



**Department/Unit:** **Associated Students, Inc.**

**Semester:** **Fall 2025**

**Overview:**

Despite budget constraints and reductions across the board, ASI continued to provide essential services and program opportunities for students at Cal State LA. The key achievements and outcomes below demonstrate ASI's ability to sustain our essential functions and create exciting and noteworthy events that have never been seen on campus. ASI is a collaborative organization and this year's student leaders have proven to be champions of shared governance and seek opportunities to partner with clubs, departments, and the administration.

A specific focus for this academic year was the leadership development and training program for student leaders in ASI, which started in June just days after the students assumed office. Starting with the executive cabinet, the ASI staff provided a robust training program that helped prepare students for their leadership roles, fostered a strong team dynamic, and focused their goals for the year. Expanding the emphasis on leadership development, ASI co-created the Wingspan leadership pathways program with the U-SU, launching the program this fall with 80 student participants.

Lastly, ASI professional staff continue to shape the corporate functions, policies, and practices to comply with State, CSU, and campus guidelines. As a non-profit 501c3, ASI has grown significantly in the past four years, supporting all of our own HR functions, streamlining operations, and bringing our policies and procedures up to current-day professional standards.

**Key Achievements/Outcomes:**

- **Engaging incoming students** – ASI and U-SU provided a presentation about the Auxiliaries and the Wingspan leadership program to all new students during orientation. This was the first year ASI had a chance to get in front of all incoming students to introduce the role of student government and the programs/services provided by ASI.
- **Marketing services** – This fall, ASI hired a web designer to help overhaul and modernize the ASI website, which serves as the primary means of communication and transparency to the Student Body and the backbone of ASI's operations (meeting agendas, events, elections, etc.). The marketing department was fortunate to hire new students and the team is fully staffed, which has allowed ASI to provide design services to University departments while supporting our own functions.
- **Student Organization banking and funding**—ASI manages 95 RSO accounts with a total of \$151,013. There were 20 deposits made for a total of \$8,933 and 20 check requisitions for a total of \$3,585 this fall. ASI funded 24 RSO events totaling \$5,000 in fall 2025, supporting student-led events including conferences (professional



development), social events, community building, cultural building, career development, and educational programming.

- **Student government**—Leadership training and development was a priority for ASI this year, which started with an Executive officer retreat in June, weekly virtual training and monthly in-person day retreats in summer, and a 3-day overnight trip in Big Bear. The training established a strong team dynamic with this group of students and provided a strong foundation for the students to start their work this year. VP Day, VP Lindow, Chief of Staff Victor Rojas, Erick Frost Hollins, and Provost Lattimer all attended summer training sessions and provided in-depth information to the student leaders, which helped build connections between ASI and the University Cabinet. This year ASI also created a Canvas course starting with the election to manage student campaigns and candidate training that was later transitioned to provide an ongoing educational platform for leadership development for the elected officers. Lastly, while there is always some transition of students in and out of leadership roles, ASI has experienced only a few vacancies throughout the fall semester providing consistency and accounts for the various accomplishments of the fall semester.
- **Programming** – ASI improved our planning process for events this fall and are working to plan events one semester in advance to provide ample marketing exposure and smoother event management. ASI sponsored a total of 16 events in Fall 2025 covering themes such as community belonging, wellness, leadership & advocacy, cultural identity and empowerment, and civic engagement. A few programs of note include:
  - Fall Leadership Conference (with CSI) providing leadership development with a focus on freedom of speech and expression
  - The inaugural Wingspan leadership pathways program was a big success with 80+ students enrolling in the self-directed Canvas course
  - ASI worked with the College of Ethnic Studies and other University departments to bring CA Secretary of State Dr. Shirley Weber to campus this fall in a program honoring her legacy in education
  - ASI hosted a Town Hall with other student leaders from across campus inviting dialog on critical campus issues, gathering important feedback, and delivering recommendations for campus improvements
- **Collaboration and partnerships**
  - ASI staff and student leaders participated in the planning and execution of the University Campus Day Celebration and ASI funded/contracted a Ferris wheel; the first large carnival ride the campus has ever had. ASI also partnered with Residential Life for the “after event” drawing 300+ student attendees.
  - ASI donated the use of 40 lockers for the Dean of Students/Food Pantry for their Food Pantry Express Program.
- **Corporate infrastructure** – ASI staff continued to revise and bring the corporation’s policies and procedures up to standards and in compliance with system expectations, including HR functions for retirement, payroll, and benefits management.



