

Date Passed: 9/22/15  
Vote Count: 20-4.

**SENATE BILL #2472**

**TITLE:** ASUW Implementation of the Guidebook App for Promotional Purposes

**DATE:** 9/7/2015

**AUTHOR:** President Schueler

**SPONSORS:** Senator Ellbogen, Senator Long; Vice President Kath



1. WHEREAS, it is the mission of the Associated Students of the University of Wyoming
2. (ASUW) Student Government to serve our fellow students, and;
3. WHEREAS, effective and widespread advertising and publicity are crucial to our mission of
4. serving students, and;
5. WHEREAS, students increasingly use smartphones and tablets to access web-based
6. resources, making web based, desktop accessible resources obsolete and inefficient, and;
7. WHEREAS, Residence Life and Dining Services (RLDS) at the University of Wyoming
8. (UW) as well as Fraternity and Sorority Life (FSL) currently utilize the Guidebook App, and;
9. WHEREAS, Using proven technology with an existing audience and utilization by the
10. student body is a very effective and economical method to increase ASUW Student
11. Government's presence on mobile devices, and;
12. WHEREAS, ASUW Student Government utilization of the Guidebook App will increase the
13. chances of other departments or organizations at UW participating in this app, and;
14. WHEREAS, expanded participation in the Guidebook App will result in the access price for
15. each program decreasing, and;
16. WHEREAS, the ASUW Reserve has a current balance \$73,751.40.
17. THEREFORE, be it enacted by the Student Senate of the Associated Students of the
18. University of Wyoming (ASUW) that \$4,000.00 be allocated from the ASUW Reserve for
19. the purpose of purchasing a one (1) year contract to utilize the Guidebook App for use of the

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20. ASUW Student Government including, but not limited to, promotional, communication, and
21. outreach efforts, and;
22. THEREFORE, be it further enacted that the Student Outreach and Policy Committee
23. evaluate the efficacy and usefulness of the Guidebook App for ASUW Student Government's
24. purposes and submit a recommendation to the Budget and Planning Committee as that
25. committee drafts the ASUW FY2016 Budget to either suspend ASUW Student Government
26. use of the Guidebook App, or to fund a continuance or an expansion of ASUW Student
27. Government utilization of the Guidebook app.

**Referred to:** Budget and Planning; Programs and Institutional Development

**Date of Passage:** 9/22/2015

**Signed:** 

(ASUW Chairperson)

**"Being enacted on** 9/29/2015

**, I do hereby sign my name hereto and**

**approve this Senate action."**

  
ASUW President