

## Goal 4

Create a climate that enhances collaboration, student access to services, and opportunities for students to connect with each other and the campus community through the utilization of innovation, technology and streamlined processes.

### Strategies

1. Hire IT technician to expand responsive, innovative Information Technology support.
2. Assess and implement action to improve website via server, design/form and function to support ease of access for students.
3. Utilize ASI website and implement streamlined online application for any and all services.
4. Increase power-stations/outlets for students and increase work-space available for students prior to expansion of Titan Student Union.
5. Evaluate and upgrade high speed wireless access points throughout ASI facilities.
6. Evaluate and implement plan to remedy cell phone 'dead zones'.
7. Enhance student access to equipment for gathering hands on exposure and training with relevant, state of the art technology and innovative tools. Invest in a pool and/or a lab with generous student access and support staff. Invest and improve in creative work areas like the Power Zone.
8. Finalize the financial system conversion to ONE Solution.
9. Review iPad/laptop equipment inventory and checkout for student access.
10. Conduct a student club reimbursement survey and document existing process from out of pocket expenses to reimbursement, with an aim to streamline front-end requirements, shorten the timeframe, and improve service.
11. Leverage financial enterprise system investment by analyzing paper intensive processes and automating workflow, such as check requests, reporting, internal journal entries, and dashboard facility.
12. Invest in and develop interactive map applications to add to various displays placed in high traffic locations.
13. Invest in convenient vending options to provide students with basic food or hygienic needs (e.g. 24 hour vending machine by Humanities).
14. Provide space and collaborate with University to imitate the SMART study rooms and 'genius bar' providing student support (both technological and academic).

## Vision Statement

The Associated Students, CSUF, Inc. (ASI) is an advocate for the student experience that provides opportunities for development, engagement, and building Titan Pride within a collaborative, collegiate community.

ASI strives to be a beacon: welcoming, inclusive, innovative, and responsive.

Follow our progress at  
[asi.fullerton.edu](http://asi.fullerton.edu)



Associated Students, CSUF, Inc.  
800 N. State College Blvd.  
Fullerton, CA 92831  
T: (657) 278-7739 / F: (657) 278-3066  
[asi.fullerton.edu](http://asi.fullerton.edu)



**2013-2018 STRATEGIC PLAN**  
Associated Students, CSUF, Inc.



## Goal 1

Create an environment that fosters student success and Titan Pride through participation and engagement in the programs, services, facilities, events, employment, and leadership of the ASI.

### Strategies

1. 75% of student employees will have at least two conversations per semester about their academic progress with their supervisor.
2. 90% of student employees will respond in 'agree or strongly agree to' 8 of the 15 items on the Iowa GROW assessment tool.
3. 90% of student leaders will respond in 'agree or strongly agree to' 8 of the 15 items on the Iowa GROW assessment tool.
4. Increase collaboration with campus and community partners to expand participation by 20%, over a five year period, in programs, services, and facilities to foster student success and Titan Pride.
5. Assess operating hours to ensure optimization of access to students of the ASI facilities, programs and services, as well as contracted services and partner providers (e.g., food services).
6. Increase awareness and visibility of involvement opportunities through the Titan Student Involvement Center by partnering with Student Life & Leadership in at least three different events per year, through collaborative marketing and training of various ASI programs and services such as Titan Tusk Force, Titan Pride Center, ASI Street Team, and Leader & Program Development.



## Goal 2

Ensure that the voice of students is represented in the shared governance of the ASI, university and CSU system as well as in the local, state and federal levels.

### Strategies

1. Enhance internal communication and interaction through the establishment of a task force of student leaders and staff, who will meet three times each semester, to identify and program opportunities where all student leaders and staff can interact, discuss programs and planning, and foster collaborative partnerships.
2. Develop and implement a communications plan that systematically reaches students within the various colleges and other special programs and populations on a monthly basis in order to provide information to students about issues, initiatives, policy changes, and other programs, and that is assessed on a semester basis in order to ensure communication effectiveness.
3. Plan and execute an ongoing and sustainable program to garner feedback from the student body about current issues, initiatives, or areas of concern that includes at least three specific action components targeted at issue-specific or general feedback per semester.
4. Hold regular monthly round table meetings with ASI advocacy program leaders and CSUF government relations staff to share information about and collaborate on advocacy strategies.
5. Interact and engage with key leaders and decision makers from the campus, the local community, and state and federal government on a monthly basis via meetings, events, and other communication strategies.
6. Establish a Presidential Appointee Coalition that provides a programmatic leadership experience by holding meetings that are both frequent and regularly occurring where participants learn leadership and advocacy skills and share information about the committees on which they serve.
7. Recruit, train, and appoint ASI Presidential Appointees to 75% of committee spots before fall semester classes begin and reach 100% by week four of the fall semester.
8. Have a delegation of ASI student leaders attend and speak at 100% of CSU Board of Trustees meeting.
9. Create a five year plan for the Community Engagement Coalition that includes four clear actions per semester.

## Goal 3

Establish a cohesive and strategic marketing/communication plan that centers on awareness of ASI opportunities and the importance of garnering, analyzing and responding to student feedback.

### Strategies

1. Create strategic and cohesive logo/branding guidelines and policies for all programs and organizations that utilize ASI marketing resources that will unify the visual identity and corporate voice of the ASI and give ASI programs and departments a set of universal resources to use when promoting ASI sponsored events and services.
2. Create and distribute written policies and procedures for ASI marketing requests to better communicate the processes and timelines for all ASI Marketing services for both internal and external clients.
3. Clearly define the roles of Chief Communications Officer; CCO Team; ASI Marketing & Design Department; and PR Coordinators within ASI programs, committees and departments to increase coordination and collaboration within the ASI organization, as well as expand the reach and effectiveness of ASI marketing and communication efforts, including the collection and disbursement of student feedback.
4. Complete a review of all existing ASI social media pages.
5. Update and improve the ASI website with focus on cohesive branding; information architecture that is user-focused and user-friendly; opportunities for online user engagement and feedback; and, a strong back-end foundation.
6. Develop a Marketing & Communications Workshop to be executed 1-2 times each year for student leaders and ASI programs/departments.
7. Create and maintain a centralized ASI Calendar of Events that will be used by ASI programs, committees, and departments to check date availability, location and time proximity to other ASI events, collaboration opportunities, etc.
8. Ensure that all ASI marketing and communications resources are understandable, easy to use, and readily accessible in multiple formats and platforms, including the ASI website.

