Passed 22-0-0



SENATE BILL #3114

TITLE: **Revisions to the 2024-2027 ASUW Strategic Plan**

DATE INTRODUCED: **10/13/2026**

AUTHOR: **Senator Robinson**

SPONSORS: **Program and Institutional Development Committee**

WHEREAS, the purpose of the Associated Students of the University of Wyoming (ASUW) is to serve our fellow students in the best manner possible; and,

WHEREAS, the Program and Institutional Development (PID) Committee is responsible for ensuring that ASUW is constantly developing into a more effective organization through restructuring internal processes; and,

WHEREAS, the committee is charged with the formulation and execution of long-term policies and goals for the ASUW Student Government, as well as its programs and services; and,

WHEREAS, to achieve this, the committee is charged with conducting an annual review of the current ASUW Strategic Plan; and,

WHEREAS, the goal of the ASUW Strategic Plan is to, “provide a clear and united direction to develop ASUW”; and,

WHEREAS, the PID Committee of the 114th Administration has recommended amendments for the 2024-2027 ASUW Strategic Plan as necessary to best align with these criteria, as seen in Addendum A.

THEREFORE, be it enacted by the Associated Students of the University of Wyoming (ASUW) Student Government that the amended 2024-2027 Strategic Plan be adopted as the Strategic Plan for the body moving forward; and,

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19. THEREFORE, be it further enacted that the amended 2024-2027 Strategic Plan is

20. implemented immediately upon passage of this legislation.

Referred to: PID & Steering

Date of Passage: 10/20/2026 **Signed:** _____
(ASUW Chairperson)

"Being enacted on 10/20/2026 **, I do hereby sign my name hereto and approve this Senate action."** _____
ASUW President

Addendum A

Letter from the Presidents

Passed 22-0-0

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)

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Allison Brown (President, 2022-2023)

Letter From the President

It is my pleasure to introduce the updated ASUW Strategic Plan for 2024-2027. The ASUW Strategic Planning Committee originally met throughout Fall 2021 and Spring 2022 to create the initial plan. The plan you see today reflects hours of dedicated thought and deliberation about how best to guide ASUW's goals moving forward.

Since ASUW's previous strategic plan, the University of Wyoming has faced unprecedented challenges. We have managed significant turnover among ASUW staff and upper university administration. In the summer of 2024, the University's Office of Diversity, Equity, and Inclusion closed and programs and services centered around DEI have been changed drastically. In response, we have carefully updated our strategic plan to ensure it is grounded in inclusive and equitable practices, aligning with the Equal Opportunity and Prohibited Efforts guidelines established by the Board of Trustees. These changes highlight our commitment to advancing ASUW's mission in a way that values and represents the entire student body.

The goals outlined in this plan provide a clear direction and receive widespread support across ASUW. They present a path toward long-term, sustainable development while leaving space for each administration to address the unique challenges of their time. We hope this approach enables one of ASUW's greatest strengths—students' individual ideas and dedication—to thrive within a framework that encourages inclusive growth and campus-wide progress.

It is with pride that we present ASUW's updated Strategic Plan for 2024-2027.

Kameron Murfitt (President, 2024-2025)

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Pillar 1: Improve Structure, Stability, and Capacity of ASUW

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 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 Managers: 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 Manager: Incoming ASUW President and Vice President, 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 teambuilding 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 Professional Staff, ASUW Budget and Planning Chair

Tactic 1.3.2: Develop online content and a lesson video that explains p-cards as well as budget realignment requests. This online content can include written material, video lessons, and a quiz following the 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 Manager: ASUW Professional Staff, ASUW Director of Finance

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 Manager: 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 Manager: ASUW Professional Staff, ASUW Budget and Planning

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 Manager: 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 Manager: ASUW President, ASUW Assistant Director

Tactic 1.4.3: Maintain the use of 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 across the organization

Project Manager: ASUW President, ASUW Assistant Director

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 Manager: ASUW Professional Staff, 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 Manager: ASUW Professional Staff, ASUW Program and Institutional Development Committee

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 and committees in the ASUW Senate.

Project Manager: ASUW Professional Staff, 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 Manager: ASUW Professional Staff, ASUW Program and Institutional Development Committee

Pillar 2: Represent, Engage, and Support Students & Student Groups

Goal 2.1: Support 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 Manager: ASUW Director of Student Organizations, ASUW Director of Student Outreach

Goal 2.2: Increase the Representation of Student Groups, Graduate Students, and Non-Traditional Students Within ASUW

Tactic 2.2.1: Once every other year, conduct a baseline assessment of outreach and student engagement efforts. Assess student organization representation and Graduate and Non-Traditional student engagement and impact as well.

