

SENATE BILL #2401



TITLE: ASUW 5-Year Plan FY 2014-2018

DATE: April 4, 2013

AUTHOR: President Defebaugh, Vice President Kahler, Chief of Staff Hayes, Director

of Governmental Affairs Andreen, and Director of Finance Haakinson

SPONSORS: Senators Messer and Murdoch

1. WHEREAS, it is the mission of the Associated Students of the University of Wyoming
2. (ASUW) to serve our fellow students in the best manner possible through responsible,
3. effective leadership; and,
4. WHEREAS, it is important for continuity to occur from year-to-year, as to ensure that the
5. philosophy, initiatives, and progress by past senates are recognized; and,
6. WHEREAS, a comprehensive 5-year plan will provide future senates with direction and
7. recommendations to guide ASUW in the next 5-years; and,
8. WHEREAS, the 5-year plan will provide benchmarking to the future senates.
9. THEREFORE, be it enacted by the Associated Students of the University of Wyoming
10. (ASUW) that the 5-year plan for Fiscal Years 2014-2018 be adopted as a working document,
11. as outlined in Addendum A.

Referred to: Constitution Committee

Date of Passage: 04/16/13

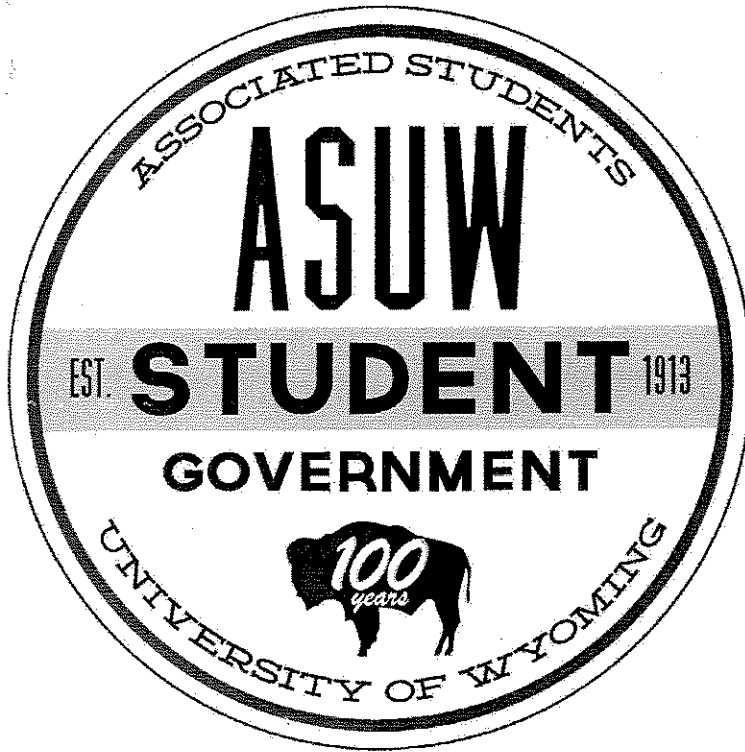
Signed:

Brett Kahler

(ASUW Chairperson)

“Being enacted on 4/23/2013, I do hereby sign my name hereto and
approve this Senate action.”

John D. Defebaugh
ASUW President



Associated Students of the University of Wyoming

Strategic Plan 2014-2018

The purpose of the Student Government of the Associated Students at 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.

Table of Context:

I.	Overview if ASUW	<i>Page 2</i>
	a. Current state of ASUW	
II.	Financial report of ASUW	<i>Page 3</i>
	a. ASUW Internal finances	
	b. ASUW Program finances	
	c. Additional Financial report	
III.	Internal workings of ASUW	<i>Page 6</i>
	a. General Internal Workings	
	b. Executive Branch	
	c. Legislative Branch	
	d. Judicial Branch	
IV.	ASUW External relations & programs	<i>Page 10</i>
	a. ASUW external Relations	
	i. Student Affairs	
	ii. City & State Government	
	iii. ASUW Programs	
V.	Broader ASUW Goals	<i>Page 16</i>
	a. Internal Focus	
	b. External Focus	
VI.	Conclusion	<i>Page 18</i>

I. Current state of ASUW

| In 2013 ASUW Student Government celebrated its ~~its~~ its 100th Anniversary.

| ASUW's current state is strong. With a total value of assets at roughly \$1.4 million, eleven programs and services that directly benefit the student experience and nearly \$50,000 ~~thousand~~, given away each year in scholarships, ASUW has a very visible presence on campus.

| ASUW continues to serve as the vital initiator, developer, and monitor of programs and services ~~to for~~ the student body. In this endeavor ASUW transitions large successful programs to other departments for continued and stable growth. This philosophy of growth positively alters influences the attitude from within ASUW and how we continue to benefit our constituents. We must continually serve as innovators and keep a keen eye on what is the next best endeavor for student government resources. ~~a~~ All the while safeguarding our longest running traditional programs and remaining committed to their continued success.

