A.S.I. Cal State LA

Draft Strategic Initiatives

SPC Fall 2017

CLEAN DRAFT

# Internal and Financial:

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| **Overall Goal**: TBD1. Create an annual program for students about financial literacy that provides information on financing and other forms of support to help students pay for college
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| 1. Develop a needs assessment and conduct a feasibility study to research the possibility of developing new programs and services in the university.
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| 1. Evaluate the long-term financial stability of A.S.I. and the existing fee structure, which may include indexing the fee to HEPI or raising the fee through a referendum.
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| 1. Create an annual training program for student club leaders on budget development and financial management that also outlines a method for implementing the program.
2. Evaluate the current funding allocations in A.S.I. to direct financial resources toward the highest priorities for the organization.
3. Develop a comprehensive training program for A.S.I. student officers that addresses strategic planning, updated policies, Robert’s Rules of Order, organizational structure, and budget management.
4. Assess the current leadership and organizational structure of A.S.I. to meet the current campus climate and student needs.
5. Enhance A.S.I.’s operational transparency by updating policies and current practices and provide regular reports to the student body regarding the organization’s financial status.
6. Updating the A.S.I. website to make it easier for students to apply for a position in A.S.I.
7. Evaluate A.S.I.’s brand recognition on campus with the intention to enhance the student connection to and feelings toward A.S.I.
8. Achieve 100% participation in elected and appointed student positions in the Academic Senate, Internal Committees, and University Committees.

Programs & Services**Overall goal:** TBD1. Increase the accessibility of A.S.I.’s programs to the student population by making them free of charge and evaluating the time and location as well as ensuring ADA compliance of the event.
2. Increase Golden Eagle Pride by creating a traditional, holistic annual event along with a strong marketing campaign which includes giveaways and promotes student engagement in clubs and organizations and also support Athletics.
3. Plan and execute exciting, efficient and interactive events through partnerships between A.S.I., alumni, the general campus community, local businesses, and the Life After College program in order to help prepare students for solidifying careers after graduation.
4. Consistently evaluate all programs and services offered by measuring overall student participation and collecting survey data from all those involved for feedback in order to improve future events.

Communication and OutreachOverall Goal: TBD 1. Strengthen overall campus communication between ASI, the University, and the student body that supports the scholastic/social environment, relates fiscal issues, and facilitates the understanding and use of technologies.
2. Develop a recruitment strategy which targets and cultivates individuals who exhibit leadership qualities with which they can strengthen the efficacy of ASI’s vision and mission statement.
3. Develop avenues and procedures through which a focused strategic organizational marketing plan can be developed to the student body and campus in general through a robust Graphic Design/Web platform that assesses the campus environment in terms of social, economic, political and technological opportunities and challenges.
4. Strengthen the relationship between ASI and integral programs which support the student body in general, including those which place an emphasis on the development of freshmen and transfer students, in order to facilitate the development of current and future students’ success.
5. Support the establishment of comprehensive leadership development training programs for student leaders with defined learning objectives for communication, professionalism, and collaboration.

AdvocacyOverall Goal: TBD |