



# Strategic Planning Meeting

## Minutes

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Tuesday, November 29, 2016

Time: 3:40-4:30 pm

Location: U-SU Board Room 303

Attendees: Committee Members, General Public

Type of Meeting: General

A.S.I Strategic Planning Committee

### I. Organizational Items:

a. Call to order by: Chair Kayla Stamps, A.S.I. President @ 3:32pm

#### b. Roll Call

Kayla Stamps	<i>President</i>	xPresent
Leopold Saldana	<i>Vice President for Administration</i>	xPresent
John Martinez	<i>Vice President for Academic Governance</i>	xPresent
Timothy Achinger	<i>Vice President for Finance</i>	xPresent
Marcos Montes	<i>Vice President of External Affairs &amp; Advancement</i>	xPresent
Bonnie Lee	<i>Secretary/ Treasurer</i>	xUnexcused Absent
Michael Acevedo	<i>College of Arts and Letters Rep.</i>	xPresent
Rachel Duffy	<i>Chief Justice or Associate Justice</i>	xPresent
Letycia Gomez	<i>University President's Designee</i>	xUnexcused Absent
Intef W. Weser	<i>Executive Director</i>	xPresent
Marcus Rodriguez	<i>Director of Programs and Leadership</i>	xExcused Absent
Dena Florez	<i>Office Manager of Administration &amp; Services – RS</i>	xPresent
Guests of the Gallery		

#### c. Adoption of Agenda:

<b>Offered By:</b>	<b>Michael Acevedo</b>	<b>Seconded by:</b>	<b>Leopoldo Saldana</b>
Motion to approve the adoption for Tuesday, November 29, 2016			
<b>All in Favor</b>	<b>ALL</b>	<b>Opposed</b>	<b>0</b>
<b>Abstained</b>	<b>0</b>	<b>Motion: PASSED</b>	

### II. Public Forum

a. This time is allotted to members of the public to address the board.

✚ None

### III. New Business

#### a. A.S.I. Strategic Planning Ad Hoc Next Steps-

- i. **The committee will meet with consultant Barnaby Peake's and review the updated A.S.I. Cal State LA Strategic Plan-** The committee will take action on the suggested overview of the strategic planning stages.

- ✦ Representative from Cal Poly Pomona: **Barnaby Peake**
  - Work with ASI LA not copy Cal Poly.
  - We Shape and plan what we want this to be.
  - We must be flexible.
  - Strategic Planning is our guide pathway to future.
  - Our legacy is what needs to be left for the following group.
  - Critical component to start is the look of history.
  - Key milestones; what shape and changed the organization.
  - Look at influential factors; approach with open mind and open ears.
  - Sloop analysis; strengths weakness, opportunities threats.
  - Current vision mission value motto statement.
  - Do we have a desire to change?
  - After all the background work, we should get into the Strategic Planning right away.
  - Look at 3-6 items
  - Goal must be looked at and submitted by April.
- ✦ Michael Acevedo: Back in ASI history, how far back do we go?
- ✦ Barnaby Peake: When were you incorporated in 1959?
- ✦ Kayla Stamps: What would you consider critical components to be prepared for by retreat?
- ✦ Barnaby Peake: Brainstorm the list of stakeholders who do you want involved in process. How do we want to work with all the clubs on campus. Do we want faculty input?
  - This would be helpful; do we have a hypothesis.
- ✦ Leopoldo Saldana: Could you speak more about slot analysis.
- ✦ Marcos Montes: The Slot Analysis contains four major components-
  - What are our strengths? What makes us great?
  - Weakness: what areas we need to improve in as an organization.
  - Opportunities: places for growth; or more programs for further organizations; as well as for more funding
  - Threats: What threatens the organization
- ✦ Barnaby Peake: We also need to look at the university plan.
  - Opportunities with the University for Engagement.
  - SLOOT can be done various ways.
    - Entire group
    - department
- ✦ Marcos Montes: Timeline regards to stakeholders. How do we do this if most will be gone?
- ✦ Barnaby Peake: Depends on the group, you are talking about or to. Sample: Population has to be representative of campus.
  - Talk to administrators.
  - Start engaging strategically stakeholders.
  - Might want to talk to clubs in February for spring semester.
  - Involvement, Advocacy, Pride, Empowerment.
  - Do you feel ASI's represents campus pride?
- ✦ Leopoldo Saldana: Yes, but on this campus it is law.
- ✦ Barnaby Peake: Why is that?
- ✦ Leopoldo Saldana: School spirit is low, but people have pride.
- ✦ Marcos Montes: A lot has to do with the University organization. CSI does more to promote school pride.
- ✦ Kayla Stamps: How we contribute without stepping on their programming.
- ✦ Barnaby Peake: Perhaps look at CSI as a partner.
- ✦ Marcos Montes: Who are our supports?
- ✦ Barnaby Peake: Your statement sounds like a vision statement.

