



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

STRATEGIC PLAN

2017-2022

THE STRATEGIC PLAN

“Plans are nothing, planning is everything”

Dwight D. Eisenhower

- Guideline that charts a course for the next 5 years
- A living document – flexible and may change
- Based on current state of A.S.I. AND projections for the future
- Influenced by internal and external factors
- Aligned with the University’s Strategic Plan

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

A.S.I.'S STORY

- Organizational milestones
- Incorporation
- Organizational charts
- Previous strategic plans
- Governing documents
- Current list of programs and services
- Challenges and accomplishments in the past 5 years





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



MISSION AND VISION

ESTABLISHING A HEADING

PROPOSED VISION STATEMENT

Ignite potential and
empower student voices

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 civic 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.



FOUNDATION FOR THE FUTURE

THE SWOT ANALYSIS

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



KEY STRATEGIC INITIATIVES

SETTING THE COURSE FOR A.S.I.



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

KEY INITIATIVES

Communication & Outreach

- Develop an intentional and targeted recruitment strategy to get a more diverse student population involved in A.S.I. from various campus community clubs and organizations.
- A partnership with A.S.I. and New Student and Parent Programs-- for ASI to have a better presence (especially during orientation).
- Consistent and strategic organizational marketing through our Graphics/Web Design/App department.
- Leadership development training with professional development outcomes to improve ASI member communication skills
- Strengthen overall campus communication between A.S.I., the University, and the students.

KEY INITIATIVES

Advocacy

- Define student activism and support in order to improve our advocacy efforts.
- Advocate for healthier food options on campus through the UAS committee, especially when food contracts will be up for renewal.
- Design and implement a campaign to inform Cal State LA student body about what CSSA is and its potential as a statewide student association.
- Host a biannually advocacy clinic to train students on different strategies on how to contact representatives and present student demands

KEY INITIATIVES

Programs & Services

- **Overall goal:** Every program and service hosted/sponsored by Associated Students, Incorporated is in pursuit of informing and supporting student academics, wellness and leadership development.
- Increase the accessibility of A.S.I.'s programs to the student population by evaluating the time, location and cost to students.
- Increase Golden Eagle Pride through a strong marketing campaign that promotes student engagement in clubs and organizations and support of Athletics, and the creation of a new annual A.S.I. event.
- Strengthen existing partnerships and develop new ones to provide the campus with exciting and interactive events and services.
- Continue and expand the campus and community partnerships for the Life After College program in order to help prepare students for solidifying careers after graduation.

KEY INITIATIVES

Internal & Financial

- **Overall Goal:** Strengthen A.S.I.'s organizational infrastructure to meet the needs of tomorrow's student body and provide the tools they need to be successful.
- Create an annual program for students about financial literacy that provides information on financing and other forms of support to help students pay for college.
- Analyzing the creation of a referendum in order to provide further programs and services for students organized and focused duties with clearer and specific duties in policies to create efficient student representation.
- Conduct a needs assessment to broaden the services and programs A.S.I. offers the students on campus and then hire a firm to conduct a feasibility study to determine the financial requirements needed to deliver them.
- Evaluate the long-term financial stability of A.S.I. and the existing fee structure, which may include indexing the fee to HEPI or raising the fee through a referendum.
- Evaluate the current funding allocations in A.S.I. to direct financial resources toward the highest priorities for the organization.

KEY INITIATIVES

Internal & Financial

- Assess the current leadership and organizational structure of A.S.I to meet the current campus climate and student needs.
- Enhance A.S.I.'s operational transparency by updating policies and current practices and provide regular reports to the student body regarding the organization's financial status.”
- Evaluate A.S.I.'s brand recognition on campus with the intention to enhance the student connection to and feelings toward A.S.I.”
- Achieve 100% participation in appointed student positions in the Academic Senate and University Committees.



DISCUSSION

COMMENTS, THOUGHTS,
SUGGESTIONS?