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SB87-13/14: Marketing and Outreach Director

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The Associated Students of The University of Montana
Resolution Regarding Marketing and Outreach Director
April 16, 2014
SB87-13/14

Authored by: Eamon Ormseth, ASUM Senator
Sponsored by: Sierra Batey, ASUM Senator; Shelby Ryann Dolezal, ASUM

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

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

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

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

Whereas, Section 4.24 of the ASUM Personnel Policy reads:
“4.24 ASUM Social Media Manager. The ASUM Social Media Director is a student position responsible for the following: assist in the design and implementation of the ASUM Social Media Strategy; generate and track social media traffic levels; update all ASUM social media platforms with relevant information regarding ASUM and The University of Montana student population; works in collaboration with the ASUM Office Manager, ASUM Senate Outreach & Marketing Committee, and the ASUM executive team”;

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

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

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

Whereas, Section 23 Subsection A of the ASUM Bylaws, “Student Outreach and Marketing Committee” reads:
“A. The Board shall be composed of seven (7) voting members who shall be recommended for appointment by the ASUM Vice President, subject to a two-thirds (2/3) vote of the Senate. Of the eight (8) Board members appointed by ASUM, four (4) shall be members of the ASUM Senate, three (3) shall be students-at-large, one (1) shall be an ASUM classified staff member, and one (1) shall be a representative of the Student Involvement Network, each serving a one-year term. The ASUM Vice President and
Board Chair shall serve as ex-officio, non-voting members of the Board. A student-at-large or ASUM Senator shall chair the Board”;

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

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

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

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

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

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

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

Passed by Committee: April 14, 2014

Passed by ASUM Senate: April 30, 2014

Final Vote: 24Y-1N-1A

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Sean McQuillan,            Mariah Williams,  
Relations and Affairs Chair  Chair of the Senate