



*"...For the Students, by the Students!"*

# STRATEGIC PLAN

# 2017-2022

# THE STRATEGIC PLAN

- Guideline that charts a course for the next 5 years
- A living document – flexible and may change
- Based on current state of ASI & projections for the future
- Influenced by internal and external factors
- Aligned with the University's Strategic Plan

# The Planning Process

## ASI's Story

- Review and summarize ASI's history
- Document important milestones
- State of ASI today (staffing, financially, programs and services, etc.)

## Influential Factors

- Identification of stakeholders
- Environmental scan - engage stakeholders, review factors that may impact the organization and the strategic plan

## Foundation for the Future

- Strengths, weaknesses, opportunities, threats (SWOT) analysis
- Summarize key findings

## Vision and Mission

- Review and revise ASI's vision and mission
- Review organization's values and motto or other ASI statements

## Strategic Plan Development

- Gather departmental goals and feedback
- Categorize and summarize findings from environmental scan and SWOT
- Draft strategic initiatives, objectives
- Develop the strategic action plan

# ASI'S STORY

- Organizational milestones
- Incorporation
- Organizational charts
- Previous strategic plans
- Governing documents
- Current list of programs and services
- Challenges and accomplishments in the past 5 years





INFLUENTIAL  
FACTORS &  
FOUNDATION FOR  
THE FUTURE

# STAKEHOLDERS

## INTERNAL

- Students - current and future
- ASI Staff (professional and student)
- Student leaders
- Chartered Student clubs and organizations and their members – **Aaron C.**
- Key Administrators: Dean of Students, VP of Student Life
- Anna Bing Arnold
- EPIC – **Marcos M.**
- Dreamers RC – **Marcos M.**
- EOP – **Marcos M.**
- Veterans RC – **David G.**

- Directly impacted by or have a direct impact on ASI
- Regularly involved with programs and services
- These groups know ASI the best

# STAKEHOLDERS

## EXTERNAL

- Depts. Providing services to ASI- Cashier, Disbursements, HR, Financial Aid, Business Financial Services - **Aaron C.**
- President's Office – **David Z.**
- Provost – **David Z.**
- Key faculty, staff, administrators
- CSU System, Chancellor's Office
- Partnering campus auxiliaries (USU, UAS) – **David Z.**
- Other CSU Auxiliary Organizations (AOA)
- California State Student Association (CSSA)
- University Advisors
- Auditor/Legal Counsel - **Aaron C.**
- Center for Engagement, Service, and the Public Good

## EXTERNAL

- Academic Senate – **Neyda U.**
- Alumni Association – **David Z.**
- Athletics – **David G.**
- Career Center – **David G.**
- Center for Psych Services
- CFA – **Neyda U.**
- Facilities
- Health Center
- Housing – **David G.**
- OSD – **Neyda U.**
- Parent and Family Orientation
- Risk Management – **David Z.**
- College Deans – **David Z.**

## EXTERNAL

- Parking Services
- Public Safety – **David Z.**
- Welcome Center
- CSI - **Aaron C.**
- CCC



# MISSION AND VISION

**ESTABLISHING A HEADING**



# PROPOSED VISION STATEMENT

Ignite potential and  
empower student voices

# PROPOSED MISSION STATEMENT

## 2017-22

### Our Purpose



Since 1959, Associated Students, Inc. has promoted the establishment of, and provided the means for, effective avenues of student input into the governance of the campus; provided an official voice through which student opinion could be expressed; provided an opportunity where students could gain experience and training in responsible political participation and civic leadership; assisted in the protection of the rights and interests of individual students; and stimulated the educational, social, physical and cultural well being of the university community.



# GOALS & KEY STRATEGIC INITIATIVES

## STRATEGIC PLAN DEVELOPMENT

**SETTING THE COURSE FOR ASI**

# GOAL #1: CREATE A VIBRANT, INCLUSIVE, AND WELCOMING CAMPUS THAT PROMOTES STUDENT SUCCESS AND ENCOURAGES ACTIVE CIVIC ENGAGEMENT.

## Key Initiatives:

- Increase Golden Eagle Pride by creating new traditions and annual events with strong marketing campaigns.
- Promote funding and leadership opportunities to clubs and organizations through student involvement and engagement.
- Build connections with club and organizations through funding, collaboration, and engagement.
- Increase the accessibility of ASI's programs to the student population.
- Secure consistent and active representation on campus and standing committees to ensure a positive campus climate for Cal State LA students.
- Design and implement programs that promote civic and democratic engagement, encourage global learning and a diverse and socially responsible campus.
- Strengthen overall campus partnerships between ASI, the University, and the student body that support academic excellence, scholastic environment, and student activism.
- Formalize and nurture partnerships with off-campus community entities to improve the student experience at Cal State LA.

# GOAL #2: PROVIDE DYNAMIC, EFFECTIVE, AND INTERACTIVE PROGRAMS AND EVENTS TO HELP STUDENTS DEVELOP LIFE SKILLS FOR THEIR CURRENT AND FUTURE SUCCESS.

## Key Initiatives:

- Aid in the development of a series of programs for student leaders on budget development, program implementation, and financial management.
- Educate ASI student leaders and student committee members on how to effectively serve on ASI and University committees.
- Empower students with tools for advocacy to voice their concerns on important issues and influence decision makers.
- Promote avenues to encourage students to voice their concerns on important issues.
- Identify and encourage potential student leaders to positively engage at Cal State LA and the surrounding community.
- Collaborate with the University to create annual programs about financial literacy to help students pay for college.

# GOAL #3: AS THE OFFICIAL STUDENT VOICE, ASI ASSESSES AND ALIGNS RESOURCES TO MEET THE STUDENT NEEDS.

## Key Initiatives:

- Develop tools to consistently assess the effectiveness and impact of ASI's programs and services.
- Analyze current and predict future student needs to guide the development and prioritization of action plans to properly serve the student body.
- Review the current leadership and organizational structure of ASI to improve organizational effectiveness.
- Evaluate the long-term financial stability of ASI and the existing fee structure to better meet pressing student needs.
- Refine our marketing strategies to increase student engagement with ASI.
- Through data driven practices, identify the needs and interests of the student body on an annual basis to serve as an organizational guideline.
- Ensure the culture of advocacy is integrated throughout duties of ASI student leaders.



# STAKEHOLDER INPUT & FEEDBACK

**COMMENTS, THOUGHTS,  
SUGGESTIONS?**

# INPUT & FEEDBACK

- What are your initial impressions of the goals and the key initiatives under them?
- After reviewing each goal how would you prioritize the key initiatives by importance?
- Are the goals and key initiatives in alignment with ASI's Vision & Mission Statement?
- Do the goals & initiatives address the needs of students and their college experience?
- Do you feel the Strategic Goals and Initiatives are in alignment with what you know of Cal State LA's Strategic Plan? <http://www.calstatela.edu/strategicplan>
- For ASI Internal Committee's please answer the following:
  - How do you see your committee supporting the goals or priority initiatives you connect with?