ASI's Future Possibilities – Strategic Plan 2027-2034

2025-26 ASI Discussion

Background

- *Align with CSU strategic plan and Cal State LA plans – review strategic initiatives and direction and align ASI's overall themes with this (will align with Cal State LA's strategic plan when developed)*
    - *Student Success Framework*
    - *Moving California Forward: The Economic Power of the CSU- Executive Summary*
        - *strengthen CSU as a key driver of student success and economic mobility for diverse learners, especially first-generation, low-income, and underrepresented students*
        - *a vision of serving "America's new majority" — a diverse population of students with varied needs and life experiences*
        - *CSU explicitly aims to be a premier engine for economic mobility and workforce resilience — linking education to career pathways*
        - *building financial resilience and demonstrating higher education value*
        - *inclusive stakeholder engagement and bringing student voices into vision setting and implementation*
        - *expanding community connection and statewide impact*
        - *building operational effectiveness and institutional resilience*
- *Research other campuses like CSULA – environmental scan and SWOT*
- *Consider B&D's recommendations - discuss*
    - *Discuss with U-SU to identify collaboration points and what's unique for each Auxiliary*
- *What is unique about Cal State LA and the CSU?*
    - *Significant number of commuter students – many live at home*
    - *High percentage of first-generation and low-income students*
    - *Significant number of students need to work*
    - *Significant number of transfer students,*
- *Need to provide the answer to: Why should you choose CSULA?*
- *What does your student government do for you?*
- *How can we compete for the demands on students' time?- have to integrate into their lives, times of events, types of events, Zoom/in person, etc.*

Student Government / Advocacy / Outreach

1. **Increase ASI's visibility on campus**
    a. ASI more visible on the first floor of the U-SU and across campus
    b. Multiple ASI hubs- current location is on the edge of campus, need more points for access and connection throughout campus
    c. Central platform for calendar and events, clubs, volunteering, on-campus jobs/experiences
    d. Marketing kiosks and bulletin boards (maybe digital?) around campus to help with awareness
    e. "Associated Students"- branding and identity, branding is how they perceive us, programming helps portray the brand, need to be more integrated into the campus and easily accessible to students
    f. Planners for students every year – very popular in the past but budget has prevented ASI from providing them
    g. App development – centralized information easily accessible to all students, incentives to use the app
2. **Shared governance**
    a. ASI must be engaged in discussions with the University on finances that impact student services, classes, or increases in fees
    b. Student "ambassador" program for committee representation - Recruit students at-large to serve on ASI standing committees and University committees. Fund GIA scholarships and training for these students to ensure accountability and consistent representation (Fullerton has a good model for this)
3. **ASI supports campus beautification projects- create a feeling of community**
    a. Wellness Garden is small and not well-maintained
    b. Large Cal State LA sign and light it, large letters like the other campuses
    c. Table-cleaning task force, campus beautification –
    d. change EPC to this focus on campus needs and sharing students' concerns with Administration
4. **Boost Civic Engagement programming**
    a. Nonpartisan voter education, ballot measures
    b. Hosting debates and discussions on topics
    c. Partnerships with PBI
    d. How to include undocumented and international students?
5. **Events that connect ASI to the student body**
    a. Higher visibility for ASI in orientation programs for new students
    b. More involvement from ASI in Housing events and move-in
    c. Town Halls as a semester event to connect with students – virtual and in person opportunities, ways for students to provide feedback and ask questions (Substack?),

d. Improved orientation and tours to promote exposure to resource early on- host the overnight party event, need staffing and funding for this though

6. **Reporting and accountability**
    a. ASI needs to inform the student body of the services, programs, and impact it provides to the student body through annual reports, events, marketing, and outreach
    b. The website & social media is a central repository for information, but many students do not know about it – expand the information and make it a more useful resource for students in their regular lives – promote the educational programs, provide tips, and resources for students
    c. Developing and posting user-friendly budget breakdowns and visual tools to show where student fees go on the ASI website and share on social media
    d. Hosting budget town halls and participatory budgeting forums
    e. Assessing the effectiveness and impact of ASI elected and appointed officers, initiatives, and priorities/actions with regular evaluations and student input

