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Fall 10-21-2020

SB36-20/21: Resolution Revising the ASUM Marketing & Outreach Director Position

Noah Durnell

Jack Rinck

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1 **The Associated Students of the University of Montana**
2 **Resolution Revising the ASUM Marketing & Outreach Director Position**

3 **October 5, 2020**

4 **SB 36-20/21**

5 **Authored by: Noah Durnell, ASUM Senator; Jack Rinck, ASUM Senator;**
6 **Sponsored by: Patrick James Flanagan, ASUM Vice-President; Clara Bentler, ASUM**
7 **Senator;**

8
9 Whereas, The Associated Students of the University of Montana (ASUM) is responsible for
10 advocating for, communicating to, and representing the students of the University of Montana
11 (UM);

12
13 Whereas, ASUM has insufficiently communicated and marketed itself to the student body in past
14 years;

15
16 Whereas, A prevalent criticism of ASUM from the UM student body is its lack of effective
17 communication and outreach regarding ASUM matters and ASUM activity;

18
19 Whereas, ASUM's primary means of communication to the student body has been the Student
20 Outreach and Marketing committee (M&O);

21
22 Whereas, Section 21 subsection A of the ASUM Bylaws outlines the committee composition of
23 M&O:

24
25 *A. The Board shall be composed of eight (8) voting members. Of the eight (8) Board*
26 *members appointed by ASUM, five (5) shall be members of the ASUM Senate, and three*
27 *(3) shall be students-at-large. A student-at-large or ASUM Senator shall chair the*
28 *Board and will vote in the case of a tie;*

29
30 Whereas, The position of Marketing and Outreach Director already existed in the ASUM Bylaws
31 prior to the passage of SB33 where the position was removed to reflect the current membership
32 of M&O;

33
34 Whereas, Section 21 subsection A would need to be amended again to include the Marketing and
35 Outreach Director as per the intent of this resolution;

36
37 Whereas, The position of Marketing and Outreach Director was not filled or upheld by previous
38 ASUM administrations despite being in the Bylaws;

39
40 Whereas, M&O makes extensive use of media creations like social media advertisements,
41 posters, and graphics to market ASUM and its agencies to the student body;

42
43 Whereas, Media creation is the most time intensive task for M&O;

44
45 Whereas, The duties of media creation often fall on the chair of the committee to perform
46 themselves or to delegate to other members of the committee;

47

48 Whereas, Delegation of media creation to members of the committee creates inconsistency in
49 ASUM's marketing techniques and design to the student body;

50

51 Whereas, In delegated media creation tasks, the line of communication between the members of
52 ASUM who ask for the creation of the media and the committee member making it is not always
53 clear;

54

55 Whereas, Media creation being the sole responsibility of the chair is a significant time
56 commitment for one individual and falls outside of the duties described for the chair in the
57 ASUM Bylaws;

58

59 Whereas, Social media management and media creation is a specialized skill that has not
60 historically aligned with the skill set of the chair;

61

62 Whereas, Conducting social media management, media creation, and general ASUM outreach
63 would be most efficiently implemented under the guise of one individual in consultation with the
64 supervision and direction of M&O;

65

66 Whereas, In 2014, The ASUM Senate passed SB87 to implement the position of ASUM
67 Marketing and Outreach Director into personnel policy because of the following concerns:

68

69 *Whereas, the ASUM Marketing and Outreach Committee has struggled to maintain*
70 *consistency in its promotion efforts due to a shortage of available student time¹;*

71

72 Whereas, Concerns for the consistency in promotion efforts and shortage of available student
73 time are concerns that have been raised by multiple ASUM bodies regarding M&O's ability to
74 effectively promote information to the student body;

75

76 Whereas, Hiring a Marketing and Outreach Director would allow for promotion efforts to be
77 held under a single individual to keep consistency in these efforts;

78

79 Whereas, Hiring a Marketing and Outreach Director would alleviate concerns among Senators
80 on the committee regarding shortage of available student time to promote ASUM as it would
81 become the duty of the hired position;

