



Student Governance & Leadership, University of Utah

Annual Report

2023-2024

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SECTION 1: EXECUTIVE SUMMARY

1. Departmental Purpose & Functions

During the 2023-2024 academic year, the Division of Student Affairs underwent significant organizational changes. The previously combined offices of Student Governance and Leadership (SGL) and Student Leadership and Involvement (SLI) have been restructured into two distinct departments. As part of these changes, the Student Governance and Leadership office will be developing a new mission statement in the upcoming year. Below, we have included the mission statement for Student Leadership and Involvement.

A foundational role of the Student Governance and Leadership office is to serve and support the Associated Students of the University of Utah (ASUU). This report highlights the accomplishments of both ASUU student leaders and SGL staff, achieved through their collaborative efforts, mentorship, and support.

Mission Statement

We (Student Leadership & Involvement) support student well-being and success by providing inclusive and equitable spaces for student advocacy and engagement. We strive to help students become the core of their learning experiences through co-created leadership and involvement opportunities that cultivate a sense of belonging and empower personal growth and development.

Vision

The Student Affairs Vision is for students to discover their passion, people, & purpose

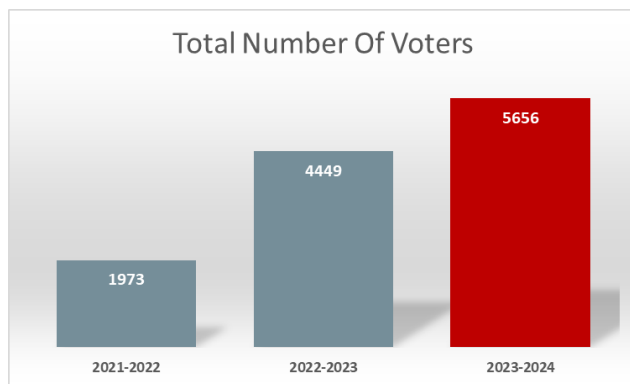
Key Data Points

1. **ASUU Elections Engagement:** In the 2024 ASUU election, 5,656 students participated in voting for their 24-25 ASUU student representatives, which accounts for 17% of the entire student body and the highest voter turnout on record for ASUU.
2. **ASUU Programming:** ASUU programming student leaders led 60 engaging programs and campus events throughout the academic year.
3. **RSO Funding:** ASUU's Assembly wrote 341 Assembly Bills to allocate \$254,000 to Recognized Student Organizations on campus to fund their various programs, events, and initiatives.

This year the Student Governance and Leadership staff developed and distributed an ASUU Student Leader survey to assess the leadership development experience of the student leaders involved in ASUU. Understanding the experience of our student leaders in their leadership development is extremely helpful in coaching and training advisors, tailoring leadership opportunities, and mentoring students. This survey data demonstrated the following:

Survey Question	Average Response (Scale 1-5)
Overall Leadership Learning Experience	4.24
Feeling welcome and included in the ASUU office	4.50
Overall experience with your staff advisor	4.73
Feeling supported by your advisor and staff in achieving your leadership goals	4.68

