

CALIFORNIA STATE UNIVERSITY, LOS ANGELES



ASSOCIATED STUDENTS, INC. *"For the students, by the students."*

2017-18 ADMINISTRATIVE WORK PLAN

Submitted by: Intef W. Weser Date: 7/11/17

Administrative Title: A.S.I. Executive Director

Approved by: _____ Date: _____

Administrative Title: _____

WORK PLAN FOR 2017-18

Intef W. Weser, A.S.I. Executive Director
DIVISION OF STUDENT LIFE

CAL STATE LA STRATEGIC PLAN STRATEGIC PRIORITY AREA:

- I. ENGAGEMENT, SERVICE, AND THE PUBLIC GOOD - Overall Goal: Graduate civic-minded students equipped for and committed to engagement, service, and the public good
- II. WELCOMING AND INCLUSIVE CAMPUS - Overall Goal: Nurture a welcoming and inclusive campus where students, faculty, and staff thrive and community is honored and cultivated
- III. STUDENT SUCCESS - Overall Goal: Create a positive, holistic student experience with a clear and timely path to a high-quality degree
- IV. ACADEMIC DISTINCTION - Overall Goal: Provide high-quality undergraduate and graduate programs and investment in faculty who are uniquely committed to educating a diverse student body

OBJECTIVES	TARGET DATES	Cal State LA STRATEGIC INITIATIVES
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MAINTENANCE ACTIVITIES

Compliance: Employment and Personnel Policies & Procedures

		I & III
a.) Annual review of memo of understanding with University-Student Union for employment services and other services.	a.) June 30, 2017	WELCOMING AND INCLUSIVE CAMPUS
b.) Annual review of memo of understanding with various University departments.	b.) June 30, 2017	
c.) Revise personnel policies as appropriate to ensure compliance with Federal, State, and Local laws. Policies 100-122.	c.) Ongoing	

Technology & Information Assurance/Security

a.) Back up A.S.I. Data on a monthly cycle.	a.) Ongoing	WELCOMING AND INCLUSIVE CAMPUS
b.) Assess the effectiveness of A.S.I. App and the interface of all social media platforms in A.S.I.	b.) Monthly	

Financial Policies and Procedures

a.) Continue to review, update, and enhance A.S.I. Fiscal Policies & Procedures. Policies 200-226.	a.) Ongoing	WELCOMING AND INCLUSIVE CAMPUS
b.) Update & Follow 2017-18 Budget Approval Timeline and Deadline	b.) July 10, 2017	
c.) Review student organization funding procedures to improve equity and accountability within A.S.I. Finance Committee approval process.	c.) Ongoing	

Record Keeping

a.) Maintain record keeping practices to ensure the timely receipt, storage, and disposal of records. Increase accountability of student appointees/directors responsible for timely submission of by-weekly and state of affairs.	a.) Ongoing	WELCOMING AND INCLUSIVE CAMPUS
b.) Prepare for annual MGO Financial Audit	b.) June 30 - September 30, 2017	
c.) Prepare for CSU Audit conducted per area	c.) Upon Request	

Budget

a.) Research revenue generating opportunities to enhance A.S.I. Budget and offer students more services and programs.	a.) Ongoing	WELCOMING AND INCLUSIVE CAMPUS
b.) Set long-term goals to manage Trailer System and reserves	b.) October 2017	
c.) Coordinate Alternative Funding & Referendum Ad-hoc Committee Efforts with VP for Finance	c.) July 1 – August 30, 2017	

Process Mapping

a.) Update the following:		WELCOMING AND INCLUSIVE CAMPUS
i. General Elections COP & Timeline Review	i.) November 2017	
ii. Grant-In-Aid Process review with Financial Aid Department - Training for Pro Staff and students on GIA impact on Aid iii. A.S.I. Board & Committee Appointment Process - Elections & Midyear	ii.) July 31, 2017 iii.) Ongoing	

SPECIAL COMMON INITIATIVES & PRIORITIES

Customer Service: Staff Training and Professional Development

Student and professional staff will participate in training to address issues relating to: a) Strategic Planning b) Leadership c) Customer Service, and d) Professional Development	a.) Summer & Fall b.) Fall c.) Ongoing d.) Ongoing	<ul style="list-style-type: none"> WELCOMING AND INCLUSIVE CAMPUS
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A.S.I. Book Voucher Program and General Scholarship

a.) Finance Committee Scholarship Ad hoc Committee - Continue marketing of Book Voucher Program and transition to Raul Henderson Book Voucher Program	a.) July 1-August 13	<ul style="list-style-type: none"> ENGAGEMENT, SERVICE, AND THE PUBLIC GOOD ACADEMIC DISTINCTION,
<u>Enrollment Management</u> Not applicable to our department.		

