

January 24th, 2025

TO ALL MEMBERS OF THE BOARD OF REGENTS

SUBJECT: ASWSUV – Student Government Report

SUBMITTED BY: Jacob Winstead, 34th ASWSUV President

The Associated Students of Washington State University Vancouver is pleased to report the following:

- President Jacob Winstead and Vice-President Sunny Ly spearheaded a comprehensive internal audit of ASWSUV, consolidating and analyzing physical and digital records from the past 33 years. This initiative has provided a foundation for repairing inefficiencies, enhancing successes, and ensuring a sustainable, forward-looking trajectory for ASWSUV.
- ASWSUV has prioritized expanding its digital presence. Highlights include:
 - A 1,500% increase in social media user interactions, with 6,445 organic engagements in Fall 2024, 838 of which were from users already following and 5,646 being from new ones, reflecting effective strategies by Director of Marketing, Joseph Reyes-Hernandez.
 - Launch of a new ASWSUV website, to centralize information and update students, faculty, and the community on our operations.
 - Creation of an ASWSUV Canvas page, led by Senator Kyle Nguyen, offering a brand-new communication channel on a platform utilized by all WSUV students. This page allows us to provide essential updates and obtain feedback in a way that hasn't been done before.
- In alignment with WSUV's mission to foster community engagement, ASWSUV has undertaken several impactful projects:
 - For Voter Engagement, ASWSUV hosted events such as "Floats for Votes" and "GOATs Vote," incorporating baby "therapy" goats to reduce stress and promote civic participation. These efforts were bolstered by the Director of Internal Affairs, T. Rozhkova, in collaborations with statewide organizations like FUSE and WSA
 - For Collaboration on Campus Projects, ASWSUV is actively working with Vice Chancellor Jenny Chambers-Taube on projects including Individual Privacy Pods and a future Student Union Building. Additionally, with Assistant Vice Chancellor Narek Daniyelyan ASWSUV is exploring opportunities to strengthen ties between WSUV, the Port of Vancouver, and Vancouver's Sister City, Joyo, Japan.
- ASWSUV remains committed to representing and advocating for the needs of WSUV students while contributing to a vibrant, inclusive campus community. Through ongoing innovation, collaboration, and engagement, we continue to strive toward a more connected and supportive university experience.