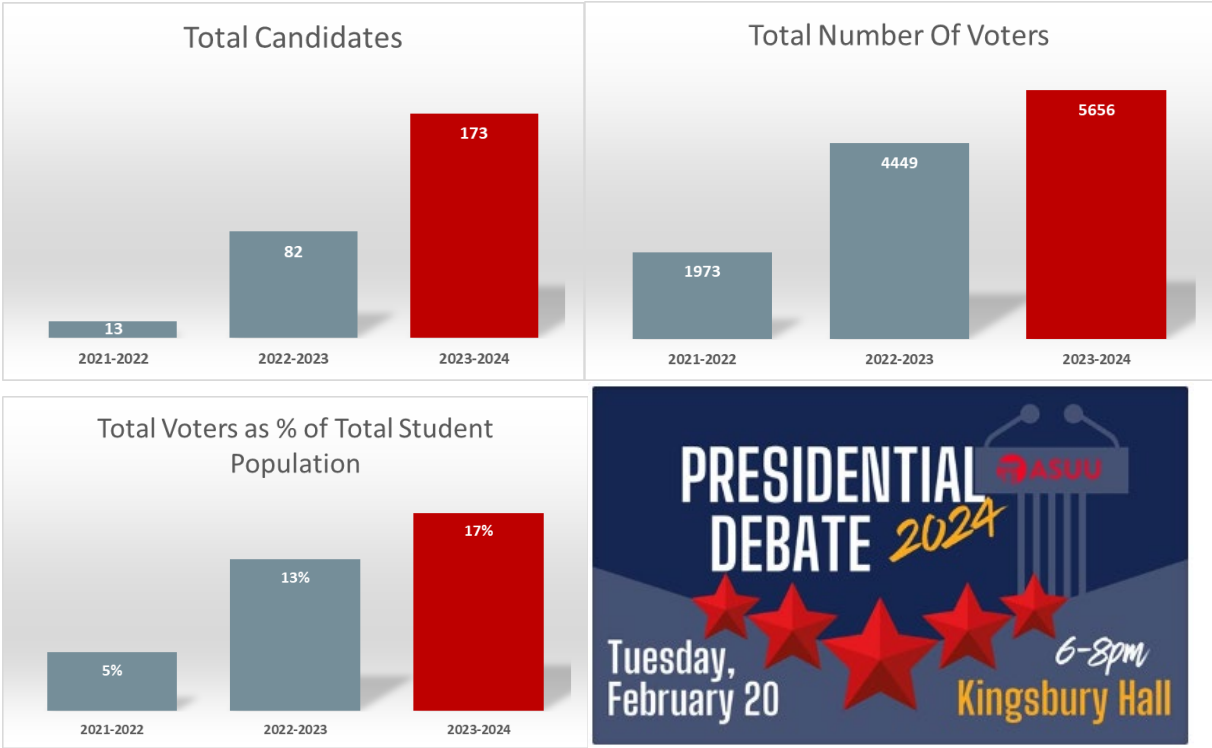
One major accomplishment that the SGL team and ASUU achieved was the increase in ASUU election student engagement. We saw a remarkable 200% increase in the number of students filing to run across the Executive, Legislative, and Judicial branches. Voter turnout also improved substantially, with 17% of the student body casting votes, a 5% increase from the previous year, and over 1,200 more student voters. The 2024 election cycle featured a variety of engaging programs, including the “Pizza Platform Party,” multiple election debates, and the “Snow Carnival,” culminating in a vibrant and participatory election season.





SECTION 2: MAJOR ACCOMPLISHMENTS

- a. Associated Students of the University of Utah (ASUU) Elections Engagement: This past year we substantially increased engagement with our student government elections.
 - i. Filing: There was over 200% increase in the number of students filing to run in the ASUU Elections across both the Executive Branch (Presidency), the Legislative Branch (Senate and Assembly), as well as the Judicial Branch (Attorney General).
 - ii. Voting: Our team was thrilled with voter turnout in ASUU elections, with a total of 17% of the student body casting votes, which is 5%, and over 1,200 student-voter increase from the previous year.
 - iii. The ASUU Elections include several election programs and voter engagement activities; the 2024 Elections cycle includes programs such as the “Pizza Platform Party,” several election debates, including a presidential debate hosted at Kingsbury Hall, and the “Snow Carnival.”



- b. Events and Programming;
 - i. Over the 2023-2024 academic year, ASUU’s programming leaders led 60 programs and events. Our staff takes a student-centered approach focused on student learning and student development. All of our programs are student led student engagement and belonging opportunities for the student body and the campus community. These programs and events were diverse in nature, aiming to serve various student needs and interests. These programs and events prioritized

accessibility, safety, and enriching community building opportunities.