82

83 Whereas, In 2014, The duties of the newly created Marketing and Outreach Director in SB87
84 were created in Section 4.24 of ASUM Personnel Policy:

85

86 *"4.24 Marketing Director. The ASUM Marketing and Outreach Director is a student*
87 *position responsible for the following: in consultation with Marketing and Outreach*
88 *Committee (herein referred to ASUMMOC), design and implement ASUM's annual*
89 *Marketing Strategy; generate and track social media traffic levels; update all ASUM*

¹ Ormseth, Earmon. "Marketing and Outreach Director". *Scholarworks at University of Montana*, April 30 2014, https://scholarworks.umt.edu/cgi/viewcontent.cgi?article=1365&context=asum_resolutions, Accessed Oct 12 2020.

90 *social media platforms with relevant information regarding ASUM and The University of*
91 *Montana student population; work to expand awareness of ASUM and its services;*
92 *develop a compelling brand for ASUM; as well as anything that ASUMMOC deems*
93 *valuable to implementing the Marketing Strategy”²;*
94

95 Whereas, The ASUM Marketing Director is currently listed under the personnel of the
96 Sustainability Center in ASUM Personnel Policy;
97

98 Whereas, This language has not been amended or moved from this section to be placed under the
99 ASUM Administration in ASUM Personnel Policy since its creation in 2014;
100

101 Whereas, The position was created in order to manage, post, and create branding through social
102 media platforms;
103

104 Whereas, In today’s climate, social media marketing demands are higher and more time is
105 needed to meet these demands;
106

107 Whereas, Since the creation of the Marketing and Outreach Director in 2014 the nuances of
108 social media management have become more complicated and advanced;
109

110 Whereas, Hiring a Marketing and Outreach Director would help keep up with high demands of
111 social media marketing;
112

113 Whereas, Hiring a Marketing and Outreach Director with social media marketing skills will
114 ensure expertise in performing these duties is always present within ASUM;
115

116 Whereas, Hiring a Marketing and Outreach Director with website skills will ensure expertise in
117 performing these duties is always present within ASUM;
118

119 Whereas, The sustainability of this position is only assured if the funding for the position is
120 upheld through the ASUM administrative budget as part of the final budgeting process;
121

122 Whereas, The Marketing and Outreach Director should be hired as a paid student internship
123 position to keep consistent with ASUM being student led, to offer additional benefits of
124 internship hours, and to promote student employment efforts at UM;
125

126 Whereas, Article V Section 21 Subsection D of the ASUM Bylaws currently states:
127

- 128 1. *Working on unbiased projects, ideas, or campaigns, intended to increase student*
129 *involvement in ASUM government and any particular issue(s) pertaining to*
130 *ASUM.*
- 131 2. *Overseeing the ASUM website by updating, adding, and/or removing content to*
132 *the website when deemed necessary by the committee.*

² Ibid.

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3. *Maintaining ASUM's public appearance through all appropriate outreach platforms.*
 4. *Facilitating public events on campus that are designed to inform and educate students about ASUM and items relating to it.*
 5. *Assisting the Elections committee with marketing the ASUM elections to the student body.*
 6. *Meeting with ASUM agency directors to discuss how the Board can assist their agency in marketing and outreach efforts.*
 7. *Offering a continuous stream of information about ASUM developments and information to the student body.*
 8. *Develop an outreach budget for the following year to be presented to the ASUM Administration before ASUM budgeting begins. This budget request will be clearly delineated in the ASUM administration budget request for final budgeting.;*

148 Whereas, Article V Section 21 Subsection D of the ASUM Bylaws must be amended to
149 incorporate the change of duties and functions with the incorporation of a Marketing and
150 Outreach Director;

151
152 Whereas, Creating paid positions within ASUM requires additions to ASUM Personnel Policy;

153
154 Therefore, Let It Be Resolved, That ASUM establish the paid position of a Marketing and
155 Outreach Director;

