

SENATE BILL #2432



TITLE: ASUW Support for Continued Direct Student Control of ASTEC

DATE: April 2, 2014

AUTHORS: Senators Andersen, Black, Blazovich, Bloom, Gibbs, Gross, Haukaas, Holscher, Johnston, Kebert, Lundell, Matlock, Moore, Peil, Phan, Powell, Scherlin, Tracy, True, West, and Yang

SPONSORS: Senators De Wett, Dinneen, Elledge, Frome, Jordan, Messer, and Ogle.

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 professional
3. interaction with campus programs and organizations; and,
4. WHEREAS, the Associated Students Technical Services (ASTEC) provides a multitude of
5. services to student organizations at little to no cost; and,
6. WHEREAS, ASTEC plays an integral role in providing a wealth of other services that
7. benefit the entire campus community; and,
8. WHEREAS, the 100th ASUW Senate passed the 5-year Strategic Plan, outlining objectives
9. and strategies for growth within ASUW from fiscal years 2014-2018; and,
10. WHEREAS, the 5-year Strategic Plan was extremely vague as how to accomplish the
11. growth and development goals of ASTEC; and,
12. WHEREAS, ASTEC has provided a supplement to this Strategic Plan, as outlined in
13. Addendum A; and,
14. WHEREAS, further research and development of a sustainable growth model for ASTEC
15. has yet to be done by the ASUW; and,

16. WHEREAS, as a service so essential to students, it is imperative that ASTEC be
17. maintained and improved..
18. THEREFORE, be it enacted by the Student Senate of the Associated Students of the
19. University of Wyoming (ASUW) that an Ad-hoc Committee be formed to research and
20. develop the best possible growth model for the Associated Students Technical Services
21. (ASTEC) to sustain and improve its current growth pattern, including, but not limited to,
22. internal ASUW as well as broader University of Wyoming administrative avenues; and,
23. THEREFORE, be it further enacted by the Student Senate of the ASUW that ASTEC
24. remain a program of ASUW until the above formed Ad-hoc Committee has had the
25. necessary time to fully develop and report on a sustainable growth model.

Referred to: Program and Institutional Development

Date of Passage: 4/15/14

Signed: Kian Murdoch

(ASUW Chairperson)

“Being enacted on 4/21/14, I do hereby sign my name hereto and
approve this Senate action.” Brett Kahler

ASUW President

Addendum A

1) Number of students served by ASTEC:

- a. 387 (+103 confirmed reservations before May 1 as of March 27th)
- b. Last year: 561 events

2) Current State of ASTEC:

- a. 5 years of rapid growth, beginning to see a ceiling and leveling off.
 - i. Student, Departmental, and Community image and respect of ASTEC has improved significantly in the last 10 years.
 - 1. Had severe image issues in 2004-2006.
 - 2. Rebuilt program
 - a. Started with introducing professional audio technology and staffing
 - b. Second step was a focus on customer service and leadership/ethics paradigm
 - c. Third step:
 - i. advanced lighting and audio technology
 - ii. providing opportunities to technicians to shape ASTEC.
 - iii. Leadership opportunities and standardized positions
 - iv. Focus on being a “service” while in the field.
 - d. Next step:
 - i. Catch up to the baseline in the technology market
 - ii. Advocate change in campus infrastructure for events technologies
 - iii. Develop multiple student technician positions with greater responsibilities
 - iv. Arrange a feedback system that is student-centric and effective.
 - ii. Most events are effectively managed with our current equipment.
 - iii. Primary issue is periods of high demand which cause:
 - 1. Increase staffing to ensure set and management of equipment can occur due to shortened turnaround times
 - 2. Deny reservations even when they are 2+ weeks in advance due to lack of equipment caused by multiple requests fielded on a first come, first served basis.
 - 3. Large productions use nearly all of our equipment, which can leave other groups without a free service provider.
 - 4. Close the office for 2-3 day periods to allocate our labor resources to events.
 - 5. Burnout and a less effective working environment
 - iv. Events can use our entire skilled labor pool, especially when clients are billed or the event is held in high esteem on campus.
 - 1. Campus departments have a tendency to be hesitant toward use student services, so specialized resources are allocated to maintain and/or develop rapport.