- ✦ Marcos Montes: Environmental what are some of the methods we would use it.
- ✦ Barnaby Peake: Put a call out; have some food go out to where students are ask to, and ask five questions minimum about the students. Find out when the club councils meetings are.
- ✦ Kayla Stamps: Great idea by Ashley. Also, add survey to this app. Students would download the app, and take the survey.
- ✦ Barnaby Peake: You want a 5 year plan for our strategic plan. We should have a timeline associated with it.
- ✦ Marcos Montes: It is ok to be vague; leadership changes every year and you don't know what you are getting every year with the new incoming group coming in.
- ✦ Barnaby Peake: If your journey is a vision; we should want to take it.
  - Mission: Is a heading direction strategic initiative.

**IV. Old Business:**

- ✦ None

**V. Information:**

- ✦ None

**VI. Reports:**

- ✦ None

**VII. Adjournment:**

<b>Offered By:</b>	<b>Michael Acevedo</b>	<b>Seconded by:</b>	<b>Leopoldo Saldana</b>			
-Motion to Adjourn meeting at 4:29pm						
<b>All in Favor</b>	<b>ALL</b>	<b>Opposed</b>	<b>0</b>	<b>Abstained</b>	<b>0</b>	<b>Motion: Passed</b>

**Associated Students, Inc.  
Strategic Planning Committee Meeting  
Summary of Actions Taken  
Tuesday November 29, 2016**

**I. Organizational Items:**

- a. **Call to order by: Chair Kayla Stamps, A.S.I. President @ 3:32pm**
- b. **Roll Call**
- b. **Adoption of Agenda**

<b>Offered By:</b>	<b>Michael Acevedo</b>	<b>Seconded by:</b>	<b>Leopoldo Saldana</b>			
Motion to approve the adoption for Tuesday, November 29, 2016						
<b>All in Favor</b>	<b>ALL</b>	<b>Opposed</b>	<b>0</b>	<b>Abstained</b>	<b>0</b>	<b>Motion: PASSED</b>

**VII. Adjournment:**

<b>Offered By:</b>	<b>Michael Acevedo</b>	<b>Seconded by:</b>	<b>Leopoldo Saldana</b>			
-Motion to Adjourn meeting at 4:29pm						
<b>All in Favor</b>	<b>ALL</b>	<b>Opposed</b>	<b>0</b>	<b>Abstained</b>	<b>0</b>	<b>Motion: Passed</b>

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**CERTIFICATION**

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Official Minutes taken for the **Strategic Planning Committee Meeting** of the Associated Students, Inc, Cal State Los Angeles held on Tuesday, November 29, 2016 in the University Student Union 303AB. Consensus by the A.S.I. Board of Directors on Tuesday, January 31, 2017.

Prepared by:

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**Dena Florez**  
**Recording Secretary**

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**Bonnie Lee**  
**Secretary/Treasurer**