

A.S.I. Cal State LA

Draft strategic initiatives (Spring 2017)

Internal and Financial:

Overall Goal: To provide students with the necessary tools to succeed, while accessing A.S.I. Infrastructure to further fit the needs of the students. the tools to succeed, while also continuing to expand the infrastructure of A.S.I. to fit the needs of the students. Barny's recommendation-- 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.

1. Financial Literacy: Introduce and present students to financial assistance or alternative ways that provide educational funding with current programs on campus. An annual event to target a minimum of 100 students. Barny's recommendation- 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.
2. 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.
3. By 2022, Develop a needs assessment and conduct a feasibility study to research the possibility of developing new programs and services in the university. Barny's recommendation-- 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.
4. By 2022, conduct research the possibility and develop a plan for university index under HEPI and is achieved by informing students of the benefit providing more services to integrate a better student life and attained by a majority vote in the ASI Student Elections. Barny's recommendation-- 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.

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Commented [1]: This sounds like it could be an overall goal for finance

Commented [2]: Barny's recommendation- There seems to be two different issues here. One is about additional programs and services, which is the same as the bullet point below. The second is the about student representation, which I think ties to a bullet point below about A.S.I.'s structure. I recommend we delete this one and capture these thoughts in the bullets below.

5. Educating and submitting an annual budget for club funding where a minimum of 50% of clubs will learn how to strategically plan and budget for the school year that is involved in the ASI Club Funding by 2021. Barny's recommendation-- Does this capture what this bullet was intending, "Create an annual training program for student club leaders on budget development and financial management that also outlines a method for implementing the program."
6. Reallocate scholarship funds to other services that targets diverse student needs (EOP, EPIC, VRC, book voucher, DRC, etc.). Barny's recommendation-- Evaluate the current funding allocations in A.S.I. to direct financial resources toward the highest priorities for the organization.
7. Develop a comprehensive training program for A.S.I. student officers that addresses strategic planning, updated policies, Robert's Rules of Order, organizational structure, and budget management.
8. Assess the current leadership and organizational structure of A.S.I. to meet the current campus climate and student needs.
9. Barny's recommendation-- remove this one as we addressed it above.
10. Update policies to reflect current practices or future goals to attain
11. Provide regular financial updates to increase transparency. Barny's recommendation-- These two bullets are related so let's combine them into one concept. Consider, "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."
12. Updating the A.S.I. website to make it easier for students to apply for a position in A.S.I.
13. Evaluate the brand recognition on campus. Barny's recommendation-- These two bullets are related and may be better under the Communication and Outreach section. Consider, "Evaluate A.S.I.'s brand recognition on campus with the intention to enhance the student connection to and feelings toward A.S.I."
14. Achieve 100% participation in appointed student positions in the Academic Senate and University Committees.

Commented [3]: members is referring to the student leaders/officers? Members could also mean every student paying student body fees. We should clarify.

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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.

1. Ensure that our events that are flexible with student's schedule, convenient locations and free of charge. Barny's recommendation-- Increase the accessibility of A.S.I.'s programs to the student population by evaluating the time, location and cost to students.
2. Creating a tradition by hosting an annual event that will bring our campus together in a holistic manner and increase Golden Eagle spirit
3. Increase Golden Eagle Pride by making the campus community more informed and motivated about Cal State LA athletics, clubs and Orgs through the reputations of their success. Barny's recommendation-- Combine these two bullets into one. 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.
4. Plan and execute exciting, efficient and interactive events through partnerships between A.S.I. and general campus community. Barny's recommendation--Strengthen existing partnerships and develop new ones to provide the campus with exciting and interactive events and services.
5. 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.
6. Develop a mechanism to consistently evaluate events and services

Commented [4]: Increase accessibility

Communication and Outreach

Overall Goal: TBD

1. Develop an intentional and targeted recruitment strategy to engage a more diverse student population with A.S.I.
2. Establish a partnership between A.S.I. and New Student and Parent Programs to create opportunities for A.S.I. to be directly involved with freshman and transfer students during orientation.
3. Develop avenues and procedures for more consistent and strategic organizational marketing to the student body and campus in general through the Graphics/Web Design/App department.
4. Leadership development training with professional development outcomes to improve ASI member communication skills. Barney's recommendation-- Establish a comprehensive leadership development training program for student leaders with defined learning objectives for communication, professionalism, and collaboration.
5. Strengthen overall campus communication between A.S.I., the University, and the students.
6. Create a streamlined process that informs our university students

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Commented [5]: This leadership development ties really closely to the next key initiative. Possibly combine initiative 4 and 5 or separate and elaborate this professional development outcomes.

Commented [6]: Elaborate

Commented [7]: I agree with Aaron's comment here. What is it that needs to be strengthened? What would it look like if you had strong communication-- write the statement to get you to that outcome.

Commented [8]: Points 3, 5, and 6 are all about communication. Does #3 capture everything? If not let's expand it to do so. Or, if there are two or three separate initiatives here, make sure they are distinct.

Commented [9]: This section is very important considering the vision of "igniting potential and empowering student voices" and we need to do some work here. To deliver on the vision, the initiatives should be clear and attainable.

Commented [10]: What is the goal? To define, support, enhance activism...but to what end? What needs to be advocated for? The initiative needs to be clear about the outcome of the action.

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Commented [12]: This sounds like we're talking about training students to be better representatives on committees. Is this a single workshop once a year or an advising model throughout their term on a committee? What does it mean to have a better student voice?

Commented [13]: Write out what UAS stands for

Advocacy

Overall Goal: TBD

1. Define student activism and support in order to improve our advocacy efforts. stronger student participation and advocacy efforts through enhanced student activism (define enhance student activism)
2. Equip students with the tools for a successful term in university committees in order for them to better serve as the student voice at the table. (Improve recruiting with marketing of incentives and student leadership experience, overlap with #1 of communication and outreach)
3. Advocate for healthier food options on campus through the UAS committee, especially when food contracts will be up for renewal. Barney's recommendation-- Create a joint

University/A.S.I. task force to review the dining options on campus and advocate for healthier food choices.

4. Start a student-center committee to deal with campus climate specifically with diversity, inclusion, equity, and social justice (really good, we all like it)
5. Design and implement a campaign to inform Cal State LA student body about what CSSA is and its potential as a statewide student association (also really good)
6. Host a biannual advocacy clinic to train students on different strategies on how to contact representatives and present student demands (perhaps instead of a clinic, we can do a townhall meeting because it also in the budget to do a townhall) Barny's recommendation-- Create and deliver a semesterly advocacy clinic to encourage students to voice their concerns on important issues, to teach effective advocacy strategies, and increase activism on campus.
7. Improve relationship with legislative offices, specifically key legislative leadership (good as well)

Commented [14]: Ask Jenn Miller? I think there is a current committee to deal with campus climate. Ask John Martinez

Commented [15]: Yes, by participating with Academic Senate and passing it through policy , just like the preferred name policies it helps the campus climate

Commented [16]: If there is already a campus committee that ASI is a part of, then what would the strategic initiative call for? What is the end goal that we wish to address in serving on this committee?

Commented [17]: This may be a good project, but how does this benefit ASI? The initiatives should directly relate to ASI and not other organizations. CSSA does serve all CSU students, but how would a marketing campaign impact students at Cal State LA or strengthen ASI?

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Commented [18]: give ideas or current demands?

Commented [19]: What's our current relationship?

Commented [20]: Aaron raises a good point. Also, it takes two to build a relationship and the other side you have no control over. The initiative should be written to address only what ASI will do to improve the relationship. Will you schedule monthly meetings? What will you offer in return for their support on key issues? What is the give and take?