- b. Departmental/Interdepartmental human resource
 - i. ASUW
 - 1. Excellent communication and working relationship
 - 2. No cross-training across staff
 - a. If coordinator was unavailable during peak times ASTEC would encounter a difficult situation, which would affect the ASUW staff and ASTEC technicians.
 - b. Currently exploring what cross-training needs to occur to maintain integrity of program
 - 3. Want to expand relationship with ASUW senate to develop further understanding of service and student needs.
 - ii. CAC
 - 1. Working with first year staff to develop workflow for medium and large scale events.
 - 2. Acting as consultant regularly,
- c. Labor resources can become exhausted easily.
 - i. Great deal of change in weekly schedule, in addition to timelines of heavy use lasting up to 9 weeks.
 - ii. Coordinator works 60+ hours weekly for multiple weeks annually
 - iii. Student staff has been expanded to meet growing demands.
 - 1. Has aided in the retention of key employees.
 - a. easier to balance studies and work
 - b. more relaxed when entering high stress environments
 - 2. See fewer individuals meeting 20 hour cap, but continue to have issues with shifts lasting over 8 hours, with the primary instigators being:
 - a. International Dinners
 - b. Large-scale concerts
 - iv. Managing and training over 10 student staffers, without staffing assistance, can be taxing when other job requirements become prioritized.
- d. Equipment stores are adequate and we should investigate strategic expansion.
 - i. Audio
 - 1. Mixing capabilities:
 - a. Still using analog when industry has established digital (next level) standard
 - b. Can support events with moderate technical demands at this time
 - c. Lack 24 and 48 channel mixing capabilities, currently have 12, 16, & 32 channel mixers based on buying opportunities.
 - d. Have multiple “powered” mixers that are used at over half events we service. These are replaced in 2-3 year increments due to extreme amount of usage.
 - i. Recently procured road cases for units that leave the Union to extend the lifespan of these units. Intention is to keep in active rotation for 5-7 years.
 - 2. Amplifiers

- a. Current amplifiers working well, have about 2-3 more years of constant use before cycling out of active inventory
 - b. Have 5 different, reconfigurable racks that work in tandem with nearly all of the speakers in our inventory
3. Speakers
- a. Concert Mains/Subs
 - i. At end of lifespan, were not a good purchase for ASTEC but have lasted longer than we anticipated
 - ii. ASUW FY15 budget (if approved) will replace speakers.
 - b. All-Purpose
 - i. Complete turnover of speaker cabinets in FY 13 and 14
 - ii. All cabinets are in great shape and we expect 4-5 more years of use (minimum)
 - iii. Retained speakers that were rotated out of active inventory for peak usage times.
4. Outboard effects
- a. Equalization
 - i. Have strong inventory with 2 functional, configurable racks
 - b. Compression
 - i. Two units
 - 1. 8 channel unit has one dead channel and is becoming outdated
 - 2. 2 channel unit is becoming our preferred unit, would like more.
 - c. Enhancement
 - i. The two units we have are outdated, but still functional and commonly used.
5. Additional Equipment/Accessories
- a. Stands
 - i. The speaker stands we can afford only last 2-3 years, but can be repaired.
 - ii. Decent inventory of Microphone stands
 - b. Cabling
 - i. adequate inventory of cables
 - ii. Transitioned to new type of speaker cable with success
 - iii. integrating new patch systems has increased efficiency
 - c. Microphones
 - i. Inventory of dynamic and condensor microphones is adequate.

- ii. Wireless microphone inventory is diminished.
Increased demand and use has broken more than 2/3
of our inventory in the last year.

6. Storage/Transport

- a. ASTEC has transitioned from generic carts for transport to using ATA type cases and is seeing a marked improvement on the lifespan and cosmetics of our equipment.
- b. Our current storage space is adequate.

ii. lighting

1. Controllers

- a. Our active inventory includes two ETC Smartfade ML units.

2. Instruments

a. Conventional

- i. We replaced our conventional inventory between 2009-2012. All lights are in excellent condition
- ii. 46 Instruments total

b. LED

- i. 12 functional LED
- ii. Used in all medium to large scale setups.
- iii. Continue to see increased demand for instruments beyond our current inventory.

c. Intelligent

- i. Our most expensive properties.
- ii. Used at 3-12 events weekly, with high demand.
- iii. all 8 units are in excellent condition and are maintained two times annually.

