

PLAN

Strategy

ASSOCIATED STUDENTS

PLAN

ASSOCIATED STUDENTS
INCORPORATED



OUR VISION
Ignite Potential
& EMPOWER STUDENT VOICES

MOTTO
For the Students
BY THE STUDENTS

ASSOCIATED STUDENTS, INC.

STRATEGIC PLAN

THE STRATEGIC PLAN WILL GUIDE ASI TOWARDS REALIZING OUR VISION FOR THE NEXT FIVE YEARS TO POSITIVELY IMPACT CAL STATE LA CAMPUS.

2018-2023

Our MISSION

SINCE 1952, ASSOCIATED STUDENTS, INC. HAS PROMOTED THE ESTABLISHMENT OF, AND PROVIDED:

- The means for, effective avenues of student input into the governance of the campus.
- An official voice through which student opinion could be expressed.
- An opportunity where students could gain experience and training in responsible political participation and community leadership.
- Assist in the protection of the rights and interests of individual students.
- Stimulate the educational, social, physical and cultural well-being of the university community.

For the Students
BY THE STUDENTS

Student ENGAGEMENT

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

- 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.

Student DEVELOPMENT

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

- 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.
- Identify and encourage potential student leaders to be engaged 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.

Student EMPOWERMENT

AS THE OFFICIAL STUDENT VOICE, ASI WILL ASSESS AND ALIGN RESOURCES TO MEET THE STUDENT NEEDS.

- 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 into the duties of all ASI student leaders.

MEASURE OF PROGRESS

- Increase student participation in advocacy and civic engagement 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.

- Increase the opportunities for students to get involved through programming that addresses financial literacy, and life/after college success planning.
- Provide regular status report regarding important issues affecting students to campus community and invested stakeholders.
- Assess our impact on the collegiate experience of Cal State LA students each semester and annually.

- Regular assessment of monthly and annual spending during budget reviews to determine trends.
- Assess data captured from training surveys, and Evaluation tools to assist with updating ASI Administrative Manual and Trainings to ensure student leader growth and capability.

STRATEGIC PLAN