Student Programs and Services

7. **Clubs**
    a. ASI becomes the Club and Org center for managing their events (consider where Greek Life would go – CSI or ASI?)
    b. Increasing club funding- what is the target amount that clubs need to provide events? What is the limit per club?
    c. Training for club leaders in budget, finances, purchasing, event management, etc.
    d. Development of a Sports Club program with funding and advising support from ASI and Campus Recreation (U-SU) – hiking, cycling, surfing, skiing, horse riding, ultimate frisbee, etc. (requires insurance and supervision of events by trained staff)
8. **Mentoring and support for academic success**
    a. Peer mentorship program (CSUN is a good model), Mentor Collective (Colorado)- great for belonging and community – welcome events, fun engagement throughout the year for new student populations in particular and at-risk groups
    b. Wellness ambassador program - pop ups, would have to work with CAPS and Health Center
    c. Stress relief and wellness events
    d. Tutoring support? – should be from SSF, what department runs this? Is it effective and what students need?
9. **Impactful programming for community engagement**
    a. Micro -events targeted student populations (first gen, transfer, parents)
    b. Variety of engaging events that feature aspects of music, art, trivia, food, culture
    c. Digital detox events (games, puzzles, etc.)

d. More student artwork all over campus! -- Notable figures in campus history - murals, photo gallery, sculptures, film screenings, etc.
e. Environmental and sustainability programming and education
    i. Funds to support student projects
    ii. Advocating for Living Future building design – integrate with majors in design and public planning
    iii. Zero-waste programs
    iv. Community garden supported by ASI – partnership with UAS & housing for growing herbs and vegetables to be used for cooking or to the food pantry,
    v. Orchard planting for fruit on campus
f. Development of an intramural sports and recreation program
    i. Collaboration with Athletics, Kinesiology, Campus Recreation – ASI or U-SU to run this? What access do we have to courts, fields, other facilities? Staffing? Equipment needed?
    ii. Need to identify facilities available and seasons for activities—campus venues or other schools, off campus parks, etc.
    iii. Consider traditional sports and indoor or unique sports like pool, ping pong, bowling league, racquetball, handball, tennis,

10. Programming for personal growth and development

a. Credited courses on leadership, diversity, service projects, travel experiences (alternative break), life skills, cocurriculum that compliments their discipline, certificates, human-centered skills (adaptability, relationships,)
b. Internship opportunities on campus for academic credit or paid- What is offered through Career Center and Handshake? Are there other opportunities that should be added?
c. Service learning – work with Center for Service and Public Good
d. Exploration of Los Angles – discounted entry to museums, shows, sports, etc., planned outings, public transportation, ASI to be a hub of resources to students about these opportunities (build the website to encourage local experiences)
e. Financial literacy programming – tax preparation, financial coaching, investing/savings, credit & loans, emergency financial planning, career development funding (conferences, exams, certifications, graduate school)

11. Essential services

a. Basic needs services - food pantry back under auxiliaries and fully funded?
    1. Connecting food, housing, emergency grants, and financial coaching
    2. Job placement, career counseling, trades, community colleges for skill development
b. Legal assistance for students – leases, contracts, setting up a business, immigration (DRC), name change, family law (marriage, divorce, children), etc.

1. Legal clinics and workshops throughout the year – tenant rights, immigration, small business startups, investing, financial management, contracts, etc.
2. Space needed for meetings with attorney
3. Cost? – work with a law school and engage their students?

c. Free printing- available in the ASI office and other locations?
d. Parking & public transportation support - students want help with their parking expenses
    1. Scooter racks around campus
    2. Grants or scholarships for scooters, skateboards, bicycles, etc. – partner with companies to discount or provide low cost to students
    3. Discounted rail and bus passes
    4. Parking discounts or advocate for lower fees – adjustable fees based on the days they come to campus
    5. Shuttles – nighttime, information and maps/times for public transportation
e. Academic support services
    1. Advocate for no or low cost textbooks for all classes offered on campus
    2. Scholarships or grants for academic resources, professional attire, professional tests/certifications, licensing exams for reengineering, nursing, etc.
    3. Advocate for increased tutoring services – provides campus jobs and support for students who are struggling (Student Success Fee)
    4. Support for immigrant and international students, ESL (Student Success Fee)
    5. Support for transfer students – ways to welcome them into the community and sense of belonging

12. ASI-run business for student experience and employment on campus

a. Run a restaurant or coffee shop on campus – or suggest to UAS to set this up as an experiential learning opportunity- hire students to manage and staff it
b. Run a thrift shop- and do our own merch too with students from apparel and merch majors- student-run and managed. Create a student expo market
c. Graphic design studio, web, social media (maker space for design/marketing)

Personnel (budget considerations)

13. Student employment -
    a. Program board - paid student positions (more student jobs on campus)
    b. Graphic designers
    c. Ambassadors - scholarship GIA for committee attendees (Fullerton has this)
14. Studio 47 expansion (see proposal from Gus)
    a. Consolidation of marketing ASI/U-SU?
    b. Design studio – 3D printing, sound stage, podcasting rooms,
15. ASI becomes the largest student employer on campus
    a. Own accounting team-
    b. Businesses on campus- thrift shop, restaurant, cafe
    c. Services- labs
    d. We care about your growth –

