9-19-2018

Documents from the September 19, 2018 Meeting of the Associated Students of the University of Montana (ASUM)

University of Montana--Missoula. Associated Students

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Chair Welch called the meeting to order at 6:31 p.m. Present:

The minutes from the September 5, 2018 meeting were approved.

**Roll Call**

**Public Comment**

a. Matt Neuman, Kaimin Editor and Patrick, Kaimin Business Manager
   a. Letter to the Editor policy; editor@montanakaimin.com
   b. Student groups get 30% off ad prices
b. MontPIRG
   a. Support ASUM resolution about the 6-Mill Levy
      i. Many ways to get involved, including MAS Day of Action
   b. Koerber: What negative comments have you heard?
      i. Taxes are too high. Important to reiterate that this is not a new tax
   c. Tommy from West Campus
      a. Excited to work with ASUM on issues that face students on West Campus
      b. Cowley: What particular issues are important for West Campus students?
         i. Maintenance issues and lack of support staff on campus
         ii. Advising and administrative tasks are all taken on by instructors

**President’s Report**

a. Swearing in Senators Akmal, Hall, and Pablo

**Vice President’s Report**

a. Laure Pengelly Drake, Director of External Scholarships
   a. LA 144. Laure.pengellydrake@umontana.edu
   b. Office hours available on Writing Center Website
   c. www.umt.edu/external-scholarships website
   d. Stories of former scholarship applicants
   e. Senators should talk about opportunities with other students, and send names of potential applicants to Laure. Send suggestions about what groups to speak to
   f. UK Summer Fulbright, Boren Scholarship, Critical Language Scholarship, Goldwater, NSF, NIH, REUs, Udall, others
   g. Opportunities available for a range of activities and interests
b. Jessy Lee, Montana New Leadership
   a. Institute for undergraduate women June 23-27th
   b. 4 days in June of information about leadership in a variety of fields
c. Cathy Cole, UM Vice President for Enrollment and Strategic Communications
a. Enrollment at UM is down this year, but there is a plan for next year
   i. Out of state freshmen enrollment has increased this year
   ii. Graduate student enrollment has increased
   iii. Retention has decreased slightly
       1. If senators know students who are struggling, tell someone who can help them and direct them toward resources
   iv. Plan for next year
       1. Marketing plans targeted to prospective students based on their interests
       2. Increased digital marketing and social media targeting
       3. Bringing students to campus more often and improving campus visit experiences
       4. Virtual tour will be available on website, including stories from students
       5. High school visits with Advocates and other students
       6. Presidential targets for action
   v. Senators can help tell the story of ASUM and tell about successes
       1. Follow UM on social media and spread the word
b. Koerber: what about marketing plans for undecided students?
   i. We have those as well
c. Hanley: What are initiatives to improve retention on campus?
   i. Provost is working on those issues, but Cole is working on spreading the word to students that current students are valued
   ii. If you have suggestions, come to Rm 115 Brantly and talk with her
d. Parsons: What are enrollment numbers? What majors on campuses have the largest decline?
   i. Those numbers will come out tomorrow
e. Iverson: What other strategies are you using?
   i. Broadcast campaigns are in progress
f. Akmal: What are the plans for integrating videos and new media?
   i. Working on distributing these. The outreach from departments will include a lot of this
g. Carpenter: What are you looking for in an Associate VP for Admissions and Financial Aid?
   i. Expert in financial aid packages to help students avoid
   ii. Expert in new media for recruitment strategies
h. Cowley: How will you promote smaller programs that are less well known?
   i. All prospective students will be receiving targeted marketing
i. Hiett: You said that out of state numbers are up, so in state students numbers are down. What are your plans to research why?
We are creating those plans now

Koerber: Are you looking at what other schools are doing to recruit students?
  i. Yes, and she has helped some be successful also
  ii. Help show students the possibilities for success

Schafer: number of high school graduates will plateau soon, so how will we reach out to non-traditional students?
  i. Stackable credentials for degrees that help students who aren’t just traditional freshmen
  ii. Help students who have already attended college some

Hohenstein: Missoula community is an important part of marketing also
  i. This is an important part of marketing, as well as internships available in town

Willmus: what are you doing with Missoula College?
  i. Showing that the programs at MC are valuable, and not just a gateway to a 4-year degree
  ii. Show that this is an essential part of our offerings, and the Missoula community

Parsons: What are you doing with Montana non-traditional students?
  i. Non-traditional students interested in college varies depending on economy

Koerber: What is the timetable for these marketing plans?
  i. It takes a long time, which we don’t have. We are working on them as fast as we possibly can
  ii. Improving the university-wide plan, and working on templates for departments

