

# A.S.I. Cal State LA

## Draft strategic initiatives (Fall 2017) From Retreat

### Internal and Financial:

Overall Goal: TBD

1. Training for ASI student leaders:
  - Provide training on Robert's Rules of Order and leadership workshops.
2. Organizational Structure:
  - Update student leader positions and their requirements. For example, the Vice President for Administration should supervise College Representatives. Moreover, have Ambassadors rather than Commissioners.
  - Change in organizational structure should be primarily guided by student leaders.
3. Update Policies:
  - Review and update policies.
  - Conduct research on policy changes outside of meetings to avoid multiple amendments.
4. Participation in A.S.I.'s Internal Committees and University Committees:
  - Participation has increased compare to last academic year. In order to keep this growth in participation for the future, the Vice President for Academic Governance should provide all the necessary tools needed to recruit.
5. Referendum:
  - Due to the possibility of a tuition increase from the CSU System, A.S.I. is concerned about passing a referendum with the sole purpose of increasing revenue.
6. Funding Top Priorities:

**Deleted:** <#>Student Needs Assessment: ¶  
<#>Conduct a student assessment to better understand their needs. The need for this assessment became a concern due to low turnout from the environmental scan.  
<#>New Services and Programs: ¶  
<#>Ensure that our current programs and services are promoted effectively and are in compliance with the Americans with Disabilities Act. ¶

**Commented [BP1]:** Need to be more specific. Why change the structure?

**Deleted:** <#>A.S.I. Transparency: ¶  
<#>Create an organizational flow chart and advertise it to students, staff and faculty to make them aware of the A.S.I. structure. ¶  
<#>Reformat our financial documents to make them look simpler so students can understand them. ¶  
<#>Increase tabling to communicate A.S.I.'s mission and vision. ¶

**Commented [BP2]:** To move forward with a referendum for a fee increase you will have to demonstrate a financial need. This initiative will have to be very specific unless you simply want to state the goal is to review the financial viability of ASI in the future and review the current fee structure.

**Deleted:** <#>Financial Literacy: ¶  
<#>Provide workshops with financial advisors, advertise these workshops. ¶

- Invest on green energy, such as electric shuttles instead of the ones currently used to transport students to the off-site parking lot.
- Evaluate our current allocations for student-led organizations to provide a fair and equitable amount of funds. For example, why Golden Eagle Radio receives more funds than any other student-led organization.
- Increase club funding.

7. Increasing diversity in groups represented in committees (Not just race, Ex: Veterans, Students with Disabilities, etc.)

8. Make issues more personal to students

9. Make A.S.I. easier to identify

10. Make a Recruiting Position?

11. Academic senators overlook committee members

12. Faculty mentor committee members

**Commented [BP3]:** How will ASI invest in this? Is this within ASI's area of influence on campus? What will be the benefits to students and to ASI if you invest in green energy?

**Commented [BP4]:** This is a good initiative because it does not assume too much. It is phrased as a research question with a hypothesis, but still open to the results of the test.

**Commented [BP5]:** As stated above, you need to demonstrate the need first before having a goal to increase funding.

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## Programs and Services:

Overall Goal: TBD

### 1. Accessibility of our Events:

- Provide events at different times throughout the day to reach to a greater amount of students. For example, have night events so working students can attend.
- Expand A.S.I.'s business hours.
- Ensure that our programs and services are in compliance with the Americans with Disabilities Act.
- Find new locations to have events, such as the library.
- Increase social media campaign
- Weekly reminders for A.S.I. members regarding events
- Increase the amount of events that are offer after 2 pm

**Commented [BP6]:** Accessibility or increased participation?

**Commented [BP7]:** How are the programs failing to comply? What needs to be addressed specifically?

### 2. Annual Event:

- Create an annual A.S.I. high-profile event.
- Bonfire.
- Have an annual on campus event that is held on the same day each year.
- Alumni events – Alumnus meet coaches.
- Provide students with unique giveaways, such as lanyards and towels.
- Organize a Music Festival with Cal State LA bands.
- Plan a Beer Garden event so students feel they are treated as adults.
- Have movies on the field.