- ii. ASUU provided numerous events and activities for students to engage in. Student Governance and Leadership staff worked with ASUU student leaders to carry out 31 contracts ranging from \$200-\$55,000, totaling \$280,029.71 for the 2023-2024 academic year. This type of contract work supported visiting performers, speakers, and artists to provide engagement opportunities for students .
- iii. Several of these events collaborated with President Randall’s vision to create “College Town Magic” through the “Friday Night Hype” series.

c. Staffing

- i. Our Student Governance and Leadership staff continue to serve students by regularly meeting with them for student leader 1:1’s, empowering the students with the knowledge to make their visions a reality, and offering support in navigating policy.
- ii. This year, we welcomed a new position to the staff team, Director of Student Governance and Leadership, who has provided an additional level of support to both staff and students.
- iii. The ASUU Office is a space open to all University students for studying, socializing, and accessing leadership resources. The SGL staff work hard to ensure this space is accessible, welcoming, and inviting to all students. We maintain a clean, organized space that houses various resources and supplies available to students. Our staff welcomes each student with a friendly and engaging customer service approach and fosters a warm community environment for all students.

- d. ASUU Student Leader Accomplishments: The SGL staff advises and supports over 100 of ASUU’s elected and appointed student leaders. These student leaders have accomplished incredible projects throughout the 2023-2024 academic year. These student-led accomplishments are made possible through dedicated and passionate advising and coaching from the SGL staff team. Please visit ASUU’s website to learn more about the variety of accomplishments of student government this past year:

<https://www.asuu.utah.edu/>

- i. Redbook and Ramen: The 2023-2024 ASUU Attorney General led a fun initiative intending to help Redbook, ASUU’s official Constitution and Bylaws, be more accessible to the University student body. Redbook and Ramen consisted of the Attorney General distributing instant ramen packages and hot water along with an infographic that highlighted a piece of Redbook and the student governance process in a concise and clear way. The Attorney General engaged with over 1,000 students throughout this initiative.
- ii. ASUU 2024 University Gift: The Student Body Presidency, ASUU Senate, and ASUU Assembly, in collaboration, created and passed the University Gift Legislation, which allocated \$30,000 to procure and

implement a Mobile Food U Pantry van. This project is in collaboration with the A Ray Olpin Union as an extension to the existing Food U Pantry intended to provide a much-needed mobile version of the pantry to reach students across all of campus.

- iii. First Year Council: As a cohort comprised of 30 first-year students on campus, First Year Council (FYC) is designed to help new students have a successful and impactful first year at the University of Utah. FYC is dedicated to informing first-year students about the resources available to them on campus in an effort to integrate them into the campus community. This year, all FYC students received an individual mentor and had opportunities to volunteer with various ASUU boards and other organizations on campus. FYC leaders hosted workshops with University faculty and administration, including an elections workshop with the University’s Goff Strategic Leadership Center, where FYC students discussed in groups various issues related to ASUU elections voter turnout and shared problem-solving ideas with the ASUU Elections Board. FYC students were able to learn about how to make positive change and get involved on campus, as well as develop a strong network of likeminded and passionate students.
- iv. Redfest and Grand Kerfuffle Concerts: ASUU hosts annual concerts in both the Fall and Spring semesters. This year, both concerts were held outdoors on the Union Lawn. These concerts are an impactful opportunity for students to foster community and engage with peers in a fun and safe campus program. The Redfest (Fall concert) was held on October 5, 2023 with the theme “Giddy-Up Utah” with headliner Blanco Brown and openers Mason Ramsey, Moorea Masa and the Mood, and Hope Cassity. ASUU’s Spring concert, the Grand Kerfuffle, was held on April 19, 2024, headlining David Kushner and openers Aijia, and Jim & Sam.