**Growth Opportunities:**

- ASI made significant cuts to the 2025-26 operating budget again this year due to the ASI fee being static for almost 30 years, declining enrollment, and inflation. The budget draws heavily on ASI reserves (nearly \$250,000) to support essential services, programs, and human resources. To address this, ASI partnered with the U-SU to engage Brailsford and Dunlavey to provide a detailed analysis and comparison study of the Auxiliary fees and offer recommendations to stabilize and support the future growth of key student services and programs.
- In addition to the consultation for the fee increase, ASI has begun to work with the Board to develop a multi-year strategic plan. Initial brainstorming, environmental scan, and needs assessment work is being done this spring. The finalization of a strategic plan will occur next year after the results of the referendum are known.
- ASI relies on partnering and collaborating with campus departments for large programs because there is only one full-time activities professional, compared to other departments on campus that have several. Despite having minimal staffing, ASI produces a similar number of programs each year as the other departments. To balance the workload, ASI is considering implementing a program board model with paid student staff, however, this isn't financially viable at this time due to the budget. In the meantime, there are plans to grow the volunteer program and train student volunteers to help support ASI events.

**Goals for the Next Semester:**

- The ASI fee increase proposal and referendum scheduled for Fall 2026 is the lifeline for ASI. Even with a successful referendum, ASI would not see an impact to the revenue line until the 2028-29 academic year. The next two years will require continued use of ASI reserves in addition to budget cuts due to the declining campus enrollment. Therefore, the fee proposal, working with Fee Advisory and university leadership, and the referendum are top priorities for the coming semester.
- The MOU with University for IT, procurement, and accounting services is up for renewal this spring. ASI will begin negotiations to adjust the scope of work and the cost to align with current practices and hopefully help reduce the expense.
- ASI intends to expand opportunities for students to volunteer with the organization on the Screaming Eagles street team and also ASI committees. We feel this is a valuable training ground and pipeline to engage students and help fill the elected positions.
- Only a handful of student clubs applied for funding from ASI this fall and ASI intends to heighten outreach efforts and encourage RSO's to create events and seek support from ASI this spring.
- Spring is a busy time for the student leaders as well. The CHESS conference and CSSA plenary session focus heavily on advocacy work and lobbying at the State Capital. ASI will be launching a Substack newsletter called "The Sauce" this spring to create yet another way to communicate and gather feedback from the student body. The student leader election, a collaborative effort between ASI and the U-SU, is seeking to get 2,000



students to vote in this election and beat last year's record number of ballots cast. The applications are live the first day of classes and are due at the end of February.

- The spring programming calendar has been set, funds have been allocated by the Community Engagement and Outreach committee, and logistics are being planned for a strong series of spring events for the student body. ASI will be hosting the first Leadership Symposium, which builds on the fall leadership conference but focuses on a singular topic and aims to create an action plan to address a critical issue on campus.
- Policy work continues throughout the spring with various revisions, consolidation of policies, and the development of some new policies such as a comprehensive Employee Handbook. ASI is engaging a new attorney of record, since our previous one changed jobs, and we will be consulting with him on the policy work as well as ongoing Board training.

### **Opportunities for Support & Collaboration:**

- It is essential that ASI have the support of the University on the fee increase. ASI has requested that the Fee Advisory Committee be called to meet and is seeking a meeting with University Cabinet to review the recommendations from the B&D consultation and help identify an appropriate fee increase for the organization to submit to the students in the fall referendum.
- Campus support is requested to promote the election so that ASI, the U-SU, and the Senate can find good students to fill the leadership roles for the 2026-27 academic year. The election will be held in April and the new term for ASI begins June 1<sup>st</sup>.
- The opportunity for ASI to present to all incoming students during First Flight last summer was extremely valuable and it is unfortunate that the schedule changed for summer 2026. We believe ASI will have an opportunity to provide a brief statement to share highlights of the organization, which is appreciated but is not the same as the 30 minute presentation that was available last summer. To make up for this, ASI seeks other ways to connect with the new students through events, tabling, and getting into the classrooms for short presentations.

