

## **Division of Government, Community and Legal Affairs 2009-2014 Plan**

### **I. Mission and Aspirations**

The Division has three basic, but complex missions. One is to communicate the University's institutional message to a variety of constituencies, including elected officials. Another is to ensure that the University as an institution receives timely, accurate, and practical legal advice so UW can accomplish its mission. Yet another is to pursue strategies that will promote diversity in the University community, not merely to ensure compliance with applicable law, but as core value of UW.

### **II. Previous Planning and Accomplishments**

The Division's role is often in support of all other UW initiatives. Nevertheless, the following are examples of recent accomplishments related to prior University planning efforts.

- Restructuring of the University's regulatory system
- Enhanced Legal Office web site to provide easy access to legal information necessary for UW personnel to accomplish their mission
- Implementation of a simple, yet effective means to promote diversity in UW employee search processes
- Establishment of a mandatory sexual harassment training program
- Creation of discrete institutional communications and marketing functions
- Revamping of internal and external communications function
- Begin development of an institutional marketing plan

### **III. Relevant Institutional Issues**

Despite the recent changes in Wyoming's revenue picture, UW's future remains bright. It is clear that UW's prominence in energy, animal disease research, and a host of other areas will continue to be high priorities. The NCAR Supercomputing Center, the High Plains Gasification – Advanced Technology Center partnership with GE, and clean coal initiatives, including carbon sequestration efforts, represent hundreds of millions of dollars of public and private resources committed towards incredible opportunities for UW.

There remains a strong institutional commitment toward diversity and providing access at UW for employees, as well as students. While energy initiatives often take center stage in the media, UW's excellence in business, health sciences, and the arts are well recognized.

While financial challenges exist, the vision and expectation of Wyoming's citizens have changed substantially from the time when the first University plan was created. Excellence in education and research at UW are now at the core of public expectations, as well as a strong engagement with Wyoming's economy.

UW is also viewed as a statewide leader in diversity.

In sum, UW has a host of new issues to embrace and a new story to tell, not just in Wyoming, but on a regional and even national stage as well.

#### **IV. Action Items**

1. Accomplish UP3 action items for which the Division is specifically responsible. Those include Items # 32 and 34-36 related to diversity initiatives, and Items #3, 64, and 73 which relate to revision of specified regulations.
2. Identify and urge responsible campus units to propose amendments to archaic UW regulations.
3. Establish a coordinated public relations and government relations communication strategy
4. Develop an institutional marketing plan and implement in accordance with its contents

#### **V. Implementation**

1. Priority efforts will be devoted to those UP3 items targeted for implementation in Year 1.
2. The coordinated communications plan will be implemented in Year 1 and refined in subsequent years.
3. The institutional marketing plan will be finalized in Year 1 with implementation to begin in Year 2.
4. In Year 1, select marketing initiatives will be implemented consistent with and in contemplation of the institutional plan.