- v. LOVE, Period: The “Love, PERIOD” program was an initiative created by the ASUU Student Resources Board in 2023 to promote period equity on campus. SRB provided period kits with educational materials and different reusable period products, which included menstrual cups, reusable pads, reusable heat packs, biodegradable pads, biodegradable tampons, and chocolate. The SRB continued this project in 2024 and included the collaboration of ASUU’s Sustainability Board. In the 2024 year, ASUU distributed 200 Love PERIOD kits to students.
- vi. Recycle Rice Eccles: This recycling initiative is led by ASUU’s Sustainability Board and is intended to promote community engagement through recycling. Volunteers walk around the main tailgate lot before University of Utah home football games and collect recycling from football fans and connect with them by sharing information about the importance of recycling. One unforgettable feature of Recycle Rice-Eccles is the “recycbikes” that troll the tailgating lots collecting aluminum, plastic and even glass. These bikes are equipped with a large bin on the back for collecting materials. During the 2023 football season, Recycle Rice Eccles had over 350 students volunteer sign-ups!
- vii. Stuff-A-Plush: Reaching 1,600 students over the 2023-2024 academic year. Stuff-A-Plush is part of the campus-wide Stress-Buster program intended to reduce student stress prior to finals week each semester. Stuff-A-Plush was an event loved by many students at large, the students got the opportunity to build their own “stuffed plush” (stuffing their own soft toy animal) and has been a tradition hosted by ASUU for several years.
- viii. ASUU Suggestion Boxes: In an effort to provide additional avenues of communication and engagement between the student body and ASUU student leaders, ASUU has created and distributed 27 “Suggestion Boxes” across campus. These “Suggestion Boxes” allow students to write-in any ideas, frustrations, or requests to their ASUU elected student leaders. This initiative will increase ASUU avenues of communication with the student body to help ensure student trust in the institution.



- ix. ASUU Travel Committee: The Travel Committee allocated \$122,424 to a total of 615 students for travel allocation (as part of a group or individually) to support travel to academic conferences, professional non-NCAA Sport Club travel, and RSO travel.
- x. Assembly approved 341 funding bills to support Recognized Student Organizations (RSO's) with a net allocation of \$254,000.
- xi. Senate: The Senate approved 11 College Student Councils (CSC's) for Senate funding.
- xii. ASUU Joint Resolutions and Bills: This year, ASUU wrote and passed 11 Joint Resolutions and 21 Joint Bills between Assembly and Senate. These resolutions included several notable initiatives and projects:
 - 1. JR 01: A Resolution in Support of the University of Utah Prison Education Project (UPEP)
 - 2. JR 02: Resolution in Support of Campus Mental Health Facilities
 - 3. JR 03: Resolution in Support of Sustainable Waste Disposal
 - 4. JR 04: Resolution in Support of Disability Awareness on Campus
 - 5. JR 05: Resolution in Support of Academic Freedom and Freedom of Speech
 - 6. JR 06: Resolution in Support of Diversity, Equity, and Inclusion
 - 7. JR 07: Resolution in Support of the Elimination of the Sale of Plastic Bottled Drink Products
 - 8. JR 09: Resolution in Support of Water Conservation and Landscape Intentionality
 - 9. JR 10: Resolution in Support of Mandatory Mental Health Skills Training for Staff and Faculty
 - 10. JR 11: Legislation in Support of Requiring Students to Complete Firearm Safety Training Biennially
 - 11. JB 13: Funding and Supporting Gender-Inclusive Restrooms

SECTION 3: MAJOR CHALLENGES

a. **Assessment and Evaluation**

- i. One of the ongoing challenges our department faces is developing and implementing effective, streamlined, and consistent methods for assessing and evaluating our programs, initiatives, and student leadership development. While we successfully provide impactful programs, the absence of a unified assessment framework makes it difficult to quantify our successes and identify areas for improvement. Establishing standardized metrics and evaluation processes will

be a key focus moving forward to ensure that we can accurately measure our impact to the ASUU student leaders and to the student body at large. Moving forward, we plan to work closely with the Student Affairs Assessment and Analytics team to identify assessment goals and develop a plan to improve.

b. Student Engagement and Marketing

- i. Engaging with the student body in a manner that is both relatable and relevant remains a persistent challenge. The dynamic nature of student interests and the oversaturation of programming and events in higher education add layers of complexity to our marketing efforts. We are committed to exploring new and creative methods to boost engagement and ensure our programs are accessible and draw all students.