| ASUW seeks above all to uphold ~~the~~ this mission, while looking for inventive ways to engage students for educational and enriching experiences.

| Currently ASUW is looking at ~~growth potential~~ potential for growth in multiple areas. Financially ASUW ~~continues to look for means to endow significant amounts of money for stable income while maximizing the student fee money we collect.~~ continues to maximize student fee money by allocating to endowments. ASUW, in the coming years, should also venture to obtain fundraising to support key student initiatives. Within our branches, ASUW continues to seek growth in the number of students involved, ~~engaged committees~~ engagement within committees, and breadth of students represented and issues covered.

II. Financial Report of ASUW

a. ASUW Internal Finances

i. Operating Budget and Endowment Funds

ASUW has the authority, subject to the approval of the Board of Trustees, to collect a student fee. The fee request has traditionally been dependent on dollars needed to cover increased costs associated with ASUW operations. A more methodological approach should be taken when considering fee changes, which should be used on an annual basis. In addition, attempts should be made in order to maintain the real value, as opposed to the nominal value of all endowments held by the UW Foundation. Additionally, ASUW should strive to use other university fee units as benchmarks for its requests. The objective should be to not exceed the median percent increase of all campus fee units. This fee setting policy allows for greater compliance with the Wyoming Constitution, which states that the cost of education at UW be as close to free as possible.

ii. Funding Board - Programming

In the FY13² year, there were noticeable changes from previous years' data collected, primarily in the types and amount of allocation for RSO events. For FY13², thirty-nine events were funded by ASUW Funding Board. The average event cost \$3,589.74, which is approximately \$1,200 more expensive than events funded in FY12². Increases can be attributed with some respect to increases of funding devoted to food, decorations, and additional supplies. With this situation, Funding Board decided to take action to make sure that something similar did not happen in the future. Outlined in the Finance Policy, an RSO can obtain up to \$5,000 throughout the fiscal year by separately requesting money from the Funding Board for multiple events, as long as the awarded funds do not collectively go over this capped amount. There will be an exception to the \$5,000 cap through verified outside funding. The annual cap per RSO, and the percentage of outside funds RSO's need to provide for requests over the capped amount, will be reviewed and adjusted, if necessary, every two years by the RSO Funding Board.

1. Recommendations:

With the new revisions implemented in the Finance Policy, ASUW Funding Board should be able to fund more events across campus than in previous years. More consistent data tracking should be implemented to track future needs in the funding policy. Additionally consistent and formal education for Senators regarding the funding policy should be fervently instituted to ensure fiscal responsibility. As Funding Board is 16% of our entire budget, we foresee this budget increasing in the near future. ASUW feels that this budget

is a good means to serve student's educational needs; in order to increase this budget student fees may need to be increased.

iii. ***Funding Board – Conference Registration***

In FY13² 23 RSO's came to Funding Board to request funding for conference registration. Of the \$13,000 allocated to Funding Board for Conference Registration, \$9,512.94 has been allocated to RSO's. On average, each RSO is requesting \$413.61 to attend conferences to better enhance their RSO's actions and motives on campus. This data has remained consistent in the past few years, and ~~trajectory~~ the projection is expected to remain consistent.

1. *Recommendations:*

In the foreseeable future, expect the pot of money to stay the same along with the guidelines needed to access the funding. Potentially flexible rates may need to be pursued to ensure adjustments for travel and conference inflation.

iv. ***Budget & and Planning***

Each year, the Budget & and Planning Committee has the main responsibility of direct oversight of the entire ASUW budget and all program line items. In the spring semester, the Budget & Planning Committee works on organizing and creating the next fiscal year budget for ASUW and its programs. This is a semester process in which budget hearings are held for the ASUW programs. After the hearings, the committee compiles the budget requests and allocates funds to the programs based on the student fee money collected, as well as other sources of revenue. Budget and Planning works closely with the Student Fee Committee to recognize a need for an ASUW fee to increase every biennium.

1. *Recommendation:*

With 6% budget cuts across the University of Wyoming occurring in 2014, ASUW ~~wants to~~ should maintain its budgeting cycle in a manner which is consistent across campus. By doing this, ASUW ~~is being~~ will be fiscally responsible and conservative with student fee dollars. With potential student fee increases in the near future, ASUW can expect to regain the money cut from budget in areas that are relevant and in significant need to support student programming, education, and direct services.

v. ***Special Projects***

Every fiscal year, ASUW awards money via the interest received from the Special Projects Endowment. These Special Projects monies are awarded to individuals/organizations across campus. Applications must fit the criteria of a one-time project that has long lasting effect on a large population of students. ~~IN~~ In FY13² there was increased money rolled over from unspent funds in FY12². For FY14² and the coming years, the expected amount of funding should be near \$50,000.