3. Dimmers

- a. SmartRacks are used for all medium and large scale events and are in excellent condition
- b. Portable packs are used for small scale events with our current inventory beginning to become inadequate

4. Accessories

- a. We have a marked lack of both accent and structural accessories for lighting.
- b. We will be working with other campus entities to procure the necessary equipment

iii. Visual/projections

1. Projectors

- a. Currently have 5 projectors (3 different models)
- b. Used primarily by student groups giving presentations, but use of projectors for university groups is free as there is no other place to rent a projector at the University.

2. Screens

- a. We currently have 3 projector screens.
- b. They are inexpensive models that are in need of repair

- c. Adequate for small rooms, but not for public performance.
 - 3. Walls/ Pixel Mapping
 - a. We currently have no means of Pixel mapping, nor do we have the LED components/fixtures to manage the task.
- iv. Recording
 - 1. Capture
 - a. Capture comes in two components
 - i. Live audio system, which we have adequate equipment
 - ii. Analog to digital conversion
 - 1. Have 2 types of multi-tracking units, both are beginning to fail and become outdated.
 - 2. We also have a small, all-in-one recorder that is adequate and used regularly to record various meetings.
 - 2. Refinement
 - a. Currently using an open source program with lifetime license for mixing and mastering
 - b. Have multiple plug-ins with educational licences and others that are freeware, in beta testing, or open source.
 - 3. Delivery
 - a. Currently use 3rd party cloud storage because it is:
 - i. free
 - ii. Does not require a software installation on the receiving end
 - iii. Allows 50 gigabytes of free storage
- v. Storage/Transport
 - 1. ASTEC Van (Whale Earnhardt Jr. Jr.)
 - a. Has 3-5 More years of use
 - b. Issues:
 - i. Battery and wiring are not properly installed, reducing the lifespan of the battery and causing it to need a jump during the winter months.
 - ii. Lift on the back end needs repair and regular lubrication but is functional
 - 2. Current storage space for equipment is adequate.
 - a. Office: holds our most commonly used equipment
 - b. Skylight: room off of Skylight Lounge that hosts the remainder of our equipment.
- vi. Explanation of comments:
 - 1. Audio program is below the threshold of what is requested by clientele:

- a. Relatively modest funding negates our ability to purchase equipment at times it would be most beneficial to the program.
 - b. Not being a part of the “digital revolution” of the audio platform has caused us to piecemeal analog components because we do not have funding for large purchases that would encompass the utility of multiple, small ticket analog purchases.
 - 2. University infrastructure has reduced our options for equipment purchase that would be more cost effective in the long run.
 - a. No venue on campus has the electricity needed to provide more than basic services relative to what can be provided.
 - b. There is little to no lighting infrastructure outside of the theaters on campus.
 - c. Size, availability, and location of loading docks, elevators, and sidewalks often cause us to consider size of equipment and allocate additional labor hours to deliver equipment.
 - 3. RSO events welcome unprofessional and sometimes careless performers and promoters, which require us to have a secondary store of equipment that can be easily repaired or replaced.
 - a. Demand for use of popular technologies (wireless microphones, projector screens, etc) continue to rise, however, some students are careless around equipment, increasing the damage quotient.
- vii. Most events are effectively managed with our current equipment.
- viii. Versatile events are our primary shortcoming
 - 1. Space constraints and equipment that is not adaptable can cause us to compromise ideal setups.
 - 2. Campus-wide there is a longstanding issue with electricity availability
 - 3. Events that require imaginative technologies are commonly shorted due to sharing identical equipment across events.
- e. ASTEC Use:
 - i. We see heavy use for 8 months of the year
 - ii. Have regular use the other 4 (excepting university closures in some cases)
 - iii. Event services account for 2/3 of our general duties, with other labor resources used for:
 - 1. Planning, Assessing, and Managing requests
 - 2. Servicing equipment
 - 3. Consultation of campus services and programmatic possibilities
 - 4. Advancing productions
 - 5. Invoicing for services, ensuring payout for Studio Wyo artists
 - 6. Marketing upcoming Studio Wyo performances
 - 7. Training ASTEC staff in specific and/or advanced methodologies

