

ASNMU General Assembly Agenda

September 5, 2019

Jamrich 1317

- I. **Call to Order**
 - a. Meeting called to order at 7:03 pm
- II. **Roll Call**
 - a. *Lana Wilson* – excused absence
- III. **Public Comment**
 - a. None
- IV. **Approval of Consent Agenda**
 - a. **Agenda 09/06/2019**
 - i. No objections or amendments
- V. **Executive Reports**
 - a. **President – *Cody Mayer***
 - i. I spoke with *Brent Graves*, who is the faculty union representative) about the union negotiations that are going on right now. There has been several points where ASNMU was brought up so I'd like to get a student involved in that process. They said as of right now, they would involve me as needed.
 - ii. Childcare Scholarship: we used to offer this scholarship to students who had children and who needed financial assistance. I spoke with the foundation about starting an ASNMU account for something like this and they loved the idea. There's a possibility we could raise thousands each year for something like this.
 - iii. If it seems at times that the leadership here is delegating projects and stuff, look at that as an opportunity. All you have is a title if you don't actually get involved in the projects we are working on. It's not that the executive board doesn't want to do it, it's that we want you guys to do stuff and get your name out there on campus so the student body knows who their reps are and what they are doing to help at NMU.
 - iv. Governor Whitmer's ban on vaping in Michigan: I've had quite a few students reach out to me about this in the past day or so as well as the local vape shop owner. A lot of students use these and the current idea is that I could send out an email to the student body informing them that there's a spot where their voice can be heard in regards to the situation and that they have a chance to reach out to their elected officials. I would like the assembly's input on that.
 1. *Paige*: I think an email would be good, but you still need to make it very clear that it's still not allowed on campus.
 2. *Logan*: I personally don't think this is a decision just the assembly can make. I think this needs to include administration or faculty members. I'm cautious about picking this subject to discuss because it may come across as a form of advocacy for something that the campus does not allow.
 - a. *Cody*: the administration won't touch this, but every student wide email is read and approved by *Dean Greer*. This would be approached similar to the email sent out about prop 1.
 - b. **Vice President – *Paige Pucelik***

- i. Everyone needs to find a university committee. Once you find one, email the chair of it and see if you can make it to their meetings as well as any other important information. Fill out the form that's in your binder and we will go from there. The deadline is September 19th.
 - 1. *Emma*: it's preferred that people on Academic Affairs choose an academically centered committee.
 - ii. The appointments committee met and we have 20 applicants. We will start interviews on Monday. There's been a lot of people filling out the doodle poll for a time slot.
 - c. **Treasurer – Greg Mihalopoulos**
 - i. The 10-day numbers will be out tomorrow and from there we can determine ASNMU and SFS's allocation for the semester
 - ii. I am working hard preparing to have SFC meetings currently.
 - iii. I'm also grateful that this is the most motivated group I've ever been a part of and I'm excited to work with everyone.
 - d. **Chair of the Assembly – Emma Drever**
 - i. The office hour's binder will be back in the office next week. Please email me with your office hours from this week.
 - ii. I will be giving a presentation on parliamentary procedure in the next couple weeks once we fill the assembly but a quick note on that: the proper grammar for making a motion is "I move to".
 - iii. Furthermore, there is no need to have a second reading for the resolution on the agenda.
 - iv. The mentorship program will be started once we fill the assembly. If your mentor has not yet contacted you, please reach out to them to set up a meeting. If you are a returning representative and would like to be mentored, please reach out to me so it can be arranged.
 - VI. **Presentations**
 - a. **PR Communication Plan – Sammi Metcalf**
 - i. [Scroll to see attached document on p. 4]
 - VII. **New Business**
 - a. **Elimination of Dozing Discounts – Logan Hartz**
 - i. This resolution is to eliminate the Dozing Discounts Program. "Whereas, the Dozing Discounts program is not utilized, promoted, or been kept relevant. Whereas, per the ASNMU bylaws Dozing Discounts falls under the External Affairs Committee. Be it resolved, that the ASNMU General Assembly amend the bylaws (and coordinating documents where referenced) to strike and remove the Dozing Discounts program, thereby, and for the purpose of, eliminating the program."
 - ii. *Logan* moved to vote on the resolution
 - 1. *Marissa* second; unanimous
 - iii. The resolution was unanimously approved
 - iv. *Logan*: the *Dean of Students* and the *Provost*, as well as *Cody* and *Paige*, will all have to approve this before it can be removed from our guiding documents.
- VIII. **Good of the Order**
 - a. *Paige*: late night at the PEIF is tomorrow night from 9:00 pm until midnight and is free to students

b. *Cody*: I'll be drafting a student wide email about wildcat wallet to inform students about it. I would also like to thank *Jim* and *Carter* for sticking around and advising us for another year. Another thing for student affairs to think about is the bike share program and the possibility of giving it to Eco Reps. We can discuss that more throughout these first few weeks.

i. *Paige*: in the meantime, the bike share program was baby so if you have any questions on anything I probably have a document that will answer it.

