

Spring 2012

## SB59-11/12: ASUM Strategic Plan

Jenifer Gursky

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1                                   **The Associated Students of the University of Montana**  
2                                   **Resolution Regarding ASUM Strategic Plan**  
3                                   **April 25, 2012**

4                                   **Senate Bill Number: SB59-11/12**

5                                   **Authored by: Jenifer Gursky, ASUM President**

6                                   **Sponsored By: Topher Williams, ASUM Senator; Travis Suzuki, ASUM Senator;**  
7                                   **Jeff Edmunds, ASUM Vice President; Micah Nielsen, ASUM Senator; Zach Patten,**  
8                                   **ASUM Senator; Gwendolyn Coon, ASUM Senator; Cody Gordon, ASUM Senator;**  
9                                   **and Dan Molgaard, ASUM Senator.**

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11                                   Whereas, The Associated Students of The University of Montana (ASUM) has undergone  
12                                   a facilitated strategic planning session involving students, student elected leadership, and  
13                                   ASUM staff;

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15                                   Whereas, five (5) strategic objective were identified over the course of a semester as a  
16                                   result of the strategic planning process;

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18                                   Whereas, the ASUM strategic planning process identified strategic initiatives that ought  
19                                   to provide continuity to our students through flux of leadership;

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21                                   Therefore, Let it Be Resolved that The Associated Students of The University of  
22                                   Montana accept the following as its strategic initiatives:

- 23  
24                                   **1) Transform ASUM to respond to evolving student needs.**  
25                                   **2) Fully partner in student success.**  
26                                   **3) Promote the value of Higher Education to the Montana, National, and**  
27                                   **Global Communities.**  
28                                   **4) Magnify the student pulse.**  
29                                   **5) Continue strategic student political engagement.**

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31                                   Therefore, Let it Further Be Resolved that the Associated Students of The University of  
32                                   Montana identify the following strategic initiative steps as deliverables in the planning  
33                                   process:

- 34  
35                                   **1. Transform ASUM to respond to evolving student needs**  
36                                   a. Complete and begin implementation of the strategic plan  
37                                   b. Public strategic plan by Spring Semester 2012  
38                                   c. Each newly elected administration be empowered and mandated to  
39                                   update the strategic plan based on current assessment  
40                                   d. Each agency shall publish an annual report identifying achievement of  
41                                   priorities within the strategic plan  
42                                   e. Every 4 years (revolving) agencies, in collaboration with the student  
43                                   boards, shall assess how they meet student needs, implementing  
44                                   indicated changes.  
45                                   f. Assess needs through use of and /or creation of mechanism by Spring  
46                                   2012.

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- g. Full evaluation of all agencies, boards, and committees (Include: Financial assessment, redundancy questions)
- 2. Fully partner in student success**
  - a. Evaluate ASUM Senate structure
  - b. Mitigation of physical and/or structural barriers
  - c. Integration of all required student forms, such as graduation applications and forms for financial aid, on Cyberbear.
- 3. Promote the value of Higher Education to the Montana, National and Global Communities**
  - a. Develop a campaign strategy
  - b. Create a working coalition with all stakeholders
- 4. Magnify the student pulse**
  - a. Develop a marketing campaign and implement around “Magnify the Student Pulse”
  - b. Facilitate two town hall meetings to assess “pulse” by end of Spring semester
  - c. In collaboration with student affairs, create and implement a periodic Cyberbear survey
  - d. Full marketing campaign highlighting advocacy, representation, and awareness of identified issues (long term)
- 5. Continue strategic political engagement**
  - a. Identify three political policy issues (by spring semester, in collaboration with SPA)
  - b. Invite a Gubernatorial debate in collaboration with NPR and PBS by March 2012
  - c. Assess future opportunities for growth of SPA
  - d. Collect student identified policy issues and implement a campaign that reflects said issues
  - e. Develop a political action agency under the direction of ASUM

Passed by the Committee: \_\_\_\_\_, 2012

Passed by the ASUM Senate: \_\_\_\_\_, 2012

\_\_\_\_\_  
Travis Suzuki,  
Relations and Affairs Chair

\_\_\_\_\_  
Jeffrey Edmunds,  
Chair of the Senate