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SB87-13/14: Marketing and Outreach Director

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1 **The Associated Students of The University of Montana**
2 **Resolution Regarding Marketing and Outreach Director**

3 **April 16, 2014**

4 **SB87-13/14**

5 **Authored by: Eamon Ormseth, ASUM Senator**

6 **Sponsored by: Sierra Batey, ASUM Senator; Shelby Ryann Dolezal, ASUM**

7
8 Whereas, the Associated Students of the University of Montana (ASUM) has had
9 difficulty establishing widespread name recognition on campus;

10
11 Whereas, ASUM experiences recurring difficulties turning out voters for ASUM
12 elections, filling open Senate seats, and publicizing the services it offers to students;

13
14 Whereas, the position of Social Media Manager was ineffective due to lack of sufficient
15 oversight;

16
17 Whereas, social media management would be best coordinated by the ASUM Marketing
18 and Outreach Committee to ensure cohesion in publicity efforts;

19
20 Whereas, Section 4.24 of the ASUM Personnel Policy reads:

21 *“4.24 ASUM Social Media Manager. The ASUM Social Media Director is*
22 *a student position responsible for the following: assist in the design and*
23 *implementation of the ASUM Social Media Strategy; generate and track*
24 *social media traffic levels; update all ASUM social media platforms with*
25 *relevant information regarding ASUM and The University of Montana*
26 *student population; works in collaboration with the ASUM Office*
27 *Manager, ASUM Senate Outreach & Marketing Committee, and the*
28 *ASUM executive team”;*

29
30 Whereas, during the years in which the Montana Legislature meets, SPA Committee
31 coordinates its activities with an SPA director that is paid an hourly wage;

32
33 Whereas, during the 2013 Legislative Session, said structure resulted in the successful
34 passage of ASUM’s legislative agenda and numerous events promoting student political
35 participation on campus;

36
37 Whereas, the ASUM Marketing and Outreach Committee has struggled to maintain
38 consistency in its promotion efforts due to a shortage of available student time;

39
40 Whereas, Section 23 Subsection A of the ASUM Bylaws, “Student Outreach and
41 Marketing Committee” reads:

42
43 *“A. The Board shall be composed of seven (7) voting members who shall*
44 *be recommended for appointment by the ASUM Vice President, subject to*
45 *a two-thirds (2/3) vote of the Senate. Of the eight (8) Board members*
46 *appointed by ASUM, four (4) shall be members of the ASUM Senate, three*
47 *(3) shall be students-at-large, one (1) shall be an ASUM classified staff*
48 *member, and one (1) shall be a representative of the Student Involvement*
49 *Network, each serving a one-year term. The ASUM Vice President and*

50 *Board Chair shall serve as ex-officio, non-voting members of the Board.*
51 *A student-at-large or ASUM Senator shall chair the Board” ;*

52

53 Therefore, Let It Be Resolved that Section 23 Subsection A of the ASUM Bylaws be
54 amended to read:

55 *“A. The Board shall be composed of seven (7) voting members who shall*
56 *be recommended for appointment by the ASUM Vice President, subject to*
57 *a two-thirds (2/3) vote of the Senate. Of the eight (8) Board members*
58 *appointed by ASUM, four (4) shall be members of the ASUM Senate, three*
59 *(3) shall be students-at-large, ~~one (1) shall be an ASUM classified staff~~*
60 *~~member,~~ and one (1) shall be the Marketing and Outreach Director ~~a~~*
61 *~~representative of the Student Involvement Network,~~ each serving a one-*
62 *year term. The ASUM Vice President, ~~and~~ Board Chair, and Marketing*
63 *Director shall serve as ex-officio, non-voting members of the Board. A*
64 *student-at-large or ASUM Senator shall chair the Board” ;*

65

66 Therefore, Let It Be Further Resolved that Section 4.24 of the ASUM Personnel Policy
67 be amended to read:

68 *“4.24 Marketing Director. The ASUM Marketing and Outreach Director*
69 *is a student position responsible for the following: in consultation with*
70 *Marketing and Outreach Committee (herein referred to ASUMMOC),*
71 *design and implement ASUM’s annual Marketing Strategy; generate and*
72 *track social media traffic levels; update all ASUM social media platforms*
73 *with relevant information regarding ASUM and The University of*
74 *Montana student population; work to expand awareness of ASUM and its*
75 *services; develop a compelling brand for ASUM; as well as anything that*
76 *ASUMMOC deems valuable to implementing the Marketing Strategy” ;*

77

78 Therefore, Let It Be Further Resolved, that Subsection 4.24.1 be added to the ASUM
79 Personnel Policy to read:

80 *“The ASUM Marketing and Outreach Director shall report to and be*
81 *directly overseen by the ASUMMOC. ASUMMOC shall work in*
82 *consultation with Interview Committee in selecting a Marketing Director.*
83 *The ASUM Marketing Director shall serve as an ex-officio, nonvoting*
84 *member of the ASUMMOC” ;*

85

86 Therefore, Let It Be Further Resolved, that Section 3.0 “Base Rates” of the ASUM
87 Personnel Policy be amended to add the position of ASUM Marketing Director at the
88 base rate of Minimum Wage + \$.25 no more than forty (40) hours per month;

89

90 Passed by Committee: April 14, 2014

91

92 Passed by ASUM Senate: April 30, 2014

93 *Final Vote: 24Y-IN-1A*

94

95

96 Sean McQuillan,
97 Relations and Affairs Chair

Mariah Williams,
Chair of the Senate