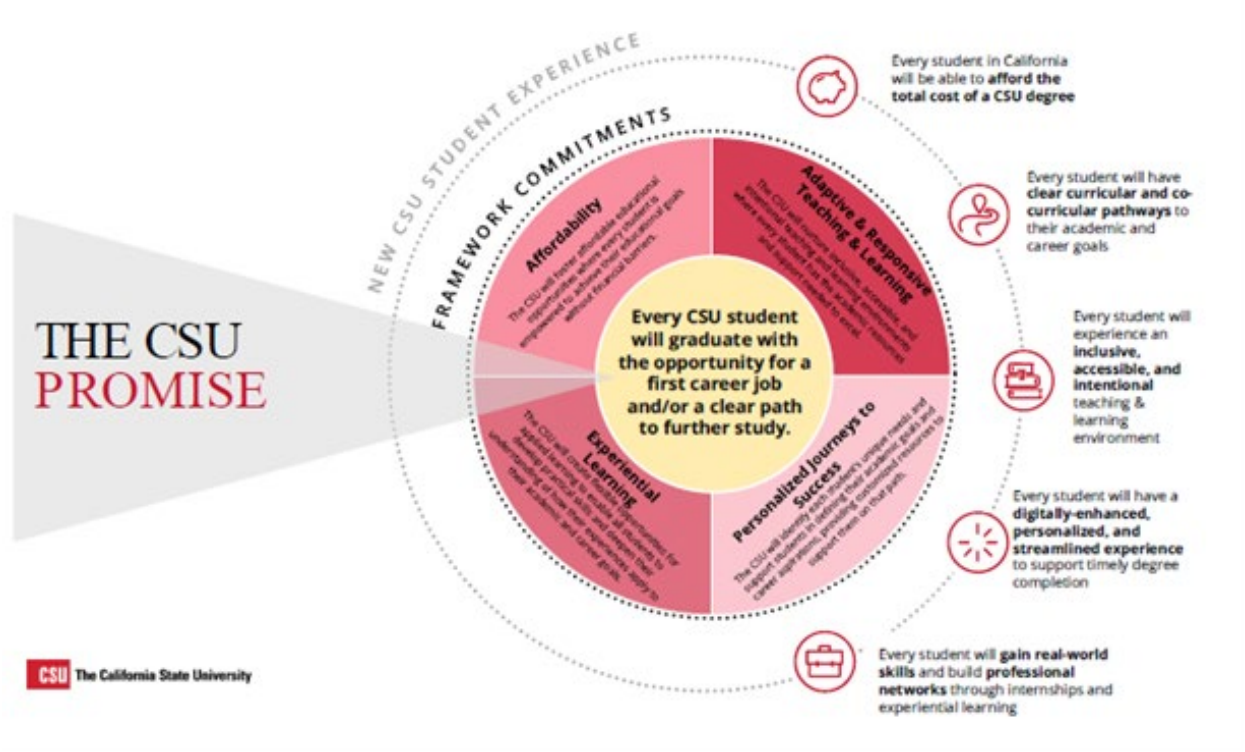
e. Campus-based internships, practical experiences,
f. Campus marketing department

Corporate / fixed Costs (budget considerations)

16. Insurance rates increasing
17. Legal fees, consulting, professional services
18. ASI managing own purchasing?
19. Budget – moving the Children's Center support from ASI to SSF now, that would help ASI's budget for the next few years and it would free us up from having to include that in the referendum. This may be supported by the University since ASI has no operational responsibilities for the CC and the funding would be more stable and less political under the SSF.

U-SU Recommendations / ASI collaboration

20. Study rooms – for those taking on-line classes
21. Design studio – 3D printing, sound stage, podcasting rooms,
22. Community kitchen - food demos, cold lockers, microwaves, etc. - student job to oversee the space, programming. Maybe a partnership with a college and UAS to run the kitchen?
23. E-sports area
24. Free printing- available in the ASI office and other locations?
25. Commuter success hub concept – need to integrate throughout campus, no one building/space is large enough for the commuter population
    a. Microwaves, fridge lockers
    b. Charging stations
    c. Nap/rest pods, rooms for relaxation and quiet space
    d. Transit information
    e. Study areas – partnering with Library and academic colleges for spaces in high traffic areas
    f. Day-use lockers- digital keypad, more locations on campus
26. Info desk of the student union
    a. Central location for key services and information about clubs, calendar, services, scheduling, etc.
    b. How to collaborate on this?



