez, International Students Association
- Rhiannon McLean, ASUW Director of Wellness and Sustainability
- Lucas Hansen, ASUW Assistant Director
- Shelly Schaefer, ASUW Accountant







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