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Fall 9-30-2020

### **SB29-20/21: Resolution Amending the Charge and Clarifying Duties and Functions for the Student Outreach and Marketing Committee**

Noah Durnell

Jack Rinck

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1                                   **The Associated Students of the University of Montana**  
2                                   **Resolution Amending the Charge and Clarifying Duties and Functions for the Student**  
3                                   **Outreach and Marketing Committee**

4                                   **May 13, 2020**

5                                   **SB 29 - 20/21**

6                                   **Authored By: Noah Durnell, ASUM Senator; Jack Rinck, ASUM Senator;**  
7                                   **Sponsored By: Patrick James Flanagan, ASUM Vice President; Clara Bentler, ASUM**  
8                                   **Senator; Lyssa Schei, ASUM Senator;**

9  
10                                   Whereas, The Duties and Functions of the Student Outreach and Marketing Committee (SOMC)  
11                                   under Article V Section 21 Subsection D of the ASUM Bylaws currently read:

- 12  
13                                   1. *Developing short-term (one year) education and outreach plans for ASUM and its*  
14                                   *agencies;*  
15                                   2. *In consultation with the ASUM Administration and classified staff, create a long-range*  
16                                   *(five year) plan for the promotion and growth of ASUM, focusing on services, campaigns,*  
17                                   *and increased student involvement.*  
18                                   3. *Develop an outreach budget for the following year to be presented to the ASUM*  
19                                   *Administration before ASUM budgeting begins.*  
20                                   4. *In consultation with the ASUM Administration and staff, create long-range planning*  
21                                   *goals and funding sources for the ASUM Student Outreach and Marketing Committee's*  
22                                   *development and use.*  
23                                   5. *Develop and produce an annual guide to ASUM services and resources to be*  
24                                   *published for public distribution.*  
25                                   6. *Work on unbiased projects, ideas, or campaigns, intended to increase student*  
26                                   *involvement in and student awareness of ASUM government and any particular issue(s)*  
27                                   *pertaining to ASUM.*  
28                                   7. *Manage and maintain the ASUM Student's First logo and campaign..;*

29  
30                                   Whereas, Some committee duties and functions listed in Article V Section 21 Subsection D have  
31                                   either proven to be unnecessary or have been picked up by other areas of ASUM;

32  
33                                   Whereas, Creating a charge and clarifying the duties and functions of the Student Outreach and  
34                                   Marketing Committee will give the committee direction and assistance in attempting to fulfill  
35                                   their responsibility of education and outreach for ASUM and its agencies;

36  
37                                   Whereas, A prevailing student concern on campus is the lack of communication from ASUM;

38  
39                                   Whereas, Updating and clarifying the SOMC's current charge in the ASUM Bylaws will help the  
40                                   committee organize in order to provide communication about ASUM to students more  
41                                   effectively;

42  
43                                   Whereas, The SOMC dedicates a majority of its time to marketing the ASUM elections in the  
44                                   spring;

45

46 Whereas, The SOMC is not currently afforded a budget and was not afforded a budget in  
47 previous years;

48  
49 Whereas, The ASUM Bylaws currently suggest that the SOMC is supposed to receive an annual  
50 budget;

51  
52 Whereas, The SOMC needs a regular budget to afford marketing costs such as, but not limited  
53 to: marketing subscriptions, print costs, social media advertising, and website upkeep;

54  
55 Whereas, The SOMC's marketing efforts and operations are similar to the ASUM agencies' who  
56 receive a budget for marketing purposes each year;

57  
58 Whereas, In past years the SOMC has had to pull funds from alternative accounts for one time  
59 spending in order to balance continuous expenses without a sustainable budget;

60  
61 Whereas, The SOMC's budget would be best allocated through the final budgeting process in  
62 order to create a sustainable committee budget;

63  
64 Therefore, Let It Be Resolved, That Article V Section 21 of the ASUM Bylaws be amended to  
65 include a new Subsection C which shall read:

66  
67 ***C. The Student Outreach and Marketing Committee shall be charged with increasing***  
68 ***the student body's awareness of ASUM, making ASUM legislation explicit public***  
69 ***knowledge, marketing ASUM events, and communicating with the student body to***  
70 ***garner public opinion on different matters. Mediums for outreach and marketing to***  
71 ***accomplish this charge include but are not limited to: the ASUM Website, ASUM***  
72 ***Social Media, the Kaimin, KGBA, and on-campus events.;***

73  
74 Therefore, Let It Be Further Resolved, That the following subsections be amended to reflect the  
75 addition of this new subsection;

76  
77 Therefore, Let It Be Further Resolved, That Article V Section 21 Subsection D of the ASUM  
78 Bylaws be amended to read:

79  
80 ***D. The Student Outreach and Marketing Committee shall be responsible for education***  
81 ***and outreach pertaining to ASUM and its agencies. Duties and functions of the Student***  
82 ***Outreach and Marketing Committee shall include:***

- 83 ***1. Working on unbiased projects, ideas, or campaigns, intended to increase***  
84 ***student involvement in ASUM government and any particular issue(s)***  
85 ***pertaining to ASUM.***  
86 ***2. Maintaining ASUM's public appearance through all appropriate outreach***  
87 ***platforms.***  
88 ***3. Facilitating public events on campus that are designed to inform and educate***  
89 ***students about ASUM and items relating to it.***  
90 ***4. Assisting the Elections committee with marketing the ASUM elections to the***  
91 ***student body.***

- 92 ***5. Meeting with ASUM agency directors to discuss how the Board can assist***  
93 ***their agency in marketing and outreach efforts.***  
94 ***6. Offering a continuous stream of information about ASUM developments and***  
95 ***information to the student body.***  
96 ***7. Develop an outreach budget for the following year to be presented to the***  
97 ***ASUM Administration before ASUM budgeting begins. This budget request will***  
98 ***be clearly delineated in the ASUM administration budget request for final***  
99 ***budgeting.***

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102 Passed by Committee: \_\_\_\_\_ 2020

103  
104 Passed by ASUM Senate: September 30, 2020

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106  
107 \_\_\_\_\_  
108 Noah Durnell,  
109 Chair of the Relations and Affairs Committee

110  
111 \_\_\_\_\_  
112 Jack Rinck,  
113 Chair of the Student Outreach and Marketing Committee

\_\_\_\_\_  
Patrick James Flanagan,  
Chair of the Senate