



DRAFT - A.S.I. Strategic Planning & Branding Committee Goals & Recommendations for 2016-2021

With A.S.I.'s purpose and vision central to our charge, the Strategic Planning Committee (SPC) will be meeting with internal and external stakeholders to determine the strategic plan and branding for A.S.I. for the next five years. Please review the attached timeline of meetings and focus groups to gather as much information and input as possible. Know that all sessions are open and you are welcome to attend based on your availability.

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.

Our Moto: "For the students, by the students."

Our 2016-17 Vision:

- ***Associated Students, Incorporated represents, advocates for, and empowers students.***

There were four themes that shaped our past strategic goals: Involvement, Advocacy, Pride, & Excellence. They are being offered for historical context.

Involvement:

- ▶ **To enhance programs, services, and initiatives to appeal to the diverse population of students at Cal State L.A.**

Advocacy:

- ▶ **To establish and implement a Student Advocacy Agenda through the structure/vehicle of Shared Governance to ensure the student voice and input is heard on campus and in the greater community.**

Pride:

- ▶ **To establish a sense of ownership and school spirit within the student population through a CSULA Spirit & Pride Campaign in collaboration with administrative, staff, and student entities.**

Excellence:

- ▶ **To promote academic excellence at Cal State L.A.**

As we develop our strategic plan it must be in alignment with the University Strategic Plan.

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Part I - Strategic Planning Committee Action Timeline:

Action	Date & Time	Location
SPC Ad Hoc Committee meets to discuss the timeline and designate responsibilities. Focus: Build the planning structure and methodologies	Tuesday, October 18th 3:30-4:30 pm	U-SU 303AB
A.S.I. Strategic Planning VMOSA – Part I Focus: Build the planning structure and methodologies	Friday, October 28th 1 – 3:30 pm	TBD Housing or Golden Eagle
Internal Stakeholder Meetings <ul style="list-style-type: none"> - Legislative Affairs Mt - Finance Committee Mt. - Cabinet of Commissioners Mt. - Environmental Policy Mt - Bylaws Committee Mt. - Personnel Committee Mt. - Executive Committee Mt. - Shared Governance Comm. Mt. - Cabinet of College Reps. - Strategic Planning Comm. Mt. Focus: Identify strengths, opportunities, priorities and accomplishments	11/1/16 to 11/10/16 Tuesday, Nov 1st Friday, Nov. 4 th Friday, Nov. 4 th Friday, Nov. 4 th Monday, Nov. 7 th Tuesday, Nov. 8 th Tuesday, Nov. 8 th Thursday, Nov. 10 th Thursday, Nov. 10 th Tuesday, Nov. 15 th	See website listing for locations and times: http://asicalstatela.org/student-government/meetings
External Stakeholder Meetings <ul style="list-style-type: none"> - Campus Wide Meeting - Campus Wide Meeting - Campus Wide Meeting - Campus Wide Meeting Focus: Build and deepen relationships with internal and external stakeholders while gathering information that will help inform A.S.I's future.	Held between Monday, January 23– Friday, February 24, 2017	TBD
SPC Ad Hoc Committee compiles information and develops summary presentation. Focus: Survey results review, vision, mission, values	Tuesday, February 28, 2017	U-SU 303AB
SPC Reviews recommendations; may take action Focus: Strategic goal and objective development, begin structure review Focus: Finalize vision, mission, values, goal areas and key objectives. Determine structure necessary to build plan.	Tuesday, March 14, 2017 Draft One Tuesday, March 21, 2017 Final Draft	U-SU 303AB
Recommendations offered to BOD as information item Focus: Finalize vision, mission, values, goal areas and key objectives. Determine structure necessary to implement plan	Thursday, March 16, 2017 Draft one Thursday, April 20, 2017 Reading #2	U-SU 303AB
SPC Goals are ratified by BOD Focus: Celebrate completed strategic plan, discuss next steps	Thursday, April 27, 2017 Final Approval	U-SU 303AB

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Part II - Internal Benchmarking and Assessment Development:

Once our goals are approved the following items may be used to operationalize our daily actions and develop measurable metrics to assess if we are accomplishing the recommended goals.

Involvement:

Internal Goal:

- **To recruit and retain qualified student leaders to serve the diverse and unique student population at Cal State L.A.**
- **To establish a fluid channel of communication of information (i.e. decision) within the working environment in A.S.I.**

External Goals:

- **To establish and expand volunteer opportunities within each college, campus wide committees, programming, via shared governance.**
- **To maintain consistent and transparent communication with Cal State L.A. students, faculty, staff, and administrators via the A.S.I. Distribution Plan.**

Advocacy:

Internal Goals:

- **To prepare and train student leaders on how to effectively advocate as the official voice of students to the University.**
- **To prepare and train student leaders on what it means and how to be an effective Board of Directors (individually and as a unit).**
- **To increase internal support and collaboration within and between colleges.**

Pride:

Internal Goal:

- **To promote internal ownership and increase external visibility by A.S.I. members wearing A.S.I. SWAG at all A.S.I. events and Cal State L.A. meetings.**

Excellence:

Internal & External Goals:

- **To strive and attain our strategic goals with the utmost integrity, quality, and with respect throughout the University.**
- **To work as a cohesive and united unit supporting each other while providing quality programs and services to Cal State L.A.**

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