

ASI Strategic Plan 2018-2023

Friday, April 13, 2018

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. Engage with student organizations to promote ASI funding and leadership opportunities.			
Supporting Action Item	Timeline	Measure of Progress	Responsible Party
Funding committee			
Collaborations with CSI			
ASI open positions			
ASI internal committees			
3. Build lasting connections with clubs on campus through resource sharing and collaborations.			
Supporting Action Item	Timeline	Measure of Progress	Responsible Party
OCD Collaborations			
4. Increase the accessibility of ASI's programs for all students.			
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 student representation on campus and in standing committees to preserve 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 reflect 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 supports 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:			
<ul style="list-style-type: none"> • 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 to help students develop life skills to insure current and future success.	
1. Aid in the development of a student leader workshop series that focuses 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-wide committees.			
Supporting Action Item	Timeline	Measure of Progress	Responsible Party
Summer training focus			
New member orientation			
3. Empower students with advocacy tools so they can voice their concerns, address important issues, and influence decision makers on campus.			
Supporting Action Item	Timeline	Measure of Progress	Responsible Party
Centralize Student Concern & Impact Webpage for students to visit			
Student Empowerment Golden Eagle Forums			
4. Identify and encourage potential student leaders to be engaged at Cal State LA and in the surrounding community.			
Supporting Action Item	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			

5. Collaborate with the University to create annual financial literacy programs to help students manage finances and 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

Priority Area Engagement, Service and the Public Good		As the official student voice, assess and align resources to meet 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 student needs and predict future challenges in order to guide the development and prioritization of ASI response and action plans.			
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 ASI marketing strategies to increase student engagement.			
Supporting Action Item	Timeline	Measure of Progress	Responsible Party
Marketing and Branding Committee will develop an annual plan			
6. Identify, through data driven practices, student needs and interests 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 into the duties of all ASI student leaders.			
Supporting Action Item	Timeline	Measure of Progress	Responsible Party
ASI Administrative Manual and Trainings			
<p>How will we know we are making progress? – example metrics:</p> <ul style="list-style-type: none"> • 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 in 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 in 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 in 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.