3) Expectations for the next 4 years:

- a. Short-term stabilization of campus demand
 - i. With stabilization comes a cycle of experimentation in RSO programming
 - ii. Can more easily predict staffing and equipment resources annually.
 - 1. Increases ability to work as both a campus and professional service effectively
 - 2. Allows for better predictions of necessary equipment procurement
- b. Staffing resources to allocate to:
 - i. full time office assistant program (students or full time staff)
 - ii. Studio Wyo – 3 students @ 10 hours weekly/double as tech
 - 1. Booking
 - 2. Marketing
 - 3. Recording/Mixing
 - iii. Specialized Technicians (one in each field, senior employee)
 - 1. Live Audio
 - 2. Live Lighting
 - 3. Live Recording
 - 4. Office relations
- c. Work with campus community to develop the technical infrastructure requested through RSO, ASUW, Union and departmental events.
 - i. Event Planning/Execution Partners
 - 1. Union
 - a. Events office
 - i. Partner in consultation for facility upgrades.
 - b. CAC
 - i. Develop plan to procure specialized equipment through their budget (if possible).
 - 2. Physical Plant
 - a. Develop plan to procure specialized equipment through state funding pools
 - b. Co-opt on system management of large scale “line array” type system
 - ii. Departments with regular service use
 - 1. Departmental Use
 - a. procure equipment to exceed baseline expectations to ensure University events have adequate resources on campus
 - b. Can be seen as primary source of income for technician salaries
 - 2. Public Use
 - a. This will be based on:
 - i. Availability of Gateway Center
 - ii. Demand for services in Wyoming Union
 - iii. Continuity of PSAV services in Convention Center
 - b. Assuming any of these factors present openings for ASTEC use we intend to pursue them should they not be beyond

our capabilities. This can be seen as a major source of income.

3. Fundraising Use
 - a. UW's Foundation and higher administrative tiers use ASETC for high profile events.
 - b. Maintenance of current sound systems will be adequate.
 - c. Will be investigating lighting, accessories, and accent packages to maintain excellence at these events but can also be used at RSO events
4. Consultation Use
 - a. The University uses ASTEC for consultation on various matters concerning audio, lighting, and projections.
 - b. Developing a system wherein we can cater to needs will develop an interdepartmental resource that can escalate academic excellence through various means.

iii. Student Organizations

1. Weekly
 - a. Assess and implement a formalized system of guidelines for weekly use based on student agency and responsibility
2. Annual
 - a. Refine consultation services through interdepartmental think tanks and event planning workshop development.
 - b. Set definitive consultation/production meeting hours for upcoming RSO events
3. Irregular
 - a. same as annual
4. Regular
 - a. same as annual
5. Experimental
 - a. same as annual, with the addition of:
 - i. maintain and further develop communications interdepartmentally

iv. ASUW

1. Communication and reporting structure
 - a. Integrate ASUW and ASTEC further by providing ASUW with avenue of oversight outside of finances.
2. Longitudinal standardization of planning/funding
 - a. Create budget so that ASTEC relies less on one-time funding sources
 - b. Increase current equipment budget by 50%
 - i. \$27k annually for equipment by FY19
 - ii. Increase stable income so that as the student demands grow we can assure that the baseline needs are catered to.

- iii. Examine a means to convey to students that indirect spending that goes toward materials are the means of continuing direct student affect.
- d. Equipment procurement to meet client demands (cross categorization of some acquisitions can lead to cross use).
 - i. Audio
 - 1. Mixing capabilities:
 - a. Intend to purchase 3-5 digital mixing consoles in the next 4 fiscal years
 - i. 1-2 mixers with 32 channel input
 - ii. 1 with 48 channel mixing capabilities (professional level console)
 - iii. 1-2 mixers with 16 or 24 channel capabilities
 - 2. Amplifiers
 - a. Will begin to phase out amplifiers in 3 stages beginning FY 18, will be researching products that will have longer lifespan with more reliable and precise amplification.
 - 3. Speakers
 - a. Concert Mains/Subs
 - i. Replacing in FY15
 - ii. Will be working with Physical Plant to purchase a large-scale concerts and conventions audio system. State funds will procure the system, but we are working to have access for large scale concerts.
 - b. All-Purpose
 - i. Will be escalating in multiple steps our “all in one” PA packages which will include 4 powered speakers
 - 4. Outboard effects
 - a. Equalization
 - i. No upgrades needed
 - b. Compression
 - i. Installed in digital mixing consoles
 - c. Enhancement
 - i. Installed in digital mixing consoles
 - 5. Additional Equipment/Accessories
 - a. Stands
 - i. Procure cases for storage and transport to minimize breakage.
 - b. Cabling
 - i. Will continue annual procurement of needs (\$200-800)
 - c. Microphones
 - i. Will procure 6 units to be stored in 3 separate rack cases.
 - 6. Storage/Transport

