OUR VISION

Ignite Potential

& EMPOWER STUDENT VOICES

MOTTO

For the Students

BY THE STUDENTS

STRATEGIC

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ASSOCIATED STUDENTS
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PLAN

2018 - 2023

ASSOCIATED STUDENTS, INC.

STRATEGIC PLAN

THE STRATEGIC PLAN WILL GUIDE ASI TOWARDS REALIZING OUR VISION FOR THE NEXT FIVE YEARS TO POSITIVELY IMPACT THE 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.
- A official voice through which student opinion could be expressed.
- A opportunity where students could gain experience and training in responsible political participation and civic leadership.
- The protection of the rights and interests of individual students.
- Support for the educational, social, physical and cultural well-being of the university community.

For the Students
BY THE STUDENTS

1 *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.
- Engage with student organizations to promote ASI funding and leadership opportunities.
- Build lasting connections with clubs on campus through resource sharing and collaborations
- Increase the accessibility of ASI's programs for all students.
- Secure consistent and active student representation on campus and in standing committees to preserve a positive campus climate for Cal State LA students.
- Design and implement programs that promote civic and democratic engagement, encourage global learning, and reflect a diverse and socially responsible campus.
- Strengthen overall campus partnerships between ASI, the University, and the student body that supports 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.

2 *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 student leader workshop series that focuses on budget development, program implementation, and financial managementment.
- Educate ASI student leaders and student committee members on how to effectively serve on ASI and university-wide committees.
- Empower students with advocacy tools so they can voice their concerns, address important issues, and influence decision makers on campus.
- Identify and encourage potential student leaders to be engaged at Cal State LA and in the surrounding community.
- Collaborate with the University to create annual financial literacy programs to help students manage finances and pay for college.

3 *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.services.
- Analyze student needs and predict future challenges in order to guide the development and prioritization of ASI response and action plans.
- 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 ASI marketing strategies to increase student engagement.
- Identify, through data driven practices, student needs and interests 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..

MEASURES OF PROGRESS

- Include student advocacy and civic engagement as fundamental components of all programs and initiatives.
- Increase and track opportunities for student involvement in ASI and on campus-wide committees.
- Assess and document ASI's impact on campus culture using surveys, interviews, and focus groups.
- Use social media and website analytics to gather and process demographic data from ASI publicity campaigns in order to create a more targeted marketing action plan.
- Increase student learning and ASI involvement by providing programs that addresses financial literacy and life after college planning.
- Provide regular status reports regarding important issues affecting students to the campus community and invested stakeholders.
- Assess our impact on the collegiate experience of Cal State LA students each semester.
- Assess monthly and annual spending during budget reviews to determine trends.
- Assess data captured from training surveys and evaluations to assist with updating the ASI Administrative Manual and leadership curriculum to ensure student leader growth and capability.

STRATEGIC PLAN