1. Recommendations:

The pot of money available for Special Projects has the ability to grow from unspent money. ~~From fiscal year to the next, unspent money should be allocated, as well as near to all the interest gained from the endowment~~Unspent money, as well as all interest gained should be allocated for the next fiscal year. Potential money from the R~~e~~serve could be spent to increase the principle, yielding larger investment returns.

vi. Endowments & ~~and~~ Reserve

ASUW has ~~8-eight~~ endowments through the UW Foundation. The main endowments that ASUW currently holds are the Equipment Reserve, Facilities Special Projects, and those pertaining to scholarships. These endowments generate interest through the UW Foundation and are monitored by employees in that department. The ASUW Reserve has a ceiling of \$300,000 and a floor of \$200,000. Currently, the balance sits at (the most updated that it can be at the end of the FY 2013). The Reserve is a means for ASUW to start new initiatives for ASUW. For FY13², ASUW has decided to spend Reserve funds on the Child Assistance Scholarships, First Year Institute, Athletic Rally Towels, ECO Council and the 100th Year Concert in conjunction with C&C and Athletics. Any funds that are not spent in the current fiscal year are also ~~rolled over~~transferred into the Reserve.

1. Recommendations:

ASUW should continually seek to maintain a healthy reserve for the potential development on new programs, as well as, the support of existing programs. The reserve should remain a funding source for the unexpected.

III. Internal Workings of ASUW

a. General Internal Workings

i. ASUW Leadership Sessions

ASUW holds an annual retreat that traditionally has fallen during the fall semester. This retreat is ~~often~~ meant to introduce new ASUW Executives, Judicial Council Members, Justices, and Senators to the workings of ASUW. An attempt is also made to build productive relationships amongst those who are actively involved in the workings of ASUW. The retreats, however, continually have mixed effectiveness in surveys conducted afterward from participants.

1. Recommendations:

The Chief of Staff and the Director of Governmental Affairs, in conjunction with the ASUW Advisor, should collaborate each year in May to develop a year-long calendar of events meant to develop community and to provide leadership training to those involved with ASUW. Every attempt should be made to develop activities and programs, which will have minimal costs and maximum interpersonal development opportunities. Having the retreat off campus has shown to aide in the participation and overall enjoyment of the retreat. Trends over time also reflect that participants prefer a one day experience vs. and overnight.

ii. ASUW Elections

Over the past decade there has been an ~~increased~~ voter turnout in ASUW elections. However, ~~there is still room for gradual improvement in turnout.~~ Currently average voter turnout is roughly 20%- 25%. In the Spring of 2013 the Executive Team and Senate body investigated the removal of the primary election and shortening the duration of the campaign season. However it was determined that this would decrease the exposure of ASUW Elections and thus ~~not help to increase the~~ hinder the growth of voting turn out. The question of whether elections should continue to be a committee run by the legislative branch or shift to the Judicial Council has been investigated ~~too as well.~~

1. Recommendations:

A consistent marketing plan should be developed for the ASUW Elections. An ASUW Executive, in conjunction with the ASUW Elections Committee, should develop this plan, ~~with the intent of using each year for the election.~~ Such a plan should include dates on which to begin advertising, details on how to advertise, list of marketing events, etc. The plan would be a starting point for the Elections Committee and would provide continuity from year to year. Focus should be given to working towards elections in the fall and marketing to future candidates. Central to the marketing plan should be a goal of a 3% increase in voter turnout each year for the next five years so that in 2018 the voter turnout increased by a total of 15%. Emphasis should be placed on ensuring a sufficient outreach for education on how to vote, as well as, an investigation into a more straightforward way for students to vote.

2. Areas for Collaboration:

Effort should be made to coordinate with the *Branding Iron* so there is one theme, consistent dates, and accurate information is delivered. Additionally, ASUW

should correspond with peer institutions to understand their marketing strategies. ASUW should work with Informational Technology to figure ~~find~~ more ways to increase awareness and ease during election time.

b. Executive Branch

i. Executive Team

In FY13² there were ~~six~~6 budgeted executive positions which included: Chief of Staff, Director of Governmental Affairs, Director of Institutional Development, Director of Finance, Director of Marketing, and Director of Diversity and Leadership. For FY-14 there are five budgeted executive positions with two assistant director positions. The change was made after successful use of an internship in FY13² ~~the use of for~~ a RSO Funding Board Coordinator, and demonstrated the additional of strength in depth of the executive team through the use of assistant directors.

