ASUM Board of Directors Retreat – Notes

Things everyone wants to get out of the weekend:
1. A sense of cohesiveness among the chapters
2. To know everybody better than at the beginning of the retreat
3. To put together solid programming
4. To learn from other campuses
5. To learn more about ASUM as a whole

Expectations the Board has given itself:
1. Communication and transparency are top priorities
   a. Keep one another informed about different campus events you are hosting
   b. Make sure your chain of command is clear so that Chapter Presidents know who to reach out to in an effort to collaborate with other campuses
2. Be a resourceful for newer Board members and make sure everyone is caught up to speed—don't let members fall behind
3. Help one another improve and innovate
4. Be honest and open with one another and avoid gossip

Expectations for the ED, LD, and ALD:
1. Hold Chapters accountable for fulfilling ASUM's mission
2. Make visits to the campuses
3. Work to make chapters more cohesive
4. Find opportunities for chapters to connect with one another
   a. *GroupMe idea (being implemented by Jordan M.)*
   b. *Chapter Presidents will maintain an open dialogue to find opportunities for Chapters to visit each other*
5. Be conscious of and avoid MU-centric behaviors
6. Keep everyone up-to-date with what System is doing whenever decisions are made

Expectations for ASUM:
1. Get boots on the ground—really make an effort to engage with the student body in a meaningful way
2. Get rid of staleness in terms of platforms, types of students involved
3. Engage new people
4. Increased focus on stable chapter membership
5. Take Secondary Platform issues more seriously

Goals for the year:
MU: Register 7,000 students to vote // prioritize sexual assault issues
UMKC: Use election to draw people in and strengthen chapter
UMSL: Grow the UMSL Chapter // recruit high-quality interns
S&T: Get students registered to vote, grow intern recruitment, learn the process

Engagement
- S&T has a email list that they use to communicate with 10-15 active members; Kaite Cocks says that in her experience this is an ideal number
- S&T recommends sticking to some themes from year-to-year to build a brand:
    o Pies and Politics (or Pancakes and Politics)
    o Trivia nights that tie in political themes but that can be more casual
    o Movie nights (2)
    o Dinners with lawmakers
- Advice: Partner with organizations to boost attendance and get exposure
- UMSL's most successful events are Lunches with Legislators—Jennifer willing to help other campuses set them up as well

Side-bars on budget…
- S&T spends roughly $4000 per year on on-campus programming
- Will put together a proposal budget that tests the idea of equalizing the amount of money campuses pay into the internship
- May look into a similar program for stipends + some kind of performance funding—will gauge interest level in this idea later on

Election 2016
- MU
    o Politics is Brewing Event – Voter Registration
    o Will be having an event on National Voter Registration Day on September 27 – **decision made later in the retreat to make this a system-wide event; campuses should send marketing materials to ASUM-System so that we can create centralized docs to distribute on social media**
    o Will be having individual events for state senatorial candidates—much easier to get them to come individually than to set up a debate (which is in the works but is facing some challenges in terms of responsiveness)
- UMSL
    o Having a voter registration drive and is partnering with other student organizations to do it
    o Having Lunches with Legislators, and **Jennifer will create a How-To and send it to the ASUM Board email**
    o Like to have situation-specific events, like how they had the Ferguson Commission Report in the past—plan to have events on certain days and then determine what the theme is closer to the actual event
- UMKC
    o Elect Fest '16
- S&T
    o See above in Engagement
- **Chris Dade will send out his TurboVote presentation** to Board of Directors to adapt and speak about on their campuses

- Should really find other orgs that would be interested in working on, particularly Alumni Associations

How do you register students to vote?
- Going to places that students HAVE to go—captive audience ☺
- Stations around campus for voter registration
- Are polling places accessible?
    - MU's are on campus—working on one in the Student Center
    - S&T's are off-campus but relatively close
    - UMKC/UMSL students generally vote by where they live—different in urban settings