

ASI Cal State LA

Draft Strategic Initiatives

SPC Spring 2017

Revised - 04/13/2018

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.

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

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

- Increased opportunities for student involvement in ASI and campus wide
- Assess and document ASI Student Government's impact on campus culture via survey and focus groups.
- Review demographic data from general marketing and branding efforts and through a targeted social media plan.

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.
- Promote avenues to encourage students to voice their concerns on important issues.
- Identify and encourage potential student leaders to positively engage 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.

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.

As the official student voice, ASI assesses and aligns 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 throughout duties of ASI student leaders.

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.