1. Recommendations:

Upon evaluation of the executive team through 2012 and 2013, it was concluded that steady growth of the branch would best serve ASUW and our constituency. Continued consistency with job descriptions is recommended, in order to best determine the future need for more executives and/or assistant directors. More emphasis should be placed on honing in on specifics to each position and eliminating the “excess” that “distracts” executives at crucial times through the year. The executives branch should continue to examine continued steady growth, to innovate more programs and services.

2. Areas for Collaboration:

Future Executives can work with governing bodies at other Universities to compare executive teams and determine if additional executives could be added to the current ASUW Executive Team to bring new programs and services to the UW student body.

ii. ASUW Leadership Transition

ASUW experiences a high level of turnover in relation to other departments of the university as a result of its structure. High turnover rate is inevitable, but effective steps should be taken to ensure the continuity of institutional knowledge. Currently end of year reports from executives, standing committees, and ASUW programs are marginally accomplished and effective.

1. Recommendations:

The normalization of semester and end-of-the-year reports should assist in providing for smooth transitions. These reports and briefings should follow a process outlined as: planning, monitoring, controlling, and re-planning. ASUW leadership should organize a meeting between incoming and outgoing Senators following each general election. The ASUW Senators, Executives, and Judicial Council members should make every effort to be available for the purpose of educating candidates before/during the election period. A handbook should be developed for each executive position to be completed at the end of each year for the next year’s executives. Executives and Senate committee chairs should begin a process of weekly reports, to be summarized at the end of the semester, to ease with transition.

c. **Legislative Branch**

i. **College Senators**

As per the ASUW Bylaws there are a total of 30 elected Senators. Each of the seven colleges is allocated one student senator while the other 23 are split between those seven colleges using Hamilton's method.

1. **Recommendations:**

It is possible that the current campus population won't see significant growth enough to grow the ASUW Senate. The current Senate, if expanded in some way, would allow for increased representation. Potentially a two chambered legislative branch could be an option for expanding and increasing student representation. However it is unclear how beneficial this change would be. Also as new schools and colleges are developed on campus, adding those colleges to the current seven would change the method and distribution of Senators. Increase in semester reports and end of year reports will enable the Senate to represent students much more effectively.

2. **Areas for Collaboration:**

Like for the Executive Team working with other University governing bodies development ~~for~~ could provide the direction ~~of~~ for the ASUW Senate body. This collaboration may include new standing committees, ad-hoc committees, and/or program initiatives. It is also imperative that future ASUW Senators review reports and move toward fixing-addressing student concerns on campus with the administration.

ii. **University/ASUW Committee Assignment Process**

Currently there is some level of difficulty in providing student input on University Committees. A significant amount of the difficulty is rooted in a lack of centrality to the committee process at UW, which results in ASUW being unaware of committees which seek student input or is not given adequate time to provide student input. Additionally, there is a general lack of information as to the mission of individual committees, which may act as a deterrent to student participation.

1. **Recommendations:**

Collaboration should occur across campus among colleges, divisions, departments, and students to develop a campus wide system of University committee appointments. To encourage student participation, a comprehensive web-site should be created that identifies committees, their ~~each~~ purpose, meeting time, chair-person, and frequency of meetings. ASUW should seek to initiate this website and host it. The future Executives, primarily the President and Vice-President during the summer should be active in updating the committee list, and seeking students to serve year round.

d. **Judicial Branch.**

i. **Judicial Council**

The Judicial Council (JC) is made up of ~~7~~ seven Justices with one serving as Chief Justice. Justices are appointed to two year terms with ~~4~~ four Justices appointed in even years and ~~3~~ three Justices in odd years. The Chief Justice is appointed yearly. These

positions are all appointed by the ASUW President with the advice and consent of the Senate. The JC is currently only responsible for handling ASUW Elections complaints and disputes, as well as disputes in regard to the ASUW Working Documents.

1. Recommendations:

The ASUW President should work over the summer to ~~get~~find students willing to replace vacancies to ensure a full council by September. The JC should continually work to expand the roles within their branch. Possible areas of expansion include; transitioning of jurisdiction of ASUW Election duties from the Senate standing committee to the JC, as well as potentially assisting the Dean of Students office in student conduct hearings, or in the colleges on appeals and other hearings.

2. Areas for Collaboration:

ASUW Student Senate and the JC can work together to transfer Election duties from the current Elections Committee to the JC. After a few years of trial with the JC running elections, it may be worth looking at again and hiring a student to oversee the election process. ~~And the~~Further, JC could work with the Dean of Students to establish the Student Court system for disciplinary hearings and actions. In addition to continuous growth the JC should ~~view~~investigate other student body governments to get insight and ideas.