### **Spring 2026 Committee Charges & Initiatives:**

- For Spring 2026, each ASI committee has defined priorities to advance ASI's mission and prepare for our big initiatives:
  - Shared Governance Committee: Focus on University Affairs reporting with a lens on diversity & inclusion. Build a clear pipeline for student representation on campus committees: compile a directory of all University committees and identify student liaisons. Work to update the Shared Governance Council's charge and Code of Procedures (possibly restructuring or renaming) to strengthen student input on policy (e.g. facility improvements, safety, environmental projects). Explore adding University Staff or U-SU representatives as advisory members to the ASI Board to enhance collaboration.
  - Community Engagement & Outreach (CEO) Committee: Deepen connections with local schools and nonprofits. Assign a sub-team to engage local high



schools, introducing ASI to potential future students. Plan the ASB/I Conference with robust student involvement and outreach to local government leaders.

Proactively invite external organizations to participate in ASI events (e.g. career expos, service fairs) to raise awareness of student needs and build partnerships.

- Finance Committee: Drive the ASI fee referendum effort for Fall 2026. Complete the Brailsford & Dunlavey fee analysis and prepare materials for the Fee Advisory Committee. Simultaneously, explore alternative funding streams: evaluate philanthropic and grant opportunities (possibly collaborating with the University Foundation) to supplement student programs. Conduct an audit of funding allocations to RSOs for equity, revising the Funding Price List as needed. Survey student clubs about their funding needs and experiences, and develop an automated follow-up process after events to support RSOs in using ASI resources.
- Cabinet of College Representatives (CCR): Enhance support for college representatives. Establish a monthly joint meeting between all college reps and Shared Governance leadership to share feedback and coordinate advocacy. Develop training materials to help reps report effectively on college-specific issues (e.g. curriculum changes, facility concerns). Encourage CCR to work closely with Shared Gov to bridge academic and student governance channels. Create a culminating report assessing the efficacy of services (or lack thereof) provided by each college.
- Legislative Affairs (LAAC): Amplify civic engagement on campus. Organize a Power of Local Governance conference bringing in city or county elected officials to engage with students. Publicize upcoming CSSA and CHESS conferences widely and work to maximize student delegation (funding pending). Strengthen ASI's legislative agenda by connecting with local government stakeholders (with support from university government relations). Update bylaws by removing the outdated PBI (Presidential Board of International Affairs) representative position, as per board recommendations.
- These committee actions will be woven into ASI's spring calendar (board workshops, committee sessions, and full board meetings) to ensure accountability and momentum for each charge!

### **Goals for Spring 2026 & Institutional Impact:**

- Our top priority is securing a student-approved fee increase. By mobilizing the Fee Advisory Committee and preparing a clear campaign for Fall 2026, we aim to stabilize ASI's finances for the long term. Even if the referendum succeeds, new revenues won't flow until 2028-29, so FY2026-27 will require continued fiscal restraint. Meanwhile, we will pursue interim budget relief by renegotiating the MOU for IT/procurement services to align costs with ASI's current scale.
- We will grow the ASI volunteer program (the Screaming Eagles street team and committee support) to involve more students in leadership roles. Expanding volunteer opportunities is a cost-effective way to empower students, as engaged students have higher success rates and often become future student leaders. We will also intensify



outreach to RSOs by advertising ASI funding opportunities and hosting informational tabling during club fairs to encourage at least 50 more funding applications.

- ASI leaders will participate in key advocacy events (the CHESS and CSSA conferences in Sacramento) and then report back campus-wide via multiple channels. In Spring 2026, ASI is launching The Sauce newsletter on Substack as a new platform for timely updates and student feedback.
- Working with the U-SU and Senate, ASI will run an ambitious spring election campaign. We have set a goal of 2,000 student voters (a new record) by beginning candidate recruitment on Day 1 of classes and broadening promotion.
- Building on fall successes, ASI has pre-funded a full spring event lineup. A highlight will be the first Leadership Symposium, a focused conference tackling one critical campus issue (e.g. mental health or academic advising). Alongside traditional events (cultural celebrations, wellness fairs, etc.), ASI will continue its policy of planning events a semester in advance for maximum reach.
- Overall, throughout spring, ASI will work to leave a lasting institutional impact. By formalizing new engagement channels (volunteers, committees, a newsletter) and championing student interests in governance, we strengthen the university's mission to serve "California's new majority" learners.

**Conclusion:**

ASI has a strong student leadership team this year that is dedicated, eager, and very capable. We are fortunate that this group is here to lead us into the strategic planning process and the fee referendum. The summer and fall training allowed the ASI staff to develop the team and set the stage for the work this spring. We expect this group to be active next semester, engaging the campus on multiple fronts to advocate for student needs and create positive change. Despite the financial constraints, ASI continues to offer quality programs and services, stretching every dollar to support student success and create opportunities to engage the student community.