Retention & Graduation Efforts

Advocacy and Leadership: Campus Wide Committee

A.S.I. will strive to attain maximum student involvement in campus wide academic and administrative committees. Increase graduate involvement on committees.	Ongoing	<ul style="list-style-type: none"> ENGAGEMENT, SERVICE, AND THE PUBLIC GOOD ACADEMIC DISTINCTION, STUDENT SUCCESS
Assess current student leaders perception of their shared governance experience on campus wide committees and in A.S.I.	Each Semester	
Assess committee member perception of their shared governance experience on campus wide committees.		

INDIVIDUAL DEPARTMENTAL INITIATIVES

Marketing, Branding, & Recruitment

<u>Marketing: Website and Smart Phone Application</u>		
a.) Develop and Re-launch the A.S.I. website and Smart Phone App highlighting A.S.I.'s unique features and services: 1) Simplify and beautify 2) Expand and streamline application process (online) 3) Incorporate Biweekly and State of Affairs Report submission (online)	a.) Ongoing	<ul style="list-style-type: none"> WELCOMING AND INCLUSIVE CAMPUS

4) Incorporate Program proposal and assessment		<ul style="list-style-type: none"> • ENGAGEMENT, SERVICE, AND THE PUBLIC GOOD
b.) Develop incentives for the entire campus community to use the A.S.I. Website to keep people aware of campus events, involvement opportunities, and the various services we offer.	b.) Ongoing	
c.) Expand branding of A.S.I. via Social Network and A.S.I. App	c.) Ongoing	

Marketing: A.S.I. Brochures

a.) Re-design and distribute A.S.I. brochures that will highlight advocacy, involvement in campus life and services offered by A.S.I. The brochure will also increase visibility and acknowledgement of the extent to which A.S.I. participates in the campus community.	a.) Ongoing	<ul style="list-style-type: none"> • ENGAGEMENT, SERVICE, AND THE PUBLIC GOOD
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Marketing: Distribution Plan

Develop opportunities within A.S.I. to promote and manage volunteer participation.		<ul style="list-style-type: none"> • ENGAGEMENT, SERVICE, AND THE PUBLIC GOOD
a.) Coordinate SWAG purchases and giveaways.	a.) Ongoing	
b.) Develop and implement marketing incentives campus wide to attract new students to the services & programs offered by A.S.I.	b.) May 2017; Ongoing	

A.S.I. Services Increased Visibility

Increase visibility:		<ul style="list-style-type: none"> • WELCOMING AND INCLUSIVE CAMPUS • ENGAGEMENT, SERVICE, AND THE PUBLIC GOOD
a.) Weekly promotion campus wide via e-mails, social media outlets, and tabling.	a.) Ongoing	
b.) Outreach to new students during orientation,	b.) August 2017	
c.) Classroom presentations for the first two weeks of each semester.	c.) Ongoing	

ADVOCACY AND LEADERSHIP

TARGET DATES

Cal State LA STRATEGIC INITIATIVES

Advocacy and Leadership: Eligibility

Educate and reinforce eligibility expectations and procedures to A.S.I. Board members and representatives. Identify and create programs to assist students with academic performance.	a.) Ongoing	<ul style="list-style-type: none"> • ENGAGEMENT, SERVICE, AND THE PUBLIC GOOD • ACADEMIC DISTINCTION, • STUDENT SUCCESS
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Advocacy and Leadership: Alignment

a.) Develop our A.S.I. Strategic Plan for 2017-2021.	a.) Ongoing	<ul style="list-style-type: none"> • ENGAGEMENT, SERVICE, AND THE PUBLIC GOOD • ACADEMIC DISTINCTION, • STUDENT SUCCESS
b.) Educate and require A.S.I. leaders, staff, and students to know the University Strategic Plan and their role in serving students via A.S.I.	b.) Ongoing	
c.) Retention & Graduation - A.S.I. will be involved in the campus wide dialogue to increase student retention and academic success.	c.) Ongoing	

Advocacy and Leadership: College Connection

a.) Support College Representative Student Leaders on their roll to advocate for their constituency.	a.) Ongoing	<ul style="list-style-type: none"> • WELCOMING AND INCLUSIVE CAMPUS • STUDENT SUCCESS
b.) Aggressively market and recruit students to serve on campus wide committees with a goal of filling each committee by the last BOD meeting in fall semester.	b.) Ongoing	