IV. ASUW External relations & programs

a. ASUW External Relations

i. Student Affairs

1. The Associated Students of the University Of Wyoming (ASUW) is outlined in the University of Wyoming Student Affairs 2009-2014 Strategic Plan as being instrumental with assisting in Action Items 35 and 52. Action Item 35 pertains to the sustainability initiative on campus. These initiatives include the expansion of composting, recycling, reducing energy use, as well as by ~~implementing~~implementation of other means of environmentally friendly practices. It was also outlined that ASUW assist in Action Item 52, the implementation of recommendations from the Traditions and Homecoming Task Force, to identify ways to connect UW students and alumni to their institution.
2. ASUW has moved toward aiding with Action Item 35 through their efforts in the Academics, Technology and Sustainability standing committee. ~~Additionally as well as~~ the establishment of the ECO Council as its own ASUW program in 2012-2013. In the future, ASUW hopes to expand through more communication, research, and outreach to achieve a stronger sustainable campus with lasting initiatives.
3. Action Item 52, the initiative of expanding traditions and ~~H~~homecoming, is a constant priority of ASUW. Currently ASUW works closely with the Alumni Association and Athletics to program and collaborate for the ~~H~~homecoming week. More is outlined in the program section of this plan.

a. Recommendations:

ASUW should continue to build on this relation with Student Affairs not only through the above listed action items, but also through constant communication with the Vice-President and directors of Student Affairs. Senators as well as executives should be committed to attending ~~important~~ pertinent meetings, working and improving student life on campus.

b. City & State Government

1. State Government

ASUW represents the student body at the Wyoming State Legislature each spring. Executives and ~~S~~senators work through resolutions to show support or opposition toward state initiatives brought forth at the session. In 2012, ASUW pushed to gain funding from the state legislature to benefit the construction and renovation of Half Acre gym. The total amount received from the state legislature for this project was \$16 million.

a. Recommendations:

It is crucial that ASUW continue to play an active role in voicing the opinion of students² to the state of Wyoming in the future. The Director of Governmental Affairs will work in collaboration with the legislative branch as well as the UW Office of the President on issues that affect students on the University campus as well as future students of the University of Wyoming. It is imperative that the communication continue ~~to be year round, in and out of when~~ regardless of whether or not the Legislature is in session.

2. *City Government*

The ASUW sends representatives to one City Council Meeting each semester to report on the workings of the current semester. These reports include legislation, events, and initiatives of the current senate.

a. Recommendations:

The ASUW must continue to strengthen this relationship with the city council by continuous reports as well as presentations. It is crucial that these presentations be made each semester to ensure ASUW's transparency within the Laramie community. It would be beneficial for outreach to be made throughout the year, regardless of the date of the presentation at the meeting. It is also important for ASUW to play an active role in community wide issues such as elections, transportation, housing, and the long range development plan of the University to ensure that the voice of students continues to stay strong.

ii. ASUW Programs

1. *SafeRide*

SafeRide began in the 2000-2001 academic year. Ridership has continued to increase since then. Before the transition SafeRide was 12% of the ASUW budget with about \$7 of the fee ~~ASUW ASUW fee collected~~ going towards operations. Safe-Ride began the transition from ASUW to Transpark in the spring of 2012. ASUW continues to be active in oversight via the Advisory committee

a. Recommendations:

The ASUW will continue to serve on the SafeRide Advisory Committee to assist in the development of the program as an entity of Transpark. Continued ASUW oversight will remain vital to make sure the MOU is adhered to, and that the service still operates in a manner that best serves the students. Collection of data regarding ridership, quality of service, and general operations should still be a focus of ASUW.

b. Areas of Collaboration:

Four members of ASUW will serve on the SafeRide advisory committee. ASUW Executives and Senators should monitor the data collected on SafeRide, and be able to provide ideas and collaboration for

improvements. Other operations of a similar service should also be researched for new enhancements to SafeRide.

2. ***Freshman Senate***

Freshman Senate allows for first year students at the University of Wyoming to become involved on campus. Freshman Senate encourages students to become aware of the legislative process of ASUW as well as familiarize them with our programs. The purpose of this program is not to train future ASUW Senators or Executives, but to encourage first year students to become active on campus. Applications are available all summer and into the fall semester with selections being made in the early fall.

a. *Recommendations:*

Freshman Senate and ASUW should work to collaborate on initiatives as well as through committee work. Recruitment and immense outreach at the start of the fall semester should be completed in a timely manner as well as the interview and selection process. Outreach should be made to campus groups such as RHA, Greek Life, and various colleges on campus to gain applicants; with strong priority being outreach at summer freshman Orientation. Once recruitment and selection have been completed, Freshman Senate should also work toward a ~~higher number in~~ better retention of members throughout the year.

b. *Areas of Collaboration:*

ASUW must work in the future to ~~build up~~ reinforce the bond with the Freshman Senate. ~~Both ASUW and Freshman Senate need to be~~ working together throughout the year. Members from each should make an effort to attend the other in support of various initiatives and events. Freshman Senate should also work toward hosting more programs and events to encourage first year students to participate on campus.

