A.S.I. Cal State LA

Draft Strategic Initiatives

SPC Fall 2017

# Internal and Financial:

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| **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.~~
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| 1. **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.**
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| 1. ~~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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| 1. ~~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-~~- **Create an annual training program for student club leaders on budget development and financial management that also outlines a method for implementing the program.**
2. ~~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.**
3. **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.**
4. **Assess the current leadership and organizational structure of A.S.I. to meet the current campus climate and student needs. – student focused process**
5. ~~.Barny’s recommendation-- remove this one as we addressed it above.~~
6. ~~Update policies to reflect current practices or future goals to attain~~
7. ~~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.**
8. **Updating the A.S.I. website to make it easier for students to apply for a position in A.S.I.**
9. ~~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.**
10. **Achieve 100% participation in elected and appointed student positions in the Academic Senate, Internal Committees, and University Committees.**

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. (add civic participation, financial literacy, career success or internships)1. Increase the accessibility of A.S.I.’s programs to the student population by making them free of charge and evaluating the time and location as well as ensuring ADA compliance of the event.
2. Increase Golden Eagle Pride by creating a traditional, holistic annual event along with a strong marketing campaign which includes giveaways and promotes student engagement in clubs and organizations and also support Athletics.
3. Plan and execute exciting, efficient and interactive events through partnerships between A.S.I., alumni, the general campus community, local businesses, and the Life After College program in order to help prepare students for solidifying careers after graduation. Barny’s recommendation--Strengthen existing partnerships and develop new ones to provide the campus with exciting and interactive events and services.
4. Consistently evaluate all programs and services offered by measuring overall student participation and collecting survey data from all those involved for feedback in order to improve future events.

Communication and OutreachOverall Goal: TBD 1. Strengthen overall campus communication between ASI, the University, and the student body that supports the scholastic/social environment, relates fiscal issues, and facilitates the understanding and use of technologies.
2. Develop a recruitment strategy which targets and cultivates individuals who exhibit leadership qualities with which they can strengthen the efficacy of ASI’s vision and mission statement.
3. Develop avenues and procedures through which a focused strategic organizational marketing plan can be developed to the student body and campus in general through a robust Graphic Design/Web platform that assesses the campus environment in terms of social, economic, political and technological opportunities and challenges.
4. Strengthen the relationship between ASI and integral programs which support the student body in general, including those which place an emphasis on the development of freshmen and transfer students, in order to facilitate the development of current and future students success.
5. Support the establishment of comprehensive leadership development training programs for student leaders with defined learning objectives for communication, professionalism, and collaboration.

AdvocacyOverall Goal: TBD1. 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. Barny’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)
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