156
157 Therefore, Let It Be Further Resolved, That Section 4.24 of ASUM Personnel Policy be struck;

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159 Therefore, Let It Be Further Resolved, That Article V Section 21 Subsection A of the ASUM
160 Bylaws be amended to read:

161
162 *A. The Board shall be composed of eight (8) voting members. Of the eight (8) Board*
163 *members appointed by ASUM, five (5) shall be members of the ASUM Senate, and three*
164 *(3) shall be students-at-large. **The Marketing and Outreach Director shall serve on the***
165 ***board as an ex-officio member.** A student-at-large or ASUM Senator shall chair the*
166 *Board and will vote in the case of a tie;*

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168
169 Therefore, Let It Be Further Resolved, That Article V Section 21 Subsection D of the ASUM
170 Bylaws be amended to read:

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177
1. *Working on unbiased projects, ideas, or campaigns, intended to increase student involvement in ASUM government and any particular issue(s) pertaining to ASUM.*
 2. *Overseeing the ASUM website by **charging the ASUM Marketing and Outreach Director with** updating, adding, and/or removing content to the website when deemed necessary by the committee.*

- 178 3. ***Charging the ASUM Marketing and Outreach Director with maintaining***
 179 *ASUM's public appearance through all appropriate outreach platforms.*
 180 4. *Facilitating public events on campus that are designed to inform and educate*
 181 *students about ASUM and items relating to it.*
 182 5. *Assisting the Elections committee with marketing the ASUM elections to the*
 183 *student body.*
 184 6. *Meeting with ASUM agency directors to discuss how the Board can assist their*
 185 *agency in marketing and outreach efforts.*
 186 7. *Offering a continuous stream of information about ASUM developments and*
 187 *information to the student body.*
 188 8. *Develop an outreach budget for the following year to be presented to the ASUM*
 189 *Administration before ASUM budgeting begins. This budget request will be*
 190 *clearly delineated in the ASUM administration budget request for final budgeting*
 191 *and shall include continuous funding for the ASUM Marketing and Outreach*
 192 *Director.;*

194 Therefore, Let It Be Further Resolved, That Section 3.0 Base Rates of ASUM Personnel Policy
 195 be amended to include the Marketing Director Student Intern position under ASUM
 196 Receptionists:

198 ***Department***
 199 ***ASUM Marketing and Outreach Director***

200	<i>Position Description Rate</i>	<i>Bi-Weekly Hourly Rate</i>
201	<i>Minimum Wage +\$0.25</i>	<i>20;</i>

204 Therefore, Let It Be Further Resolved, That Section 4.20 be added to ASUM Personnel Policy to
 205 include the position description of the ASUM Marketing and Outreach Director Student Intern
 206 Positions:

208 ***4.20 ASUM Marketing and Outreach Director. The ASUM Marketing and Outreach***
 209 ***Director is a paid student internship position responsible for the following: Serve as an***
 210 ***ex-officio member of the ASUM Marketing and Outreach Committee (herein referred***
 211 ***to as M&O); manage all ASUM social media accounts, manage and upkeep the ASUM***
 212 ***Website by any means deemed necessary by the members of M&O, create and/or***
 213 ***distribute any media deemed necessary for marketing and outreach purposes by M&O***
 214 ***including, but not limited to, meeting agendas, event posters, informational graphics,***
 215 ***and boosted advertisements; share the content of ASUM's agencies, student groups, or***
 216 ***other stakeholders as deemed necessary by M&O; assist with marketing the ASUM***
 217 ***elections; assist with marketing agencies.;***

219 Therefore, Let It Be Further Resolved, That this resolution be sent to Gwen Coon, ASUM Office
 220 Manager; Marlene Hendrickson, ASUM Accountant.

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 223 Passed by Committee: _____, 2020

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Passed by ASUM Senate: October 21, 2020

Noah Durnell,
Chair of the Relations and Affairs Committee

Patrick James Flanagan,
Chair of the Senate

Jack Rinck,
Chair of the Student Marketing and Outreach Committee