### 3. Culture:

- Cal State LA has a commuter culture, meaning that students do not take pride on being at Cal State LA.
- Have a better connection with students in housing.
- Organize concerts to bring students together.
- Showcase CSULA student musicians and their bands.
- Create more social areas.
- Open basketball gyms for all students.

**Commented [BP8]:** Do you have evidence to support this? Does a commuter campus mean that students are not proud of their campus? Does ASI have a direct means to change the fact that most students have to commute to campus?

**Commented [BP9]:** Are these in ASI's authority? Is this an advocacy agenda item?

4. Golden Eagle Pride:

- Have athletes wear jerseys to class.
- Have Pep Rallies.
- Hash tagging on social media.
- Provide events and programs that give students a reason to stay after class
- ASI announcing games and/or events in classes.
- Cal State LA night supporting local businesses in surrounding neighborhoods – ex. Pizza shop behind the school.
- Advertise book vouchers and other services.
- Improve A.S.I. gear for members.
- Help new students find a place on campus – Being the connectors.
- Help improve our academic programs.
- Have social and/or mixer events for clubs and orgs to recruit.
- Improve long lines for food.
- Relaxed spaces to enjoy LA view in upper floors of campus.
- Advocacy workshops – programs to give tools to have successful protests/activism.
- Constantly surveying students about their needs.

**Commented [BP10]:** How? Is this ASI's area to impact?

**Commented [BP11]:** Can ASI impact this? Advocacy?

5. Partnerships for Exciting and Interactive Events:

- Connecting with students in housing.
- Collaborate with Music Department.
- Have food variety.
- Work with the Office for Students with Disabilities.
- PRCSSA.

**Commented [BP12]:** Advocacy?

**Commented [BP13]:** To what end? To address what student or ASI need?

6. Life After College:

- Get upper division professors participation.
- Find out success rate.
- Get Alumni more involved on campus.

7. Assessment:

- Find out our success rate.
- Campus Partner evaluation surveys.
- Provide more information to ASI members on programs we offer.
- Keep records/data to track of student attendance.

**Commented [BP14]:** A great way to start a strategic plan! This is a good one for year one.

8. New Services and Programs:

- Ensure that our current programs and services are promoted effectively and are in compliance with the Americans with Disabilities Act.

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9. Financial Literacy:

- Provide workshops with financial advisors, advertise these workshops.

**Commented [BP15]:** Two issues here, promotion and compliance. Should separate the two.

10. Comprehensive leadership development:

- Leadership development programs
- Opportunities for students to engage civically and exercise multiple skills
- Internships, student involvement in all ASI functions: creating attractive opportunities

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11. Host more events in the office

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12. Build a training for activists:

- Recruit and connect people here

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## Communication and Outreach:

Overall Goal: TBD

### 1. Recruitment strategy:

- Know about ASI, different club/orgs. Circles
- Tabling/engaging with students on campus: Create general/specific pitches
- Emailing/ Social Media
- Talking to Professors
- Schedule meetings with all the College's Deans to promote elections
- Club Councils, Greek Life, and Athletics
- Different communities on campus: Housing, Veterans, Dreamers, etc.
- Screaming Eagles/Branding Ambassadors
- Internships, panels, Open House,
- Inviting students to ASI office, meetings, activities, and events

**Commented [BP16]:** Increase ASI accessibility to students

### 2. Orientation:

- Invite freshman/ transfer students to ASI
- More ASI presence during orientations
- Collaborations with Housing Residence life to engage with students
- ASI mentors during Fall & Spring Semester
- A.S.I. gets to freshman first
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### 3. Consistent and strategic organization marketing:

- An increase on social media platforms, pages
- Newsletters, emails, radio, and press releases
- Student government panels open to the students
- An overview of student government accomplishments
- More pictures of ASI members around campus: Points of information
- More ASI information about members, meetings, policies on the Bookstore, Student Union, Administration, multiple centers
- Cal State LA promoting ASI at their official webpage: Essential
- ASI app/promotional items

