



"...For the Students, by the Students!"

STRATEGIC PLAN

LEAVING YOUR LEGACY

FOCUS & INTENDED OUTCOMES

- Review our process and progress so far
- Write the key initiatives
 - Focus on what ASI can do independently, without the aid of another department or entity
 - Detail the issues that need to be addressed
 - Be specific



OUR PROGRESS

REVIEWING THE PROCESS

THE STRATEGIC PLAN

"Plans are nothing, planning is everything"

Dwight D. Eisenhower

- Guideline that charts a course for the next 5 years
- Based on current state of A.S.I. AND projections for the future
- Influenced by internal and external factors
- Should align with the University's goals
- A living document – flexible and may change
- A legacy of your term in office

The Planning Process

ASI's Story

- Review and summarize ASI's history
- Document important milestones
- State of ASI today (staffing, financially, programs and services, etc.)

Influential Factors

- Identification of stakeholders
- Environmental scan - engage stakeholders, review factors that may impact the organization and the strategic plan

Foundation for the Future

- Strengths, weaknesses, opportunities, threats (SWOT) analysis
- Summarize key findings

Vision and Mission

- Review and revise ASI's vision and mission
- Review organization's values and motto or other ASI statements

Strategic Plan Development

- Gather departmental goals and feedback
- Categorize and summarize findings from environmental scan and SWOT
- Draft strategic initiatives, objectives
- Develop the strategic action plan



INFLUENTIAL FACTORS

THE ENVIRONMENTAL SCAN

STAKEHOLDERS

INTERNAL

- Students - current and future
- A.S.I. Staff (professional and student)
- Student leaders
- Chartered Student clubs and organizations and their members
- Key Administrators: Dean of Students, VP of Student Life
- Anna Bing Arnold
- EPIC
- Dreamers RC
- EOP
- Veterans RC

- Directly impacted by or have a direct impact on A.S.I.
- Regularly involved with programs and services
- These groups know A.S.I. the best

STAKEHOLDERS

EXTERNAL

- Depts. Providing services to A.S.I.- Cashier, Disbursements, HR, Financial Aid, Business Financial Services
- President's Office
- Provost
- Key faculty, staff, administrators
- CSU System, Chancellor's Office
- Partnering campus auxiliaries (USU, UAS)
- Other CSU Auxiliary Organizations (AOA)
- California State Student Association (CSSA)
- University Advisors
- Auditor/Legal Counsel
- Local Community – Center for Engagement

EXTERNAL

- Academic Senate
- Alumni Association
- Athletics
- Career Center
- Center for Psych Services
- CFA
- Facilities
- Health Center
- Housing
- OSD
- Parent and Family Orientation

EXTERNAL

- Parking Services
- Public Safety
- Risk Management
- Welcome Center
- College Deans
- CSI
- CCC

OUR ENVIRONMENTAL SCAN

- Student Government scan at retreat
- Survey to student body
- Conversations with key stakeholders

SWOT ANALYSIS

Strengths, Weaknesses,
Opportunities, Threats

CATEGORIES IDENTIFIED:

- Advocacy
- Communication
- Financial
- Internal
- Programs
- Services

SWOT ANALYSIS

Strengths, Weaknesses, Opportunities, Threats

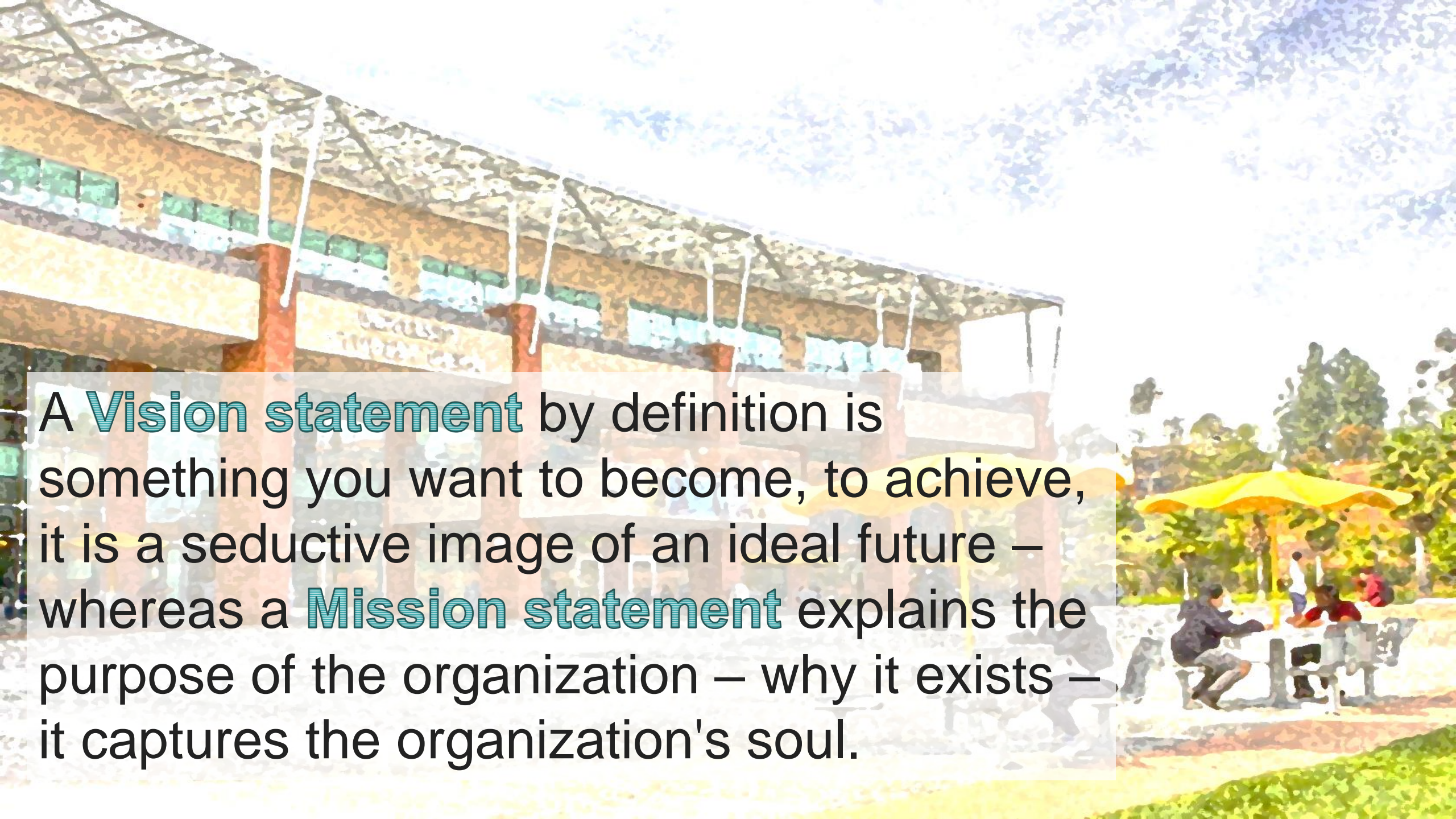
SWOT Analysis

ISSUES REPORTED	CLUSTER #	FROM WHO	PRIORITY AREA
supporting and enhancing student activism	1	4/4/2017	Advocacy
advocacy	1	4/4/2017	Advocacy
student activism	1	4/4/2017	Advocacy
ASI has the opportunity to mediate between student groups and promote a healthier campus climate	10	4/4/2017	Advocacy
tuition increase	14	4/4/2017	Advocacy
parking and transportation	15	4/4/2017	Advocacy
retention and recruitment	16	4/4/2017	Advocacy
diverse needs of the student population	16	4/4/2017	Advocacy



MISSION AND VISION

ESTABLISHING A HEADING



A **Vision statement** by definition is something you want to become, to achieve, it is a seductive image of an ideal future – whereas a **Mission statement** explains the purpose of the organization – why it exists – it captures the organization's soul.

THE VISION STATEMENT

- Short (15 words)
- Clearly captures the primary objective of the organization
- Motivational
- Usually identifies a future change
- Memorable



If you are working on something exciting that you really care about, you don't have to be pushed. **The vision pulls you.**

Steve Jobs

Steve Jobs

THE BEST NON-PROFIT STATEMENTS

- **Oxfam:** A just world without poverty (5 words)
- **Feeding America:** A hunger-free America (4 words)
- **Human Rights Campaign:** Equality for everyone (3)
- **Habitat for Humanity:** A world where everyone has a decent place to live. (10)
- **Make-A-Wish:** Our vision is that people everywhere will share the power of a wish (13)
- **San Diego Zoo:** To become a world leader at connecting people to wildlife and conservation. (12)
- **The Nature Conservancy:** Our vision is to leave a sustainable world for future generations. (11)
- **Ducks Unlimited** is wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever. (13)
- **World Vision:** For every child, life in all its fullness; Our prayer for every heart, the will to make it so (19)
- **Teach for America:** One day, all children in this nation will have the opportunity to attain an excellent education. (16)



2016-2017 Vision Statement

[About Us](#)

