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SB86-14/15: Resolution to Develop ASUM App

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1 **The Associated Students of the University of Montana**
2 **Resolution to Develop ASUM App**

3 **April 15, 2015**

4 **SB86-14/15**

5 **Authored by: Sarah Smith, ASUM Senator**

6 **Sponsored by:**

7
8 Whereas, The Associated Students of the University of Montana (ASUM) serves the
9 needs of University of Montana (UM) students and ASUM recognized student groups;

10
11 Whereas, ASUM serves roughly 14,000 students and nearly 200 recognized student
12 groups;

13
14 Whereas, the American Student Government Association (ASGA) is a reputable
15 organization that offers an application (app) service;

16
17 Whereas, an ASUM app can be developed through the ASGA app service;

18
19 Whereas, the cost of the ASUM app through ASGA includes a \$2,000 initial startup fee
20 and then a \$1,000 per year maintenance fee for each year thereafter;

21
22 Whereas, ASGA would provide continuous maintenance and troubleshooting at no
23 additional monetary or human capital cost;

24
25 Whereas, building an app from scratch would be time consuming and pull resources away
26 from other projects;

27
28 Whereas, a local app would necessitate at least one person be appointed for maintenance
29 and troubleshooting on a year-round basis;

30
31 Whereas, some of the features available on an ASUM app through ASGA are; student
32 polls and surveys, services available content, student group pages with content, senate
33 profiles, meeting agendas and minutes, and archives;

34
35 Whereas, the ASUM app's survey feature would help us to understand student needs,
36 concerns, and opinions;

37
38 Whereas, ASUM has experienced record low voter turnout and participation in recent
39 years;

40
41 Whereas, an ASUM app would be an effective tool for developing student interest and
42 ASUM visibility;

43
44 Whereas, student groups currently offer their club information to the UM student body
45 over various mediums;

46

47 Whereas, the ASUM app would allow ASUM to exhibit recognized student groups to the
48 student body from a single medium;

49
50 Whereas, the ASUM app would allow all recognized student groups to upload content
51 including, but not limited to; meeting times, pictures, events, outcomes, accolades,
52 opportunities, leadership, members, and membership;

53
54 Whereas, an email sent out to student group leaders on March 2nd yielded 18 responses;

55
56 Whereas, those 18 student group leaders, representing more than 1000 individual
57 students, showed an expressed interest and support for the ASUM app;

58
59 Therefore, Let It Be Resolved, that ASUM purchase an app through ASGA;

60
61 Therefore, Let It Further Be Resolved, that prior to launch of the ASUM app all
62 recognized student groups and agencies be contacted with instruction for uploading
63 content;

64
65 Therefore, Let It Further Be Resolved, that Marketing and Outreach be tasked with
66 promoting the ASUM app.

67
68 Passed by Committee: _____, 2015

69
70 Passed by ASUM Senate: _____, 2015

71
72 _____

73 Sarah Smith,
74 Relations & Affairs Chair

72 _____

Sean McQuillan,
Chair of the Senate