3. ***Student Legal Services***

The Student Legal Services, formally known as Students' Attorney Program has been a staple of UW for over 30 years. However, when established the program had strict guidelines placed on the program by the Board of ~~Trusties~~ Trustees. These guidelines have ~~allowed~~ limited the program to see slow growth over the last 30 plus years. Since the establishment of the program many committees have investigated how to expand and continually grow the program. In 2012 legislation was passed to form an Ad-Hoc Committee specifically designed ~~for~~ investigate possible ~~investigating possible~~ growth of the Student Legal Services program. The Ad-Hoc Committee, with the assistance of Betsy Goudy, Legal Advisor, was able to produce preliminary findings during the 2012-2013 school year with the

intention of doing more research to produce a document with recommendations of how the Student Legal Services can expand into legal representation.

a. Recommendations:

The work done by the Ad-Hoc Committee during the 2012-2013 school established the framework of the direction the Student Legal Services program can go. It would be encouraged that this Ad-Hoc Committee continues their work until a document with a plan of actions for the program can be produced. Future action will be dependent on the outcome of the report.

4. ***Associated Students Technical Services (ASTEC)***

The Associated Students Technical Services work with 150+ students annually through consultation, performance, and other direct contact situations. ASTEC provided services for approximately 36,213 students in FY12 and 22,179 students in FY13 (as of January 31, 2013).

a. Recommendations:

ASTEC has room to grow, especially in live audio and visual projections. ~~The current sound system with an upgraded version to meet hospitality specifications set in contracts in addition to providing a better overall production to high profile events. This can be accomplished through an upgrade to digital consoles, professional grade speakers and amps, and increased electrical allowance.~~ As for projections, it would be wise ~~of~~ to have ~~in the inventory~~ invest in a higher quality portable projector and a diverse array of screens to meet the demands of our clients. ~~As for lighting, ASTEC is in a good place for the time, but will keep looking for new technologies to fulfill requests and needs. The recording/mixing program that ASTEC is currently utilizing is in need of better equipment and more training in order to expand. The budget for ASTEC should be adjusted to meet changing industry standards.~~

b. Collaboration:

Based on the growth in the last three years alone, the budget will need to match staffing and equipment concerns. ASTEC's growth can be attributed to the increase in quantity and quality of RSO events. ~~Three factors have led to the growth we have seen: (a) The quantity of RSOs hosting weekly events requiring ASTEC services has expanded greatly; (b) The scale of events funded by RSO funding board has increased; and (c) The demand for technology at small events has grown. Where (a) reaches its maximum level due to restricted space on campus, ASUW must view (b) and (c) as areas where growth will continue. If we ASTEC is to continue to provide service without provisions outside of ASTEC's "Fair Use" policy, the number of staffing hours will continue to rise. It is~~

also essential to view the diversity of technology requested at events. ~~Gone are the days of "one size fits all".~~ ASTEC has come to be recognized for the detail we put into our work. It is difficult to foresee what ~~diversity in technology~~ will be used most in five years ~~from now~~, but it is necessary to view our equipment funding through the lens of campus demand.

5. ***Non-Traditional Student Council (NTSC)***

Non-Traditional Student Council has a ~~good~~ history of successfully representing non-traditional students on campus. NTSC have worked on developing various programs and events to help make them more visible on campus. In hopes ~~on~~ of sustainable membership and developing themselves as an ASUW program, NTSC's main focus is as a resource to non-traditional students on campus.

a. *Recommendations:*

The Non-Traditional Student Council should continue to build up recruitment and resources that can be utilized from year to year that will ensure more effective programming and planning. This ASUW program should also continue to expand on committee work and outreach to increase attendance and participation at meetings.

b. *Collaboration:*

The Non-Traditional Student Council should work toward becoming more involved in the ASUW senate through becoming active with legislation to benefit the student body. They should also continue to upgrade their elections procedures to those similar to the ASUW process, in hopes of creating a higher voter turnout and participation.

6. ***United Multicultural Council (UMC)***

The United Multicultural Council (UMC) began in 1994 as the Ethnic Minority Council. Its purpose was to act as an umbrella group in representing multicultural RSOs and students on the University of Wyoming Campus. The purpose of the UMC is to serve as a resource to Senate in multicultural matters. Currently, 9% of the students on campus are multicultural. In the spring of 2012, the UMC held the first Diversity Ball and also changed diversity day to a week-long event.

a. *Recommendations:*

The UMC should continue to build up diversity awareness on the UW campus through increasing the amount of events held. First UMC should work to strengthen recruitment and the election of officers. The UMC should also work to regain membership of multicultural RSO's to prevent the loss of membership within these groups. The UMC should also focus

on bringing an emphasis back to awareness of all multicultural aspects available on campus.

b. Areas of Collaboration:

ASUW should work with the UMC to promote social justice and eliminate discrimination on campus, host programming, and assist RSO's to bring awareness to campus. The UMC should ~~go~~ move forward with being a voice to ~~campus~~ in regards to multicultural groups on campus to ASUW as well as other entities and groups on campus.

