

# A.S.I. Cal State LA

## Draft strategic initiatives (Fall 2017)

### **Internal and Financial:**

Overall Goal: TBD

1. Training for ASI student leaders:
  - Provide training on Robert's Rules of Order and leadership workshops.
2. 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.
3. New Services and Programs:
  - Ensure that our current programs and services are promoted effectively and are in compliance with the Americans with Disabilities Act.
4. 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.
5. Update Policies:
  - Review and update policies.
  - Conduct research on policy changes outside of meetings to avoid multiple amendments.
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. 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.
8. Financial Literacy:
  - Provide workshops with financial advisors, advertise these workshops.
9. 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.
10. Funding Top Priorities:

- 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.

## **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

### 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.

### 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.
- 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.
- 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.

## **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
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
  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. 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. 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 shootouts in social media platforms: Accountability to the Student Body
    - Create the space for students to raise their issues, concerns, questions and opinions
  6. 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 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

## **Advocacy:**

Overall Goal: TBD

1. 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
2. Informing all activist groups that A.S.I. is here to help
3. Be more public and try to make A.S.I. more transparent
4. Ensuring student feedback through events, surveys, etc.
5. Focus groups on specific issues
6. Surveys brought to the College Student Councils
7. Healthier & cheaper options (Subway?)
8. Academic Advisement:
  - Advisors reach out to students
  - Answers all in 1 place of making advisors, staff, etc. Make them more knowledgeable of other campus resources
  - Advisors are held more accountable
9. Increasing diversity in groups represented in committees (Not just race, Ex: Veterans, Students with Disabilities, etc.)
10. Make issues more personal to students
11. Make A.S.I. easier to identify
12. Commercial for A.S.I.
13. Create a flyer for committees
14. Make a Recruiting Position?
15. Not enough money to advisement
16. Capacity of the school is almost full (Classes, Parking, Housing, etc.)
17. Library rooms are always booked, not enough space for studying
18. Encouraging Professors to allow A.S.I. elections to be considered in class
19. A.S.I. gets to freshman first
20. Host more events in the office
21. Elevators fail, Fire alarms get pulled too often
22. Build a training for activists:
  - Recruit and connect people here
23. Create or find the opportunities to express themselves
24. Anonymous box outside A.S.I. office
25. Academic senators overlook committee members
26. Faculty mentor committee members
27. CAPS is backed up

28. Protecting Gender-neutral bathrooms
29. Address challenges to the University
30. More interactive forum
31. More Vegan-friendly food & affordability
32. More parking near Public Transportation options.