CAL STATE LA STUDENT GOVERNMENT IN ACTION

2016-2017 Vision Statement

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



Navigation

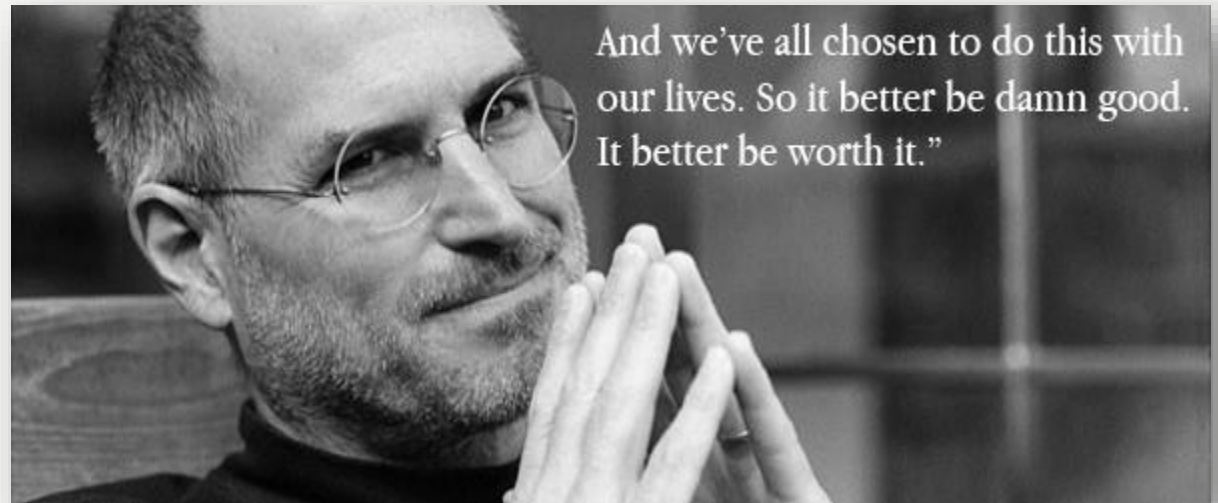
- [Financials](#)
- [Corporate Governance](#)
- [Vision Statement](#)
- [Employment Opportunities](#)
- [A.S.I. Mobile App](#)

PROPOSED VISION STATEMENT

- Ignite leadership potential, engage and empower voices, and foster student success.
 - *Recommendation—Ignite potential and empower student voices*
- Igniting leadership, engagement, empowerment and growth in our campus community.

THE MISSION STATEMENT

- Describes what you do and how you accomplish the vision
- Usually has some information about the organization itself
- Longer statement, maybe a few sentences or bullet points
- Less motivational and more practical
- Typically does not change with time



CURRENT MISSION STATEMENT

Our Purpose

The purpose of the Associated Students, Inc. shall be to promote the establishment of, and provide the means for, effective avenues of student input into the governance of the campus; provide an official voice through which student opinion may be expressed; provide an opportunity where students may gain experience and training in responsible political participation and community leadership; assist in the protection of the rights and interests of individual students; and to stimulate the educational, social, physical and cultural well being of the university community.

PROPOSED MISSION STATEMENT

2017-22

Our Purpose



Since 1959, Associated Students, Inc. has promoted the establishment of, and provided the means for, effective avenues of student input into the governance of the campus; provided an official voice through which student opinion could be expressed; provided an opportunity where students could gain experience and training in responsible political participation and community leadership; assisted in the protection of the rights and interests of individual students; and stimulated the educational, social, physical and cultural well being of the university community.



KEY STRATEGIC INITIATIVES

DRAFTING THE HEART OF THE PLAN



STRATEGIC PRIORITY AREA:

ENGAGEMENT, SERVICE, AND THE PUBLIC GOOD

Overall Goal: Graduate civic-minded students equipped for and committed to engagement, service, and the public good

Key Initiatives:

- **Develop cross-campus capacity to support civic learning**
- Increase alumni involvement in and loyalty to Cal State LA
- Increase and strengthen community outreach partnerships
- Become L.A.'s premier educational anchor institution and contribute to the overall well-being of the region
- Expand service learning opportunities
- Foster a thriving and progressive region through meaningful collaborative partnerships among and within the University, alumni, and communities of the greater Los Angeles area
- Promote global awareness and strengthen international partnerships and opportunities

How will we know we are making progress—example metrics:

- Increase the number of service learning opportunities
- Increase alumni participation
- Increase faculty participation and expertise in civic engagement



FINAL PRODUCT

WRAPPING UP THE PLANNING
PROCESS

Revised
Wednesday, April 19, 2017

** This calendar is subject to change based upon room availability.

Type of Meeting:	Agenda Posted 72 hrs Before:	Meeting Date:	Meeting Location:	Meeting Time:
Spring Semester				
Strategic Planning Committee	Friday, May 5, 2017	Tuesday, May 9, 2017	U-SU Board Rm 303 AB	3:30 - 4:30 pm
Legislative Affairs Committee	Friday, May 5, 2017	Tuesday, May 9, 2017	U-SU Board Rm 303 AB	4:30 - 6 pm
Cabinet of College Reps Meeting	Monday, May 8, 2017	Thursday, May 11, 2017	U-SU Board Rm 303 AB	3:30 - 4:30 pm
Board of Directors	Monday, May 8, 2017	Thursday, May 11, 2017	U-SU Board Rm 303 AB	4:30 - 6 pm
End of the Year Banquet	Friday, May 12, 2017		TBD	TBD

- Draft key strategic initiatives
- Draft the strategic planning document (summary of the entire process- see outline)
- Present to the Board, May 11, 2017
- Document next steps for next Board to address



QUESTIONS?

COMMENTS, THOUGHTS,
SUGGESTIONS?



BARNABY PEAKE

Director of the Bronco
Student Center

ASI, Cal Poly Pomona

bpeake@cpp.edu

909-263-4615