Grewell: visits from UM to small schools around the state?
  i. We are visiting as many as possible, but it is not always allowed
  ii. Also working on college fairs

d. October 1st deadlines
  a. All committees must meet by this deadline
  b. Please meet with mentees by this deadline
  c. Check in with Mariah about absences

e. MAS Day of Action
  a. September 27th (change from September 25)
  b. Press conference from 3-5pm in the UC
  c. If 6-Mill Resolution passes, senators must be involved

f. Send UM Foundation questions to Mariah in advance, if possible

g. Board of Trustees welcomes senators to attend their meeting
  a. October 4th from 9-12 in UC Theater

h. Reach out to University committees
i. Motion to approve Committees made by Carpenter. Committee assignments approved
j. New committees available, including Orientation committees
k. ASUM is in charge of Library Student Evaluation Committee
   a. Need senators and graduate students
l. Office Hour list of activities will be posted on Monday
m. Larry Summers
   a. Talk specifically aimed at students Monday at 2pm in UC Theater
   b. Other events available on website
n. New Senator meeting Monday 3-5pm
o. Board of Regents update
   a. Open-source course materials
p. Student Group Coordinator and SPA Director should be hired by Monday
q. Montana Associated Students update
   a. $1 MAS fee per year on each student in MUS
r. SB05-18/19 Resolution Amending ASUM Student Group Liaison Bylaws
   a. Hanley moved to amend line 44. Called friendly.
   b. Belcher: misinformation from senator liaisons was an issue for past BMs
   c. Hiett: doesn’t like to put mays and cans in the bylaws. Would prefer more clarity
   d. The motion passes 19-2-3

Business Manager’s Report

Zero-Base Carryover: $207,747
S.T.I.P.: $216,933
Union Emergency: $6,195
Special Allocation: $13,200
Travel Allocation: $33,108

a. Student group information sessions will include how to start a student group sessions, and mandatory events for presidents and treasurers
b. Student Group Coordinator position will be offered soon and confirmed by Monday
c. Student Group Center meeting Friday, September 21st, 12-5pm
   a. Hailey Michelson and BM Schafer will work to design this space
   b. At November BOR, space will be revealed
d. Kelly Webster wants student input on gifts for the Regents
e. Birthdays
f. 10-minutes recess called by Carpenter and passed unanimously

Committee Reports
a. Belcher: Interview committee won’t meet for a while. Enrollment and Retention is discussing the student health insurance fee
b. Corkish: Sustainability will meet on Sunday from 3-4 in Branch center  
c. Davis: SPA will meet Monday nights  
d. Carpenter: University Sustainability met. Wants to focus on publicizing KREL. Recycling committee will meet next Wednesday at 2pm in ASUM conference room  
e. Hanley: R&A will meet on Friday  
f. Parsons: Legal will host a Know Your Rights forum. GenEd will discuss the pilot program next week  
g. Hiett: UM Summer Director search continues. Campus visits will be in the next 2 weeks  
h. Hohenstein: Housing survey sent out  
i. Willmus: BMAC will meet at West Campus in the lobby on Thursday  
j. Grewell: Transportation will meet every other week on Fridays.  
k. Gregory: motion to approve MortarBoard and UM Women’s Resource Center as student groups. Second by Carpenter. Unanimously approved  
l. Koerber: M&O has assigned roles  
m. Cowley: UC Board will meet October 12th. Waiting on President Bodnar’s appointees  
n. Various mentor updates

Unfinished Business  
  a. SB06 – 18/19 Resolution Regarding the Passage of the 6-Mill Levy  
     a. Students educated in Montana institutions often stay in the state of Montana. Colleges and universities also provide jobs  
     b. Koerber suggests waiting until next week so more students can come  
     c. If someone does not own property, they won’t be affected by the tax  
     d. The resolution passes unanimously  
  b. VP Welch expects that all senators will be involved. Contact her if you are not available  
  c. SB07-18/19 Resolution Establishing the Core Student Dialogue Committee  
     a. Parsons notes that Gen Ed committee exists and there are open spots for senators on it  
     b. Brown says that this is the best way to provide effective student feedback  
     c. Brown says that it is hard to get students to attend GenEd Committee meetings  
     d. Hanley: how do you envision this committee? Who would be on it?  
        i. I envision it as a group of senators who hep to facilitate dialogue among other students  
     e. Belcher: the APASP ad hoc committee helped to keep senators engaged in these University processes. This committee could help keep ASUM involved.  
     f. Brown: the timeline is short so efficient feedback is important  
     g. The resolution passes 20-3-1

New Business  
  a. Hanley: resolution regarding unexcused absences at fall retreat to R&A  
  b. You must send resolutions to both VP Welch and Secretary Ward by 12:30pm on Friday  

Comments
Motion to adjourn by Carpenter. Meeting adjourned at 9:07 pm.

Daisy Ward
ASUM Senate Secretary