- a. Upgrade our “road ready” brand cases to professional grade.
 - b. Plan safe storage procurement with all high dollar and sensitive equipment purchases
- ii. Lighting
 - 1. Controllers
 - a. In 5 years we will upgrade consoles based on market options
 - b. Will look for one time funding sources to procure either a High End or Avolite console during the 4 year period.
 - 2. Instruments
 - a. Conventional
 - i. Current inventory is adequate for next 15-20 years
 - b. LED
 - i. Double inventory of professional/tour grade instruments
 - ii. Spend 5-10% of equipment budget annually starting FY16 to procure “party”-type lights for simple events.
 - c. Intelligent
 - i. Maintain inventory of intelligent fixtures (Martin 250, Martin 700) for next 6-10 years.
 - ii. Watch market for price drop and increased availability of LED intelligent fixtures.
 - 3. Dimmers
 - a. Current Dimming Racks will last 10-15 years
 - b. Procure 4-6 small dimmer packs if aquisition of LED instruments proves too costly.
 - 4. Accessories
 - a. Top priority with lighting is to procure trussing capable of suspending lighting instruments.
 - i. Purchase during FY15-FY19
 - ii. Start with Arch, add additional legs, stands, and trussing pieces annually
 - b. Work with Union to develop infrastructure for lighting including:
 - i. Ballroom: cheeks, backwash bar, DMX override to room lighting, and Wireless DMX capabilities.
 - ii. Gardens: cheeks, backwash bar, electric to multiple locations, lighting bar in lounge, screen suspension capabilities, and room DMX override.
 - 5. Storage/Transport
 - a. All sensitive equipment will be purchased with ATA cases.
- iii. Visual/projections
 - 1. Projectors
 - a. Will procure 4 projectors of 6000+ lumen quality

- b. Investigate HDMI, Thunderbolt, and other connectivity possibilities and acquire equipment to multiply, amplify, and switch signals.
2. Screens
 - a. Will procure two new standing screens
 - b. Use trussing from lighting rig and procure elasticized material for screen sizes between 16-30’.
3. Walls/ Pixel Mapping
 - a. Investigate the procurement of pixel mapping software, building a collapsible LED wall, and computational power to run during show.
- iv. Recording
 - 1. Capture
 - a. Audio: will be on board with digital consoles
 - b. Video: Investigate the procurement of 2-4 video cameras for RSO, ASUW, and Union events exclusively.
 - i. Offer videotaping services at a cost
 - ii. Campus availability will be reduced due to campus competition.
 - 2. Refinement
 - a. Audio: significant upgrade will come with purchase of 48 channel digital mixing console
 - b. Video: Procure editing program through UWIT
 - 3. Delivery
 - a. Continue to use free processes
- v. Storage/Transport
 - 1. ASTEC Van:
 - a. Install backing alarm on Whale
 - b. Install secondary battery package on Whale
 - c. Begin to investigate more fuel efficient vehicles.
 - 2. Equipment Storage:
 - a. Co-opt with other buildings and departments for storage of irregularly used and outdated equipment.
 - b. Discuss development opportunities with Union and DOS.
- e. Studio Wyo
 - i. Stabilization:
 - 1. Creating specific positions and responsibilities within the program.
 - 2. Normalize platform for booking
 - 3. Create an effective set of guidelines for all tasks
 - ii. Growth
 - 1. Need funding increase to guarantee regular programming
 - a. Ceiling for programmatic contracts is \$15k until FY19
 - b. After that we reexamine the program’s needs
 - 2. Use this as a testing and training ground for Digital Audio Workstations, Lighting Technique, and advance troubleshooting situations.

