Spring 2012

SB59-11/12: ASUM Strategic Plan

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The Associated Students of the University of Montana

Resolution Regarding ASUM Strategic Plan

April 25, 2012

Senate Bill Number: SB59-11/12

Authored by: Jenifer Gursky, ASUM President

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

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

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

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

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

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

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

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

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Travis Suzuki,                                         Jeffrey Edmunds,
Relations and Affairs Chair                         Chair of the Senate