7. ***ECO Council***

ECO Council was established as an ASUW program in 2012 with the goal for ECO to be a student-led environmental and sustainable group dedicated to programs, events, and efforts across the university campus and throughout the greater Laramie community. There are two entities of ECO: the council and the general membership. The head council is made up of six members and the general membership is open to all students, faculty, and University members interested in environmental or sustainability efforts.

a. Recommendations:

Growth within this program is both recommended and necessary for the effectiveness of its mission. Significant initiatives should be approached such as: Adobt-the-Bin, Earth Week, OneShirt National Clothing Drive and other successful national initiatives should be implemented to have great impacts on campus and the Laramie community. As those programs grow the budget for ECO ~~would~~ should reflect the need to support the programs of ECO.

b. Areas for Collaboration:

Working with SLCE, Campus Activates ~~Activities~~ Center, Friday Night Fever, Student Activities Council, Campus Sustainability Committee, the Campus Sustainability Class, and other similar campus groups can be a great benefit when planning events, fundraising, and collaborating on campus

8. ***Homecoming***

In conjunction with Student Affairs Action Item 52, ASUW works to implement school spirit and pride throughout campus during the week of Homecoming. This is accomplished through the Freshman Senate decorating the Wyoming Union for ~~the week of Homecoming~~. ASUW also decorates the Business Office and takes part in the annual parade. In the 2012-2013 academic year, ASUW celebrated their 100th year and was able to promote Homecoming through celebratory outreach events on campus. ASUW will continue with ~~their~~ these efforts of bringing school spirit to the University of Wyoming through ~~working as an organization to decorated decorations and bring festivity~~ festivities into the Union and Campus.

a. Recommendations:

ASUW needs to continue to monitor and ~~assert a slow growth in~~ adjust as needed the annual budget for Homecoming. Increased programing and collaboration can make this week more impactful. Along with the Alumni Association, planning should begin in February of each year and continue throughout the year. It may be recommended that ASUW hire an assistant director to help implement effective Homecoming planning.

V. Broader ASUW Goals

a. Internal Focus

i. *Office Suite*

The current ASUW office suite is located in the lower level of the Wyoming Union. In the main area of the suite are the desks for the ASUW office associate and office assistant, and six personal desks for the executive team. The suite also includes the ASUW conference room, use by Senators and Executives. This space is currently adequate, but will quickly ~~will not become~~ insufficient in accommodating the growth of ASUW and space for committee meetings.

1. Recommendations:

With the expansion on the ~~E~~executive team to include assistant executives, it is recommended that future administrations look for spaces on campus that continue to be student-centered, but with more office space. Ideally, the ASUW suite should remain in the Union, but in a space that is more central to student life, such as the main floor. Possible additions would include a larger meeting space, more space for senatorial work, and additional space for ~~E~~executives and storage.

ii. *Senate Chambers*

The current ASUW Senate Chambers ~~is~~are located on the second level of the Wyoming Union by the Yellowstone Ballroom. The space includes ~~an area that is used for the~~ square table that the ~~S~~senators and ex-officio's sit around, a table for the ~~E~~executive team, and an area in the back of the room for the gallery. Additionally, the space includes audio recording capabilities, as well as a visual projection system.

1. Recommendations:

The ASUW Senate has surpassed ~~capabilities~~the capacity of this space. Although there is plenty of room for the senators, ex-officio's, and executive team, there is very little ~~effective~~ space for a gallery. Problems arise when there are controversial topics legislated or when RSO Funding Requests are numerous for a night. Very little ~~effective~~ space is available for visual projection of legislation, slideshows, or special guests. It is recommended that the ASUW look at additional spaces on campus, such as the Union Family Room, to hold official ~~S~~senate meetings. Furthermore, it is important to keep in mind that the ~~S~~senate meetings should be held in a location that is easily accessible to the student body, should they want to attend meetings for any reason.

b. External Focus

i. *UW Foundation*

Currently, the ASUW President and Vice President attend the Foundation Board meeting in the month of February, which is held outside the state of Wyoming. This assists the ASUW to be in the loop on any sort of fundraising efforts and building projects that the Foundation is currently undertaking.

