

# A.S.I. Cal State LA

## Draft Strategic Initiatives

### SPC Fall 2017

## – EDITS AND COMMENTS TO VIEW

WORKING DRAFT

### Internal and Financial:

**Overall Goal:** 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.

**Commented [BP1]:** These two statements were moved from the initiatives below, as we discussed, as they represent the broad goal. We will revise this as we finalize the initiatives below. For now they are placeholder sentences.

1. Develop and administer a needs assessment focusing on current and future student needs that will inform the development of new programs and services in the university.
2. 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.
3. Create an annual training program for student club leaders on budget development, program implementation, and financial management.
4. Evaluate and align the current budget in A.S.I. to direct financial resources toward the highest priorities for the organization.

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5. 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.
6. Assess the current leadership and organizational structure of A.S.I. to determine if it meets the current campus climate and student needs.
7. Achieve 100% participation in elected and appointed student positions in the Academic Senate, Internal Committees, and University Committees.

## Programs & Services

**Overall goal:** TBD

1. Increase the accessibility of A.S.I.'s programs to the student population by making them free of charge, evaluate the time and location, and ensure all Federal and State regulations are met.
2. Increase Golden Eagle Pride by creating new traditions, such as an annual event with a strong marketing campaign which includes giveaways and promotes student engagement in clubs and organizations and also supports Athletics.
3. Plan and execute exciting, effective 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 to obtain careers after graduation.
4. Consistently evaluate all A.S.I. programs and services by measuring overall student participation and collecting participant feedback to improve future events.
5. 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

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## Communication and Outreach

Overall 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 **and encourages them to participate in A.S.I. in order to** 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 builds upon** the campus social, economic, political and technological opportunities.
4. Strengthen the **relationship between ASI and integral programs that** 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.

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**Commented [BP2]:** Need to work on this a little more. Not sure what the goal is here.

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## Advocacy

Overall Goal: TBD

1. Through surveys, focus groups and tabling, A.S.I. will assess the concerns of the student body on an annual basis and submit a **written report** to the Board that will serve as an advocacy agenda for the year.

**Commented [BP3]:** I didn't have much in this section so I consolidated statements and concepts from last spring and this fall to draft the initiatives below.

**Commented [BP4]:** We need to consider when this report would be made. Perhaps it is a spring semester report that would then inform the incoming student leaders of what the campus needs are?

2. Create and deliver an advocacy clinic each semester to encourage students to voice their concerns on important issues, to teach effective advocacy strategies, and empower student voices across campus through committee involvement.
3. Strengthen the collective Cal State LA student voice beyond campus, through continued work with CSSA, establishing a formal partnership with local city agencies, and heighten regular communication with key State legislators who are in a position to improve the student experience at Cal State LA.
4. Create a standing committee led by A.S.I. and the University to review student concerns and make recommendations regarding campus facilities, services (such as dining options), and the campus climate in order to meet the current and future needs of Cal State LA students.

**Commented [BP5]:** Is there already a committee, or several committees, that do this? If not, this would be a great method to advocate for student needs on an annual basis.

From David and Marcos

1. Incorporate an advocacy component into all positions of ASI. Strengthen the means of Advocacy for each positions and link a specific avenue to a specific position. Ex: Lobby for Lobby Corps, College Classroom Presentations for College Reps, etc.
2. Establish a better communication between Student Activists and Student Government. Have Student Activists better utilize ASI Resources to benefit the students. Make student activists view ASI as a valuable partner with resources.
3. Create formal trainings for ASI members and student committee members on how to properly serve on these committees and how to report back to students through the Shared Governance Council/College Reps/Academic Senators, etc.
4. Establish a stronger student presence on university committees through intentional recruitment strategies.
5. Finding a better way to assess student needs and priorities to tackle the most pressing issues on each individual year.
6. Internalize the Legislative Priorities of each academic year into advocacy efforts and throughout the organization.
7. Better utilize CSSA resources. In addition, recruit passionate students at large to serve at CSSA and foster student involvement through that avenue. Have LA maintain a strong presence at CSSA by having ASI officials continually run for office. Strengthen CSSA to be a better a resource to ASI by having a strong voice on the CSSA Board.
8. Provide better opportunities for students-at-large to communicate with their ASI representatives (via Townhall) and also provide opportunities for students-at-large at learn how to advocate for their interests.
9. Strengthen connection between ASI and local and state officials by either inviting to come to Cal State LA or by visiting them in their district offices.