IX. Public Comment

a. None

X. Adjournment

a. The meeting was adjourned at 7:47 pm

Communication Plan: ASNMU 2019-2020

Summary: Promote all ASNMU related activities and provide assistance to representatives on communication with constituents. Use consistent branding to communicate ASNMU as an approachable, collaborative, and beneficial student organization that functions as NMU’S student government.

Communication Goals:

- Any promotional material or large-scale communication be reviewed by PR committee and keep assembly informed on promotional materials running.
 - Bylaws - Article 1 Section 5.5 E, “All publicity relating to ASNMU shall be presented to and reviewed by the Public Relations Committee.”
 - Example: posters, social media, digital signage, Northwind articles, interviews, and student-wide emails.
- Provide more opportunities to publish material on ASNMU’s social media and catalog the successes of our representatives.
- Utilize at least one channel of communication, outside of social media, weekly.
- Have all assembly members utilizing email signatures within two weeks of appointment.
- Do a press release following new programs or if an event is held and distribute to appropriate media channels.

Public Relations Committee Members and Responsibilities

Name	Role Title	Responsibilities
Emma Drever	Chair of Assembly	Collaborate and relay efforts to assembly
Logan Hartz	Director of External Affairs	Collaborate and make suggestions to promote their committee
Lana Wilson	Chair of Student Affairs	Collaborate and make suggestions to promote their committee
	Chair of Academic Affairs	Collaborate and make suggestions to promote their committee

Bylaws - Article 1 Section 5.5 B “The Public Relations Committee shall consist of the following Assembly members: Director of Public Relations, Chair of Academic Affairs, Chair of Student Affairs, Director of External Affairs, Chair of the Assembly.”

Channels of Communication

These are utilized to inform our constituents about their representatives along with projects, legislation, events, or additional information provided by ASNMU. All materials must be discussed with representatives working on the project, then reviewed by PR committee, and presented to the assembly after reviewed.

- Social Media
 - Twitter: Generalized updates about ASNMU activities.
 - Instagram: Promote our organization's activities and other student collaboration.
 - Northern's Instagram story can be utilized three times a semester.
 - Facebook: Schedule out events (meetings, start dates of projects), promote our organization and other student collaboration.
- Digital Signage
 - This requires more guidelines and roughly 2-3 week turnaround to have posted. Discuss with PR Director on effective messaging and availability of space.
- Posting Areas
 - Any hosted events be posted two weeks prior to event date. At the bottom of posters include link to our webpage and if not too distracting our social media.
- WUPX Advertisements
 - Preferably ongoing projects and not short-term events happening. Maintain effective messaging by checking in with the station manager at the end of each semester.
- Campus Cinema Slides
 - Reminders of programs or other simple messaging due to slides only being displayed five seconds at a time. Run slides for two weeks at a time for a wider outreach.
- ASNMU website
 - Establish communication with secretary to stay informed on when documents are posted for:
 - Legislation
 - Minutes
 - Agendas

To link corresponding documents on social media. Also be aware that any links to social media are functioning on the website.

- Events
 - Booting: inform the student body on our ongoing projects and established resources. Utilize the tri-fold display to discuss how to access resources such as: the career closet, wildcat wallet, bike share, and others. While offering information on current projects/initiatives that are being worked on by representatives.
 - Jamrich ticket booth: can only reserve once a month, up to three times a semester.
 - Circulation table: no limitations on reservations.
 - Students and Solutions: an informal exercise to host at various student organization meetings throughout the year. Utilize to introduce ASNMU's activities and projects, while pairing with a snowball activity to get complaints written in.
- Posting Schedule

Channel	Content	Frequency
Digital Signage	Information on connecting with the assembly	Run on two week cycle, then update
Campus Cinema Slide	Informative and simple messaging	Run on two week cycle, then update
WUPX Advertisement	Consistent projects or initiatives	Ongoing
Posters	Promote Events	As needed, can be left up for 30 days