1. Recommendations:

Just as the ASUW has an ex-officio position on the UW Board of Trustees, it may be worth pursuing an ex-officio position on the UW Foundation Board. The ex-officio position would allow a member of ASUW to have better access to discussion of Foundation business, and insure that student voice is heard on all actions taken by the board.

ii. **Assessment**

1. **Governmental Priorities**

Each year, the ASUW administration publishes a “Governmental Priorities” booklet. This booklet outlines the goals of that administration for the whole year, and how they plan to accomplish these goals. The goals usually include an internal focus, an external focus, and a broader focus on campus as a whole.

a. Recommendations:

It is important for new administrations to know what the past administration accomplished, as well as what projects are still in the pipeline. It is recommended that when an administration has neared the end of their term, that they publish an end-of-year booklet. This would include all of the aforementioned criteria, as well as anything else of importance. Additionally, it is recommended that each administration carefully examine the ASUW Five5-year strategic plan, to insure that their goals are in line with the progression of the institution.

2. **Strategic Planning**

The previous strategic plan was created in 2005, and encompassed FY 2006-2010. This was done in line with the strategic plan of the Division of Student Affairs in their Support Services Planning process. However, the current ASUW saw a necessary need for this sort of document to continue within ASUW to insure continuity from year-to-year. This strategic plan was created in Spring 2013 to encompass FY 2014-2018 following the format included in Addendum A.

a. Recommendations:

It is recommended that the next strategic plan be formulated starting Spring 2018. This will insure that the next 5five-year plan be in place immediately following the expiration of this plan. Furthermore, a report card following each year during the five5-year cycle should be formulated to mark progress. This will help each administration see where they need to pick up from, and make sure that all aspects of this current plan are executed by the expiration in June 2018.

VI. Conclusion

It is the intent of this document to be used as a road map to guide ASUW in the next five years. It is vital to the operations of student government that institutional knowledge, philosophy, and initiatives are carried through from year to year. While leadership changes with the times and strong focus is diverted to present circumstances, the tie to the main mission of ASUW should never be abandoned.

This Strategic Plan should be used annually by the Senate and Executives of ASUW to learn from years prior, but more importantly for updates and ways to move forward on more recommendations after certain ones are achieved. It is never intended that the entirety of strategic planning be encompassed and stagnant within the five years of this document.

ASUW has a strong 100 years of representing students on campus and providing the programing and services that student's use daily on campus. Current ASUW Senators, Executives, and Justices should be commended on their service to their peers.

Addendum A

ASUW Strategic Planning (FY 2014 – 2018) *Timeline of Planning Process*

ASUW will follow a strategic planning process that will outline all steps necessary to complete a 5-year strategic plan. This will be done in three separate stages that will conclude with a finished plan that will outline goals and objectives for the next 5 years. The goal of this plan will also include steps for continuing with a new plan after the culmination of these 5 years, as to ensure continuity in the organization.

Stage I: January 14, 2013 – January 25, 2013

Members: ASUW President, ASUW Vice President, ASUW Chief of Staff, ASUW Director of Governmental Affairs, and ASUW Advisor

Objectives:

1. Review FY 2006-2010 Strategic Plan
2. Set formatting parameters for the FY 2014-2018 Strategic Plan
3. Identify key constituent groups for input

Process: Stage I Members will review the FY 2006-2010 Strategic Plan and discover objectives that were/were not completed, deciding if it is still relevant to pursue certain objectives that were not completed in the FY '14-'18 plan. After reviewing the previous plan, Members will decide an appropriate format for the new Strategic Plan, keeping in mind the programs of ASUW. Once the format is chosen, the members will identify key constituent groups to be included in a set of interviews in Stage II, and suggest a number of questions to be included in the interviewing.

Stage II: January 28, 2013 – March 1, 2013

Members: ASUW Executives and ASUW Senators

Objectives:

1. Compile a number of questions to ask all constituent groups
2. Interview constituent groups
3. Compile report for each individual group

Process: Stage II Members will compile a number of questions that will be required to ask each constituent group, focusing on ASUW's current involvement with that constituent group and vice versa, as well as how each group views that involvement continuing and changing over the next 5 years. These questions will then be posed to each group identified by ASUW Senators and/or Executives.

This is also a time where town halls can be held by Senators in their respective colleges, to get the input of students across campus that may not be part of the larger constituent groups. The results will then be compiled into a report to be given to Members of Stage III, with special considerations given to the format that was outlined in Stage I.

Stage III: March 4, 2013 – March 29, 2013

Members: ASUW Executives and ASUW Senators

Objectives:

1. Compile ASUW Strategic Plan
2. Create process for continually planning/assessment

Process:

Stage III Members will gather all of the information from the Stage II team, and use it to create the official FY '14-'18 Strategic Plan. This plan will include all information that was gathered in Stage II and formatted as outlined in Stage I. After all information is compiled, the plan will be presented to the ASUW Senate, ASUW Executives, ASUW Judicial Council, ASUW Programs, and key constituent groups on campus. The Stage III Members will also create a process to continually gather information from constituent groups for the next Strategic Planning Process, as well as create benchmarks to be used as assessment during the duration of the plan.