PROFESSIONAL ACTIVITIES	TARGET DATES	Cal State LA STRATEGIC INITIATIVES
<u>Advocacy and Leadership: Leadership/A.S.I. Board Development</u>		
a.) Summer Retreat	a.) August 11-13, 2017	<ul style="list-style-type: none"> • WELCOMING AND INCLUSIVE CAMPUS • STUDENT SUCCESS
b.) Winter Retreat/Training will take place for student leaders to establish and assess the goals set for the year. Goals set in the summer will be revisited in the winter to determine our success and to set a new direction to ensure we achieve our A.S.I. objectives for the academic year. Strategic Planning will be central.	b.) Winter Break/Just before spring semester	
<u>Staff & Professional Development</u>		
a.) Professional Staff Teambuilding & Retreat efforts to complement the A.S.I. and campus Strategic Plans.	a.) Fall Semester & Ongoing	<ul style="list-style-type: none"> • WELCOMING AND INCLUSIVE CAMPUS • STUDENT SUCCESS
b.) Foster a collaborative and encouraging environment for all staff members through staff meetings, retreats, and one-on-ones.	b.) Ongoing	
c.) Fully participate and engage with campus committees and councils on behalf of A.S.I. <ul style="list-style-type: none"> i. Student Affairs Council ii. Campus Climate iii. Men of Color Network 	c.) Ongoing	
<u>Advocacy and Leadership: Cal State LA Political Awareness Series</u>		
a.) A series of events will encourage voter registration and increase awareness of the various political issues affecting students at Cal State L.A. (NVRD)	a.) November 7	<ul style="list-style-type: none"> • ENGAGEMENT, SERVICE, AND THE PUBLIC GOOD
b.) This is a continuing initiative within the CSU in conjunction with the California State Student Association (C.S.S.A.). We will be collaborating with regional sister CSU's A.S.I.'s, Cal State LA Institutional Advancement, and the Alumni Association.	b.) September & October 2017 February & April 2018	

CAL STATE LA STRATEGIC PLAN

STRATEGIC PRIORITY AREA: ENGAGEMENT, SERVICE, AND THE PUBLIC GOOD

Overall Goal: Graduate civic-minded students equipped for and committed to engagement, service, and the public good

Key Initiatives:

- Develop cross-campus capacity to support civic learning
- Increase alumni involvement in and loyalty to Cal State LA
- Increase and strengthen community outreach partnerships
- Become L.A.'s premier educational anchor institution and contribute to the overall well-being of the region
- Expand service learning opportunities
- Foster a thriving and progressive region through meaningful collaborative partnerships among and within the University, alumni, and communities of the greater Los Angeles area
- Promote global awareness and strengthen international partnerships and opportunities

STRATEGIC PRIORITY AREA: WELCOMING AND INCLUSIVE CAMPUS

Overall Goal: Nurture a welcoming and inclusive campus where students, faculty, and staff thrive and community is honored and cultivated

Key Initiatives:

- Foster Golden Eagle Pride for all members of the University community
- Streamline and improve administrative processes and leverage cutting-edge technology
- Realize the promise of diversity and inclusive excellence across the University
- Increase effective communication, shared planning and goals, and collaborative decision-making among students, faculty, staff, and administration
- Increase the number of welcoming and healthy spaces on campus
- Ensure faculty and staff hiring that reflects and contributes to a diverse and inclusive community
- Bolster faculty and staff professional development
- Continue to invest in upgrading and improving buildings and infrastructure

STRATEGIC PRIORITY AREA: STUDENT SUCCESS

Overall Goal: Create a positive, holistic student experience with a clear and timely path to a high-quality degree

Key Initiatives:

- Cultivate and affirm an asset-based mindset and practice in everything we do, one that honors our students' unique talents, diverse life experiences, and intellectual curiosity
- Ensure course availability
- Ensure a rigorous, challenging, and high-quality education for all students
- Provide proactive, consistent, and quality advising and academic support
- Foster a vibrant and enriching campus life, including opportunities for greater involvement in student leadership, athletics, clubs, and activities
- Promote access to and utilization of student wellness services
- Strengthen transition-to-career support services, including increasing internship and mentoring opportunities
- Expand student-alumni networking and mentoring opportunities

- Ensure effective staffing to support student success
- Promote strategic thinking and implement effective practices that engage distinct student communities

STRATEGIC PRIORITY AREA: ACADEMIC DISTINCTION

Overall Goal: Provide high-quality undergraduate and graduate programs and investment in faculty who are uniquely committed to educating a diverse student body

Key Initiatives:

- Promote inclusive pedagogical approaches that address the distinct values, beliefs, and cultures of our students
- Build academic programs that transcend disciplinary boundaries
- Promote engaged teaching and learning
- Promote the teacher-scholar model by supporting faculty research and creative projects, and engagement with the community
- Support diverse learning approaches, pioneering and innovative curricula, and faculty-student research opportunities
- Promote ample opportunities for faculty to advance effective teaching practices
- Recruit and retain more tenured and tenure track faculty
- Recognize and support faculty and staff who contribute to the academic success of our students

EXECUTIVE DIRECTOR ANNUAL & SEMESTER PROJECT TASKS

The Associated Students, Inc. Executive Director (ED) acts on behalf of the Board of Directors on matters including but not limited to: fiscal management, student development, corporate safety, legal affairs, personnel and program management, strategic planning, policy and procedures development, and compliance. The Executive Director serves to develop continuity and cohesion within the Associated Students, Inc. to ensure timely and efficient transition for student administrations to ensure that A.S.I. maintains its position as a leadership laboratory. The ED also performs the duties of the Associated Students, Inc. Operations Officer as provided for in the A.S.I. Articles of Incorporation, Bylaws, and Codes of Procedures. Organize, manage, direct and supervise the corporate functions of the Associated Students, Inc. (Under the direction of the Board of Directors)

General oversight and implementation of the following on a daily, weekly, and/or monthly bases:

- Build long-term relationships in the interests of A.S.I. –
 - Take steps necessary to ensure the A.S.I. maintains good standing and cooperative relations with the University.
 - University Divisions: Student Affairs, Academic Affairs, Administration and Finance, ITS, & Institutional Advance
 - Auxiliaries: U-SU, Housing, Health Center, UAS, CSULA Foundation, and Alumni.
- Administratively manage the operation of A.S.I. programs and services
- Implement of the policies, procedures, and programs adopted by the A.S.I. Board of Directors
- Identify the problems and priorities of A.S.I.
- Develop, implement and administer the programs, services and finances of A.S.I.
- Makes recommendations and coordinates immediate and long term planning objectives and policy development for the Associated Students, Inc.
- Responsible for long-term policies regarding personnel, management as well as day to day management
- Maintain and publish up-to-date copies of the A.S.I. Bylaws, Codes of Procedures, Committee Rules and Regulations and other official A.S.I. documents of record.
- Ensure the A.S.I.'s legal interests are protected and that the A.S.I. Board of Directors is informed of pertinent laws, regulations, and policies.
- Assist in the formulation and preparation of the A.S.I. budget, and establish and maintain sound fiscal and operational policies and procedures.
- Assists the external auditor with the annual audit and ensures that it meets the required deadline.
- Responsible for all facets of the A.S.I. personnel program including recruitment, placement, orientation, training, performance evaluation, salary schedules, classification, retention, discipline or dismissal and employee relations, including morale and grievances. Supervises and evaluate all paid employees and ensure their performance is consistent and of exceptional quality.
- Responsible for carrying out all personnel policies of the A.S.I. and be knowledgeable of all University personnel policies.

Short Term Goals & Responsibilities

- Manage the current work-in-progress
- Campus Wide E-mails schedule promoting A.S.I.
- Ensure A.S.I. strategic plan is being incorporated and followed operationally and programmatically.
- Advise student directors on fiscal procedures affecting their respective budgets.
- Pursue and create new networks to develop A.S.I. policies and programs to benefit the student body population.□
- Maintain comprehensive and accurate accounting and purchasing procedures.
- Ensure accounting and check processing efficiency within the organization.
- Maintain up-to-date account and file records.
- Ensure accepted accounting and fiduciary guidelines are followed.
- Provides reports to the Associated Students, Inc., President and other as needed and/or directed.
- Keeps a quarterly updated list of A.S.I. assets and properties.
- Ensures that all investments comply with state laws and A.S.I. policies.

- Develop vision/mission statements and put into practice a strategic plan that will empower students to their full leadership potential.
- Expected to assimilate and maintain the organizations institutional memory and to orient incoming officers, BOD members and committee members and staff on A.S.I. history policies, procedures and methods.
- Serves as a reference person for all A.S.I. personnel and BOD on all A.S.I. policies and procedures.
- Sensitive and responsive to the role of student involvement in University governance and A.S.I. in particular.
- Coordinate activities, including social, cultural, and recreational with clubs and organizations.
- Coordinates staff, student, and University efforts to realize A.S.I.'s objectives as articulated by the A.S.I. officers and Board of Directors.