Project Manager: ASUW Assistant Director, ASUW President, ASUW Vice President

Tactic 2.2.2: Explore the creation of 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 Manager: ASUW Advocacy and Safety Committee, ASUW Steering Committee

Goal 2.3: Coordinate with UW Administration to Consistently Advance Student Representation and Advocacy at UW

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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 safety, wellness, and advocacy at the University of Wyoming. ASUW ought to collaborate with relevant campus stakeholders and organizations in this process.

Project Manager: ASUW Advocacy and Safety Committee, ASUW Director of Internal Public Affairs and Advocacy

Tactic 2.3.3: In the required semesterly student issues surveys, include a component questioning students on what they believe the pressing needs for safety, wellness, and advocacy are on campus.

Project Director: ASUW Director of Student Outreach, ASUW Advocacy and Safety Committee

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 Manager: ASUW Director of Student Organizations

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Goal 2.4: Further Develop Community Awareness Within ASUW

Tactic 2.4.1: 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 Manager: ASUW Office Associate, ASUW Advocacy and Safety Committee

Tactic 2.4.2: Utilize a Student Organization Roundtable and campus programs (e.g., Violence Prevention, the Wellness Center, Restorative Justice, etc.) to develop awareness of student activities and needs on campus.

Project Manager: ASUW Director of Student Organizations, ASUW Student Organization Funding Board, ASUW Advocacy and Safety Committee

Pillar 3: Expand Student Outreach and Engagement

Goal 3.1: Better Communicate the Importance and Relevance of ASUW to Students

Tactic 3.1.1: 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 Manager: 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 Manager: 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 Homecoming, Outreach, Programming, and Elections Committee behind a shared vision for the year. Plan events and outreach in advance. Have this plan completed by the middle of the first semester. Create an events calendar to be published yearly on the ASUW website and Student Hub and shared with CSIL stakeholders.

Project Manager: ASUW Professional Staff, ASUW Director of Student Outreach, ASUW Director of Internal Marketing, ASUW Director of External Marketing, ASUW Homecoming, Outreach, Programming, and Elections Committee

Tactic 3.1.4: Utilize the Student List Serve to develop a student updates newsletter to be distributed once a month. Utilize the student list-serve, the ASUW website, and the newsletter to 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, and opportunities after graduation), the student list-serve 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 Manager: ASUW Professional Staff, ASUW Director of Student Outreach, ASUW Director of Internal Marketing, ASUW Director of External Marketing, ASUW Homecoming, 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 polling on specific issues of interest (e.g. student parking, student tuition/fees, student employment, student safety, 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 Manager: ASUW President, ASUW Director of Student Outreach, ASUW Homecoming, Outreach, Programming, and Elections Committee, ASUW Advocacy and Safety 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.

Project Manager: 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 Manager: ASUW President, ASUW Vice President, ASUW Director of Student Outreach, ASUW Homecoming, 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 election events, giveaways, and information about the candidates. Prominently display the voting link in bold, blue, large font. On the last day of voting, sending multiple emails.

Project Manager: 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.

Passed 22-0-0

Project Manager: ASUW Homecoming, Outreach, Programming, 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 Manager: ASUW Homecoming, 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 Manager: ASUW Office Associate, ASUW Director of Internal 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.

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Project Manager: ASUW Office Associate, ASUW Director of Student Outreach, ASUW Director of Internal Marketing

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 Manager: ASUW Professional Staff, ASUW Director of Finance, 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 Manager: ASUW Professional Staff, ASUW Director of Finance, ASUW Tuition Allocation and Student Fee Review Committee

Thank You to the

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2021-2022 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

Lucus Hansen, ASUW Assistant Director

Shelly Schaef, ASUW Accountant

Passed 22-0-0

Thank You to the 2024-2025 Program and Institutional Development Committee

Kameron Murfitt, ASUW President

Langston Bouma, ASUW Chief of Legislative Affairs

Paula Medina, ASUW Director of Advocacy and Campus Unity

Sophia Gomelsky, ASUW Director of Government and Community Affairs

Ray Heffley, ASUW Senator

Hannah Jackim, ASUW Senator

Jonathan Christensen, ASUW Senator

Gracilynn Ward, ASUW Senator

Reese Davies, ASUW Senator