ASI Strategic Plan 2018-2023

Strategic Initiatives and Action Items

Priority Area | Welcoming and Inclusive Campus	Create a vibrant, inclusive, and welcoming campus that promotes student success and encourages active civic engagement.		
1. Increase Golden Eagle Pride by creating new traditions and annual events with strong marketing campaigns.			
Supporting Action Item	**Timeline**	**Measure of Progress**	**Responsible Party**
Athletic collaborations			
2. Promote funding and leadership opportunities to clubs and organizations through student involvement and engagement.			
Supporting Action Item	**Timeline**	**Measure of Progress**	**Responsible Party**
Funding committee			
Collaborations with CSI			
ASI open positions			
ASI internal committees			
3. Build connections with club and organizations through funding, collaboration, and engagement.			
Supporting Action Item	**Timeline**	**Measure of Progress**	**Responsible Party**
OCD Collaborations			
4. Increase the accessibility of ASI's programs to the student population.			
Supporting Action Item	**Timeline**	**Measure of Progress**	**Responsible Party**
OSD Liaison			
share our calendar and involvement opportunities with OSD			
Increase campus exposure			
5. Secure consistent and active representation on campus and standing committees to ensure a positive campus climate for Cal State LA students.			
Supporting Action Item	**Timeline**	**Measure of Progress**	**Responsible Party**
Representation at Academic Senate Retreat			
Trainings			
Involvement Central – Take Your Seat @ the Table			

Welcoming and Inclusive Conference			

6. Design and implement programs that promote civic and democratic engagement, encourage global learning and a diverse and socially responsible campus.			
Supporting Action Item	**Timeline**	**Measure of Progress**	**Responsible Party**
Civic Engagement Campus Wide Committee Meeting			
Voter Registration Day			
Presenting and attending at conferences			

7. Strengthen overall campus partnerships between ASI, the University, and the student body that support academic excellence, scholastic environment, and student activism.			
Supporting Action Item	**Timeline**	**Measure of Progress**	**Responsible Party**
Assess how student voice impacts the scholastic nature of the campus			

8. Formalize and nurture partnerships with off-campus community entities to improve the student experience at Cal State LA.			
Supporting Action Item	**Timeline**	**Measure of Progress**	**Responsible Party**
Prioritize University Support			
High School Outreach			
Alumni Mentorship			
Farmers Market			
discounts for students from community businesses			

How will we know we are making progress? – example metrics:

- Increase advocacy and civic engagement focus in all programs and initiatives.

- Increase and track opportunities for student involvement in ASI and campus wide committees.

- Assess and document ASI Student Government's impact on campus culture (i.e. surveys, focus groups, etc.)

- Review demographic data from general marketing and branding efforts and through a targeted social media plan.

Priority Area | Student Success	Provide dynamic, effective, and interactive programs and events to help students develop life skills for their current and future success.		
1. Aid in the development of a series of programs for student leaders on budget development, program implementation, and financial management.			
Supporting Action Item	Timeline	Measure of Progress	Responsible Party
Managing you financial future now and beyond event series			
Holistic Life skills series focused on health and wellness			
2. Educate ASI student leaders and student committee members on how to effectively serve on ASI and University committees.			
Supporting Action Item	Timeline	Measure of Progress	Responsible Party
Summer training focus			
New member orientation			
3. Empower students with tools for advocacy to voice their concerns on important issues and influence decision makers.			
Supporting Action Item	Timeline	Measure of Progress	Responsible Party
Centralize Student Concern & Impact Webpage for students to visit			
4. Promote avenues to encourage students to voice their concerns on important issues.			
Supporting Action Item	Timeline	Measure of Progress	Responsible Party
Student Empowerment Golden Eagle Forums			
5. Identify and encourage potential student leaders to positively engage at Cal State LA and the surrounding community.			
Supporting Action Item	Timeline	Measure of Progress	Responsible Party

	Timeline	Measure of Progress	Responsible Party
Club recruitment initiative visiting all active clubs			
ASI College Rep presentations to Higher Ed 100 classes			
Group trainings that is interactive and hand on			
Connect ASI to professional development and employability beyond ASI			

6. Collaborate with the University to create annual programs about financial literacy to help students pay for college.			
Supporting Action Item	**Timeline**	**Measure of Progress**	**Responsible Party**
Financial Aid collaboration meeting			

How will we know we are making progress? – example metrics:

- Increased collaborations offering involvement and programming addressing financial literacy, life in and after college success planning

- Provide monthly status report regarding important issues affecting students

- Create a list of life skills provided through programming and evaluate how these skills help students for their current and future success.

Priority Area | Engagement, Service and the Public Good	As the official student voice, ASI assesses and aligns resources to meet the student needs.		
1. Develop tools to consistently assess the effectiveness and impact of ASI's programs and services.			
Supporting Action Item	Timeline	Measure of Progress	Responsible Party
2. Analyze current and predict future student needs to guide the development and prioritization of action plans to properly serve the student body.			
Supporting Action Item	Timeline	Measure of Progress	Responsible Party
3. Review the current leadership and organizational structure of ASI to improve organizational effectiveness.			
Supporting Action Item	Timeline	Measure of Progress	Responsible Party
4. Evaluate the long-term financial stability of ASI and the existing fee structure to better meet pressing student needs.			
Supporting Action Item	Timeline	Measure of Progress	Responsible Party
monthly and annual reconciliation and assessment of spending			
5. Refine our marketing strategies to increase student engagement with ASI.			
Supporting Action Item	Timeline	Measure of Progress	Responsible Party
Marketing and Branding Committee will develop an annual plan			

6. Through data driven practices, identify the needs and interests of the student body on an annual basis to serve as an organizational guideline.			
Supporting Action Item	**Timeline**	**Measure of Progress**	**Responsible Party**
semester and annual survey tool to assess our impact			

7. Ensure the culture of advocacy is integrated throughout duties of ASI student leaders.			
Supporting Action Item	**Timeline**	**Measure of Progress**	**Responsible Party**
ASI Administrative Manual and Trainings			

How will we know we are making progress? – example metrics:

- Regular assessment of monthly and annual spending during budget reviews to determine trends.

- Establish a semester and annual survey tool to assess our impact on the collegiate experience of Cal State LA students.

- Assess data captured from training surveys, 360 Evaluations, and self-evaluations to assist with updating ASI Administrative Manual and Trainings ensuring student leader growth and capability.

DEFINITIONS

Supporting Action Items
1.   Identify specific actions that need to be undertaken to implement and sustain the initiative.
2.   There is no limit to the number of action items, but it most cases it ranges from 3-5.
Measures of Progress
1.   Identify specific metrics that can be used to gauge success of the initiative.
2.   There is no limit to the number of measure of progress, but it most cases it ranges from 3-5.
Timeline
3.   Identify specific metrics that can be used to gauge success of the initiative.
4.   There is no limit to the number of measure of progress, but it most cases it ranges from 3-5.
Responsible Party(s)
5.   Who is responsible for completing the work or leading the work? Could be an individual or a committee. Must have a lead who can be held accountable.