3. Host one program a month in the Education Auditorium
 4. Solidify a sponsorship from the Gardens
 5. Become more attractive to tours routing through the area.
- f. Reservation system
- i. Would like to continue using WuFoo for the following reasons
 1. Flexibility that can be used to alter the reservation system instantaneously.
 2. Can create assessment forms within 1-2 hours.
 3. Provides the ability to assess multiple groups while giving open access to assessors.

4) How do you expect your program to get to that state in the next four years?

- a. Funding:
- i. Equipment procurement is key to the success of the program.
 - ii. Establish 4-5 year purchasing plan for small to medium ticket equipment units using budget allocation from ASUW
 - iii. Determine additional, one time funding sources for:
 1. 48 channel mixing console
 2. Trussing (to aid in timeliness of procurement)
 3. Advanced Lighting console
 4. Electrical overhaul/additons in the following locations:
 - a. A&S Auditorium
 - b. Education Auditorium
 - c. Union Ballroom
 5. Lighting infrastructure in Union
 - iv. Staffing budget will increase in FY15, allowing for:
 1. Ability to cater to more last-minute reservations
 2. Ability to cover more auxiliary events when large-scale events are occurring
 3. Increase in number of advanced technicians due to funding and experience
 4. More office coverage
 5. More hours allocated toward Studio Wyo
 - a. More training opportunities
 - b. Increased community engagement
 - c. Smoother overall operation
 - d. reduced coordinator labor hours
- b. Staffing:
- i. Have steadily increased the training regimen for last 4 years and will continue to do so.
 1. Procurement of new, advanced equipment is primary grounds for enhancing training program
 2. Will advance training on Acoustics, Digital Audio Workstations, and lighting techniques.
 - ii. ASTEC's staff will increase to 15 technicians

1. Will ensure event coverage at peak times while reducing exhaustion/burnout/academic stressors
- c. Organizational structure changes and enhancements
- i. Coordinator will continue to act as is
 - ii. Student office assistant will:
 1. Have larger role in office and event management
 2. Increase to 30 hours a week
 - a. More office hours
 - b. Less coordinator comp time
 - c. Will handle more office duties including:
 - i. Scheduling
 - ii. Billing
 - iii. Basic consultation
 - iii. Defined duties for key-holding technicians
 1. Head Audio Technician
 2. Head Lighting Technician
 - iv. Define lead student positions for Studio Wyo
 1. Booking
 2. Marketing
 3. Technician Training (works in tandem with coordinator)
- d. Manage relationships with campus departments and interstate vendors.
- i. Primary benefit is expedited planning of campus events
 - ii. Will also have positive effect on:
 1. Strategic Staff Recruitment
 - a. through increased visibility
 - b. Departments with technical roles who hire students for non-technical positions
 - c. Have program for internships available for advanced technician training
 2. Ability to develop partnership for equipment accrual in facilities we commonly provide services in
 3. Assist in the development of key campus facilities.
 4. Developing a “team” atmosphere that will aid in staff retention in key positions
 5. Team atmosphere will also allow for cross-training in specialized positions, ensuring coverage at vital times.
 6. Reduce the prices of rental equipment and insure inter-agency bartering system can be maintained.
 7. Increasing the utility of programming spaces to increase use by RSOs holding specialty events.
- e. Assessment
- i. Currently partaking in a P.I.D. survey system
 1. After two weeks and three contacts we have 5 surveys completed, one of them with notes of negativity, sent out surveys to 80+ clients.

2. Would like to reissue survey with more mature questions to establish user expectations baseline.
- ii. Will establish guidelines with other campus entities to create feedback catalogue for use by:
 1. ASTEC
 - a. Equipment procurement
 - b. Event consultation
 - c. Event confirmation
 2. ASUW
 - a. RSO funding board
 - b. Event consultation
 - c. General records
 3. CAC
 - a. Event consultation
 - b. Event partnership feedback
 - c. RSO training/education
 4. Union Events/Central Scheduling
 - a. Increase utility of spaces on campus
 - b. Establish and follow:
 - i. Noise guidelines
 - ii. Set/strike guidelines