



SENATE RESOLUTION #2796

TITLE: ASUW Recommendation for the Creation of an ASUW Director of Student Outreach

DATE INTRODUCED: March 29, 2022

AUTHORS: President Swilling

SPONSORS: Senators Castronovo, Ewalt, Laverell, and Smith; Chief of Legislative Affairs Carrier

1. WHEREAS, the purpose of the Associated Students of the University of Wyoming (ASUW)
2. Student Government is to serve our fellow students in the best manner possible; and,
3. WHEREAS, throughout the course of the 109th Administration, it has been a consistent
4. theme that ASUW needs to increase its outreach to our student body; and,
5. WHEREAS, the 109th ASUW Administration has created many projects for the express
6. purpose of bettering student outreach that would fit well if consolidated into a single
7. executive position; and,
8. WHEREAS, these projects include a twice-annual students issues survey sent out to the all-
9. student list-serv that receive approximately 2,000 responses each, providing invaluable
10. data on a large number of issues, questions, and thoughts directly from our student body;
11. and,
12. WHEREAS, this also includes the ASUW Student Hub WyoCourses page, which can act as
13. a hub for students to access a variety of information and which must be continually updated
14. for the foreseeable future in order to remain relevant, and given that this is a project which
15. has substantial administrative and student support, we strongly believe that it ought to; and,
16. WHEREAS, this also includes a weekly ASUW newsletter sent out to the all-student list-
17. serv that lists important information for the student body; and,
18. WHEREAS, this also includes a radically reworked set of elections events with
19. significantly more outreach, direct student participation, and involvement of aspects students

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20. enjoy, such as food and events; and,

21. WHEREAS, despite these efforts, there is still an enormous amount of work that must be

22. done in order to further connect to students and ensure that we are being fully representative

23. of our constituents; and,

24. WHEREAS, the current ASUW executive in charge of outreach efforts, the ASUW Director

25. of Marketing, is already overworked and has to manage an enormous number of projects,

26. including all ASUW social media, creations of graphics, outreach on behalf of student

27. organizations, elections outreach, video and photography needs, and other duties; and,

28. WHEREAS, another executive position dedicated solely to finding new forms of outreach

29. and managing methods of student outreach would be an invaluable asset to an executive team

30. and ASUW as a whole; and,

31. WHEREAS, the ASUW Fiscal Year 2023 budget includes funds to hire an eighth director,

32. one up from the current seven; and,

33. WHEREAS, an example job description for a Director of Student Outreach can be seen in

34. Addendum A; and,

35. WHEREAS, this clarifies how this position would differ from the current Director of

36. Marketing insofar as the Director of Student Outreach would handle written

37. communications, surveys, long-term institutional outreach strategies, and student

38. participation on ASUW, faculty, and administrative committees, and the Director of

39. Marketing would handle social media, photography, videography, and graphic design.

40. THEREFORE, be it resolved that the 109th ASUW Administration strongly recommends that

41. a Director of Student Outreach, or a similar position, be included in the executive team for

42. the 110th Administration and beyond; and,

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43. THEREFORE be it further resolved that we recognize and respect the right of the 110th

44. ASUW President and Vice President to create their executive team as they see fit, but

45. sincerely recommend to them that this position would be beneficial both to their success and

46. to ASUW's long-term development; and,

47. THEREFORE, be it resolved that this resolution shall be given to the newly elected President

48. and Vice President during their two-week onboarding period, and appropriate context and

49. information shall be presented.

Referred to: Program and Institutional Development; Outreach, Programming, and Elections

Date of Passage: April 5, 2022

Signed:


(ASUW Chairperson)

“Being enacted on April 5, 2022**, I do hereby sign my name hereto and**

approve this Senate action.”


ASUW President

ASUW President

Addendum A

JOB DESCRIPTION

Director of Student Outreach

The ASUW Director of Student Outreach serves as a member of the ASUW Executive Staff and reports to the ASUW President. This position is appointed by the ASUW President, with the advice and consent of the Vice President and approval by the ASUW Senate. This is a paid ASUW Executive Staff position with monthly compensation determined by the ASUW Senate. During the year (August through April) for which they serve, the ASUW Director of Student Outreach will receive \$11.00 per hour, 20 hours per week, 4 weeks per month for 9 months. A college applicable internship for this position may also be available to qualifying students. Internship requirements must be completed in addition to the responsibilities outlined below.

Minimum Qualifications

- Must be an enrolled student of the University of Wyoming throughout the term of employment.
- Currently have a cumulative GPA of no less than the university mandated minimum GPA to graduate in their current major (typically a 2.0), and maintain that minimum throughout the term of employment.

Desired Qualifications

- Excellent written, verbal, and interpersonal communication skills.
- Analytical and statistical experience to create and organize surveys.
- Collaborative, proactive, and detail-oriented person.
- Knowledge of effective communication and outreach strategies.

General Responsibilities

As a member of the ASUW Executive Staff, the ASUW Director of Student Outreach shall:

- Meet individually with the ASUW Chief of Staff weekly to discuss and report on projects and goals.
- Meet individually with the ASUW President when necessary to discuss and report on projects and goals.
- Attend ASUW Senate Meetings, at the discretion of the ASUW President and Vice President, and provide a weekly electronic report for those meetings.
- Attend ASUW Executive Staff meetings
- Participate in the mandatory ASUW Executive retreat (takes place in mid-August.)
- Participate in ASUW Student Government retreats.
- Conduct oneself in a professional and respectable manner.
- Publicly support the agenda and mission of the ASUW Student Government and Executive Branch, and weigh in on the creation of this agenda and mission.

Specific Responsibilities

- Create the weekly ASUW newsletter to be distributed to all students on the email list serve. Ensure that information contained is relevant, important, and well-written.
- Develop and update the ASUW website
- Develop and update all ASUW publications, pamphlets, and forms
- Write all ASUW communications, pamphlets, website, and emails then work with the Director of Marketing to ensure they are aesthetically pleasing and well-communicated.
- Maintain the ASUW WyoCourses Canva page in coordination with the ASUW Office Associate
- Create and develop an institutional plan to consistently advance ASUW's student outreach
- Twice yearly, create and distribute an ASUW Student Issues Survey, working in coordination with other members of the executive team, to ensure student opinion is being represented on important issues
- Maintain and ensure student representation on faculty and administrative committees, working in coordination with the ASUW President
- Work with institutional marketing to advance ASUW's outreach strategies
- Work very closely with the ASUW Director of Marketing and the ASUW Marketing Intern to serve as a core "Student Outreach and Marketing Team"
- Serve as an ex-officio on Senate committees as determined by the ASUW Vice President
- Fulfill other responsibilities as assigned