### 4. Campus Communication:

- Engaging students in person during events, tabling, forums, presentations
- Stream live all the meetings, more active in social media, requesting feedback from students by creating effective avenues
- ASI BIO shoutouts in social media platforms: Accountability to the Student Body
- Create the space for students to raise their issues, concerns, questions and opinions

**Deleted:** <#>Comprehensive leadership development: ¶  
<#>Leadership development programs ¶  
<#>Opportunities for students to engage civically and exercise multiple skills ¶  
<#>Internships, student involvement in all ASI functions: creating attractive opportunities ¶

### 5. Streamlined process to inform students:

- Invite student to important ASI meetings, following back by keeping track of the student who participate in ASI functions
- Creating avenues for student involvement/pragmatic and worth it for all students
- ASI incentives to receive more participations/involvement during important policies debates
- Create forums for among students, ASI, faculty, professors for vital discussion, issues, decisions
- Press Release informing students about accomplishments, current work, and future plan of

**Commented [BP17]:** Is this what students want? Is this the format they prefer to hear from their student government? How do you know?

**Commented [BP18]:** This sounds like strategic plan language! the other points are how to accomplish this primary initiative.

**Commented [BP19]:** What about speeches, marketing, infographics? Meet students where they are

action

- Every week provide students to raise their concerns: online, live, forums, etc.
- Inform students about policies the BOD will take action on or recommend

#### 6. A.S.I. Transparency:

- Create an organizational flow chart and advertise it to students, staff and faculty to make them aware of the A.S.I. structure.
- Reformat our financial documents to make them look simpler so students can understand them.
- Increase tabling to communicate A.S.I.'s mission and vision.

#### 7. Increase Knowledge of A.S.I.

- Screaming Eagles Volunteer Street Team is way for students to start off in A.S.I. and will help spread the word on A.S.I.
- Establishing relationships with campus entities
  - Informing all activist groups that A.S.I. is here to help
  - Be more public and try to make A.S.I. more transparent
  - Ensuring student feedback through events, surveys, etc.
- Focus groups on specific issues
- Surveys brought to the College Student Councils

#### 8. Commercial for A.S.I.

#### 9. Create a flyer for committees

#### 10. Not enough money to advisement

#### 11. Encouraging Professors to allow A.S.I. elections to be considered in class

#### 12. Create or find the opportunities to express themselves

#### 13. Anonymous box outside A.S.I. office

**Commented [BP20]:** What would a transparent ASI look like? How will you function differently?

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**Commented [BP21]:** Why not an email or web form? Why a physical location? Meet the students where they are.

## Advocacy:

Overall Goal: TBD

1. Dining options:
  - a. Healthier & cheaper options (Subway?)
  - b. More Vegan-friendly food & affordability
2. Academic Advisement:
  - a. Advisors reach out to students
  - b. Answers all in 1 place of making advisors, staff, etc. Make them more knowledgeable of other campus resources
  - c. Advisors are held more accountable
3. University facilities issues:
  - a. Capacity of the school is almost full (Classes, Parking, Housing, etc.)
  - b. Library rooms are always booked, not enough space for studying
  - c. Elevators fail, Fire alarms get pulled too often
  - d. CAPS is backed up
  - e. More parking near Public Transportation options.
  - f. Protecting Gender-neutral bathrooms

**Commented [BP22]:** Not ASI's authority. You can advocate for academic support, but probably not how it will be delivered. Why is advising needed? What are students lacking currently and how does it impact their success or path toward graduation? Your voice is powerful here.

**Commented [BP23]:** Why protect? What is the issue?

4. Address challenges to the University
5. More interactive forum
6. Conduct a student assessment to better understand their needs. The need for this assessment became a concern due to low turnout from the environmental scan.

**Commented [BP24]:** Identify the purpose or intended outcome for the assessment, what knowledge do you hope to gain?

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