SECTION 4: STATUS OF LAST YEAR’S STRATEGIC PROJECTS

- a. **Initiative:** Explore alternate models for ASUU Student Leader Compensation.
 - i. Perspective: Financial; Improve Responsible Stewardship
 - ii. Purpose: To move away from Kronos system for student leader stipends due to recommendations from HR, to increase access for all students, and to align compensation with learning achieved/work completed.
 - iii. Timeline: Initial benchmarking and idea development (January 2023)
 - iv. Metrics:
 1. Benchmarking review (Pac 12 and “Top 10” institutions) and idea development (list of options to pursue, propose, or seek feedback on from stakeholders).
 - a. Status: In Progress
 2. Pending on what is possible, explore implementation by January 2023.
 - a. Status: In Progress
 - v. Updates and Description:
 1. The department has collaborated with the Office of General Counsel, Scholarships and Financial Aid, as well as the Budget Office to explore some initial benchmarking efforts among Pac 12 institutions. Due to bandwidth and staff capacity, this initiative is still in its infancy. There are complexities surrounding this initiative which affect a student’s aid package and existing scholarships. Additionally, there are limitations due to Fund Type and a possible need for increasing the ASUU Student Activity Fee in order to move to different compensation models. This upcoming Fiscal Year, we will welcome a new Director of Student Governance and Leadership, who will be instrumental in this initiative moving forward.
 2. In the future, this goal will be reported on through the Student Governance and Leadership Annual Report.

SECTION 5: NEW/CONTINUING PROJECTS

- a. **Project Name:** Explore alternative models for ASUU Student Leader Compensation
 - i. **Project Description:** This project aims to explore alternative models for student leader stipends, moving away from the Kronos system based on recommendations from HR. The goal is to increase access for all students and align compensation with the learning achieved and work completed.
 - ii. **Project Scope:** Initial benchmarking and idea development began in January 2023; we have worked with we will continue to seek ideas and feedback from peer institutions and institutional stakeholders with a goal of a new compensation model beginning June 2025.
 - iii. **Objectives:** Improve Responsible Stewardship
 - iv. **Initiative:** Create Proactive and Personal Pathways
 - v. **Metrics and Outcomes:**
 - 1. Benchmarking review and idea development
 - 2. Implementation of a new compensation model June 2025

- b. **Project Name:** ASUU Marketing and Communications
 - i. **Project Description:** This project aims to embed the marketing team, consisting of staff and students, to effectively utilize the marketing brief, streamline the marketing request process, and enhance communication among staff and students. The goal is to help ASUU distribute a cohesive and unified message.
 - ii. **Project Scope:**
 - 1. Assess current marketing brief and marketing process and continue the development of processes and user-friendly forms in Fall 2024.
 - 2. Continually evaluate the number of marketing briefs received at the end of each semester.
 - iii. **Objectives:** Improve Strategic Communication
 - iv. **Initiative:** Revitalize Engagement and Belonging
 - v. **Metrics and Outcomes:**
 - 1. Track number of marketing briefs ASUU marketing board receives per semester
 - 2. Develop and distribute an evaluation survey to marketing requesters to assess the satisfaction and efficiency of the marketing submission process.

- c. **Project Name:** Enhance branding and grow involvement in ASUU
 - i. **Project Description:** This project aims to spread awareness among students about the opportunities to get involved in student government and the benefits of such involvement for their growth and well-being,

including improvements in GPA, retention rates, job opportunities, and overall college experience.

- ii. **Project Scope:** In collaboration with the ASUU marketing board, we will implement a series of initiatives designed to increase student engagement and participation in student government. This will include targeted marketing campaigns, outreach programs, and events aimed at showcasing the benefits of involvement in ASUU.
- iii. **Objectives:** Increase Awareness and Access
- iv. **Initiative:** Revitalize Engagement and Belonging
- v. **Metrics and Outcomes:**
 - 1. Track the number of candidates filing for ASUU positions and aim for a significant increase compared to previous years.
 - 2. Develop and execute a comprehensive marketing campaign to improve general awareness of ASUU as the student government body. This may include social media outreach, on-campus advertising, and informational sessions.