

**CSULA – Associated Students, Inc.**  
**“For the Students, by the Students”**  
**Scope of Work**  
**Strategic Direction**

## I. Background – My Understanding of Your Needs

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California State University, Los Angeles (Cal State LA) founded in 1947 is a public comprehensive university in the heart of Los Angeles, one of the 23 universities in the California State University (CSU) system. Cal State LA is located in the eastern region of Los Angeles, California, in the University Hills district, facing the San Gabriel Mountains, at the center of Los Angeles metropolitan area just five miles (8 km) east of Downtown Los Angeles. Cal State LA has a student body of more than 24,000 students primarily from the greater Los Angeles area, as well as 240,000 alumni. Cal State LA operates year round on the quarter system with four quarters, each 11 weeks in duration. In fall 2016, the university will convert to the semester system as part of a system-wide conversion of all quarter campuses.

Cal State LA Associated Students, Inc. (A.S.I.) is a not-for-profit student run auxiliary. A.S.I. is governed by a student Board of Directors who are elected each year by the student body of Cal State LA. A.S.I. is the officially recognized voice of the students since 1959. A.S.I. representatives continually advocate for student issues. The purpose of Associated Students, Inc. is to:

- Provide and promote opportunities for student participation in campus governance.
- Provide an official voice through which student opinion may be expressed.
- Provide an opportunity for students to gain experience and training in responsible civic participation and community leadership.
- Advocate for the rights and interests of students.
- Support the educational, social, physical and cultural well being of the university community.

A.S.I. 2015-2016 vision: A.S.I. advocates for student empowerment, academic excellence, and a sustainable student-centered university.

In a meeting on January 5, 2016 with the A.S.I. Strategic Planning Committee, A.S.I. Executive Director Intef Weser and Consultant John Glaza, the group discussed their interest in working with a professional with experience and expertise in strategic planning, governance and nonprofit management. They would like to engage a consultant to facilitate a strategic planning process.

## II. Objectives

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The primary objective of this project is to engage the Board of Directors and key stakeholders in a facilitated strategic planning process that results in a plan that addresses organizational vision, mission and values, strategic goal areas, objectives and a framework for building a business plan for the future. A secondary objective will be to discuss an organizational structure that will optimize student involvement. A.S.I. would like to present a plan to the Board of Directors in April 2016.

## III. Activities/Tasks and Staffing

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John Glaza, a Los Angeles County area organizational development consultant will facilitate this process over a period of the next 3-5 months.

The framework below outlines the proposed activities that could be included in this process.

- Step 1            Convene a Board of Directors Plan to Plan Session: 4 hours  
                      Could be as soon as Tuesday, January 26<sup>th</sup>, preferably in the afternoon  
                      Focus: Build the planning structure and methodologies
- Step 2            Develop, administer and analyze Board of Directors survey  
                      Could be ready to release by February 10<sup>th</sup>  
                      Focus: Identify strengths, opportunities, priorities and accomplishments
- Step 3            Build stakeholder interview guide for use with key stakeholders  
                      Could be ready to release by February 18<sup>th</sup>  
                      Focus: Build and deepen relationships with internal and external stakeholders while gathering information that will help inform A.S.I's future. Board members will do interviews.
- Step 4            Convene Board of Directors session: 4-6 hours  
                      Could be as soon as early March, could be weekday or weekend  
                      Focus: Survey results review, vision, mission, values
- Step 5            Convene Board of Directors session: 4-6 hours  
                      Could be as soon as late March, could be weekday or weekend  
                      Focus: Strategic goal and objective development, begin structure review
- Step 6            Convene Board of Directors session: 4-6 hours  
                      Could be as soon as early April, could be weekday or weekend  
                      Focus: Finalize vision, mission, values, goal areas and key objectives. Determine structure necessary to build business plan
- Step 7            Convene Strategic Planning Committee meeting: 2 hours  
                      Could be soon after last board session depending on progress made  
                      Focus: Celebrate completed strategic plan, discuss next steps

#### IV. Fees and Expenses

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The fee for this engagement includes all meeting facilitation, survey development and report preparation, interview guide development support, planning summary and board presentation is \$7,500.00. This fee includes travel and any other miscellaneous expenses. Mr. Glaza may employ an additional consultant to assist with this work. In the event that he requires assistance, he will pay this person from his fee.

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John Glaza, Consultant  
Glaza Consulting

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Ejmin Hakobian, Board President  
Cal State LA Associated Students, Inc.

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Intef W. Weser, Executive Director  
Cal State LA Associated Students, Inc.

Date: \_\_\_\_\_