CSU strategic plan highlights- starting with the system expectations

- Student Success Framework- chart
- Moving California Forward: The Economic Power of the CSU- Executive Summary
- 2025 CSU Strategic Plan: CSU Forward – Executive Summary
- CSU Strategic Enrollment Management Plan

ASI Future Growth of Programs - Fee Increase Proposal

PROGRAMS AND SERVICES

ASI OBJECTIVE	*CSU STUDENT SUCCESS FRAMEWORK*	ITEM	BUDGET	PERSONNEL EXP	DETAILS	PRIORITY
INVEST IN STUDENT ENGAGEMENT	*Skills and Networks*	**RSO funding allocation**	**$150,000**	Student assistant, 15 hours/week		
		Club support services - graphic design, program planning coaching	**$0**	FT graphic designer, student staff	design work provided by ASI marketing, program assistants and coordinators to help advise clubs with their programs	
FOSTER COMMUNITY AND BELONGING		**Signature Programming Budget**	**$500,000**	FT staff + student staff		
		So Cal Explorer program	**$15,000**	2nd program coordinator, leadership coordinator, student staff	2 off-campus trips a semester, food, transportation, admission fees	
		Artwork and campus beautification	**$10,000**	none	Projects to be reviewed and approved by ASI committee	
		Marketing Budget to support expanded program calendar	**$125,000**		print, merch, and installations to promote ASI programs and services	
CREATE NEW PATHWAYS FOR PRACTICAL AND EXPERIENTIAL LEARNING	*Teaching and Learning & Skills and Networks*	**Life-skills workshops**	**$8,000**	Leadership Coordinator	8 - $1000 workshops to include presenters, food, materials, for 150 students each session	
		Peer Mentorship program expenses	**$15,000**	FT coordinator & student staff as mentors	establish a peer mentoring network, student employees, system for tracking, etc. Focus on	
		Leadership Development curriculum	**$30,000**	student staff + Program Coordinator 2	speakers, workshops, & symposium	
		Service Learning trips / EF Tours or local	**$20,000**	2nd program coordinator	reduced cost for EF Tours trip - international travel, need CO approval for travel, class credit, need a staff/faculty to coordinate trip	
ADDRESS BASIC NEEDS, EQUITY, AND FINANCIAL BARRIERS TO SUCCESS	*Affordability*	**Micro-grants - certs, coureses, parking/transportation, health**	**$100,000**	Admin Assistant	Partner with Basic needs as they already have some of the support in place?	
		Free printing stations across campus	**$25,000**	none	place printers in department offices in a few locations on campus to be managed by the department	
		No-cost or reduced cost course materials	**$30,000**	none	support SCORE program again, work with faculty to encourage them to switch classes	
		Offer legal aid and workshops - personal, leases, immigration, starting a business	**$25,000**	Leadership Coordinator + student staff & contracted attorney	program costs for workshops (food, supplies, reservation). Space needs or office for individual sessions	
		Total Expenses for programs	**$ 1,053,000**			

Student Government

	ITEM	PROGRAM EXP	PERSONNEL EXP	DESCRIPTION	PRIORITY
Review and evaluation of GIA payments to officers against other CSU ASI's	GIA increase for all	$25,000			
	Ambassasadors for university committee involvement	$10,000	5-10 students to serve on committees, each serves on 2-3	what is the GIA we would assign for this for 2 semesters?	
Evaluate participation in CSSA	Travel budget increased for CSSA, CHESS	$5,000			
	Total for Student Govt. Growth	**$ 40,000**			

Personnel

	ITEM	SALARY/WAGE	BENEFITS	DESCRIPTION
Creation of 9 student staff positions	**Program Assistants (students)**	$76,800	$0	4 student assistants, 20 hours/week
	Admin Assistant (student)	$19,200	$0	to work on club funding and also micro-grants (20hrs/week)
	Peer Mentors (students)	$76,800	$0	4 students to start, 20 hours per week, also work on skills workshops and leadership programs
Creation of 3 FT entry-level staff positions	**Graphic Designer**	$65,000	$42,000	with larger program budget ASI will need additional marketing support
	Leadership & Mentor Coordinator	$55,000	$40,000	Peer mentor program, leadership development program, legal aid series and life skills
	Program Coordinator #2	$55,000	$40,000	
	Total for Personnel	**$ 347,800**	**$ 122,000**	

Corporate Costs

ITEM	PROGRAM EXP	PERSONNEL EXP	DESCRIPTION
Insurance for increased programming	10000		
computer equipment for staff	10000		
workspace	7500		
Total	**$ 27,500.00**		

BUDGET SUMMARY

Programs and services	1,053,000
Student Government	40,000
Personnel	469,800
Corporate Costs	27,500
Total	**$ 1,590,300**