

Associated Students, Incorporated

California State University Auxiliary Organizations

Associated Students, Inc. at California State University, Sacramento is a 501(c)3 nonprofit corporation and the recognized student body auxiliary organization at Sacramento State. Auxiliary organizations exist because the state recognized the need for certain activities at the campuses and the CSU, but determined that these activities would be best performed by one or more nonprofit organizations having a legally separate relationship with their respective campus or the CSU.

The Associated Students provides support to a variety of programs aimed at meeting the needs of the students of the University. The Association also serves as a vehicle for participation in the governance of the University. The Associated Students may serve, as an auxiliary organization, as the fiscal agent for deposit accounts for student organizations and student-related programs and activities.

University Strategic Priorities

Sacramento State's primary purpose is: Achieving ever-higher levels of student learning and academic excellence while optimizing student access and success

1. Implement a strategically focused, campus-wide effort to improve recruitment, retention, and graduation rates.
2. Create and sustain an organizational structure and culture that facilitates evidence-based decision-making and purposeful planning in all important endeavors.
3. Enhance campus-wide engagement in and responsibility for the resolution of complex issues and in the planning and implementation of campus policies.
4. Build a creative and vibrant learning community derived from the strength and vitality of our diverse campus.
5. Identify and develop interdisciplinary and cross-divisional initiatives with the greatest potential to strengthen our role as an engaged partner in the region.

Statement of Purpose

Associated Students, Inc. serves as the official governing body of the Sacramento State students and through operation and sponsorship of programs and services meets the varied needs of students.

The following shall be the primary means by which the Associated Students fulfills its purpose:

- Through operation and sponsorship of programs and services designed to effectively meet the varied needs and demands of a diverse student body;
- Through expression of student interest on campus and off; expression of student opinion regarding action and positions taken on the campus and at local, state, national and international levels, that relate to the access, affordability and quality of higher education;
- By supporting and strengthening campus cultural, social, academic and recreational opportunities, encouraging healthy civic and campus involvement, and developing further development of the students of Sacramento State and the Sacramento community.

Mission

Associated Students, Inc. serves as the official governing body of the Sacramento State students and through operation and sponsorship of programs and services meets the varied needs of students. We provide experiential education, leadership opportunities, student representation, various business and recreational services, campus life programs and activities that support the campus and greater Sacramento community.

Core Values

Integrity

What we say is what we do!
We communicate respectfully at all levels.
We are true to ourselves and the organization.

Team Work

We respect and recognize every member and their role in the organization.
We take part in open, honest and regular communication.
We support and assist each other in working towards our common goals.

Commitment

We do what it takes to get the job done.
We work to exceed minimum standards.
We personally invest in our organization.

Passion & Purpose

We are excited about and believe in what we do!
We hire and support individuals who value and are committed to the organization's mission.
We believe that what we do contributes to others' growth and success.

Community Support

We are a voice for students.
We provide learning experiences, services and programs.
We promote campus life and involvement.
We provide a connection to the greater community.
We set high personal and professional standards.

Excellence In Service

We seek to understand and respond to our constituents' needs and priorities.
We assess the importance and impact of our programs and services.
We strive to celebrate our successes and improve our shortcomings.

Diversity

We acknowledge our equality and honor our differences; above all, respect governs our actions.

Long Term Directional Statements

ASCSUS will work to ensure that students have a significant role in the governance of the University.

ASCSUS will work to ensure that campus life enables all members of our diverse student body to have a strong sense of campus community which will continue during their college years and beyond.

ASCSUS will work to ensure that quality programs and services are provided which respond to the changing needs of our dynamic student population.

ASCSUS will work to ensure that learning outside the classroom opportunities are available for students in order to foster personal and professional growth.

ASCSUS will work to ensure strong positive links between the campus community and the broader Sacramento community.

ASCSUS will seek out ways to encourage students to participate in programs and utilize services.

asi aquatic center

About

The Aquatic Center was established in 1981, fifteen miles from the Sacramento State campus on beautiful Lake Natoma. As a program of Associated Students Inc., the Center also has cooperative relations with many partners. These include: Sacramento State, the University Union Operations of CSUS, Incorporated, California Department of Boating and Waterways, California Department of Parks and Recreation, and the Federal Department of Interior-Bureau of Reclamation. The Center was established to augment the academic curriculum at Sacramento State. However, the Center has grown into a regional, national, and internationally recognized program in the arena of boating safety education, aquatic center design, and as a venue for world class rowing competitions. The Center services over 15,000 patrons on an annual basis through its diverse aquatic programs. These include: Sailing, Windsurfing, Kayaking, Canoeing, Rowing, Water Skiing, Wake Boarding, Stand Up Paddling, Outrigger Canoeing, Summer Camps, Youth Groups, Team Building, Special Events, Equipment Rentals, and Special Events. The Aquatic Center also provides experiential education to student staff employees who are hired to assist a core staff of professional managers. The Aquatic Center is open to all Sacramento State students, faculty, staff, alumni, and the general public. All Sacramento State students, faculty, staff, and alumni receive a discount with their valid Sacramento State ID.

“You’ll Enjoy the Experience”

Department Mission:

The mission of the Sacramento State Aquatic Center is to provide high quality boating and safety programs through education, recreation, and competition.

Long Term Goals: 2010 - 2015

- 1.0 We will improve on student and general public outreach through web based content, printed mediums, event participation, and coop networking.
- 2.0 We will continue to offer student employment opportunities which provide experiential education outside the classroom.
- 3.0 We will continue to explore new opportunities with the resources we have as well as resources we have the opportunity to acquire.

Annual Priorities: 2011-2012

- 1.0 We will continue to cultivate sound partnerships which allow our existence.
- 2.0 We will continue to discover, implement, evaluate creative marketing strategies to solidify and attract existing and new clientele.
- 3.0 We will implement an aggressive school outreach program to increase summer camp, youth group, and Capital Crew participation.
- 4.0 We will engage new management staff in the program evaluation process and the strategic planning process for 2012-2013.
- 5.0 We will assess current equipment and facilities schedule and establish priorities for major repair, maintenance, and refurbishment.

Action Plan:

Action plan	Responsible position	Assessment indicator	Time frame
1.0 Continue to cultivate sound partnerships which allow our existence.			
<ul style="list-style-type: none"> Meeting with California State Parks 	Management Staff	State Parks Meeting – Completed	Fall 2011
<ul style="list-style-type: none"> Meeting with Bureau 	Management Staff	Bureau Meeting Scheduled – Nov	Fall 2011
<ul style="list-style-type: none"> Attend – California Department Boating and Waterways semi-annual Meeting 	Center Director	Fall- October Meeting already attended- Grant Application presented	October 2011/March 2012
2.0 Continue to discover, implement, evaluate creative Marketing Strategies to solidify and attract existing and new clientele.			
<ul style="list-style-type: none"> Existing-Clientele, Class Data Base export for Direct Contact 	Office Manager, Front office staff	Distribution export/Excel contact list by program	December 1, 2011
<ul style="list-style-type: none"> Web-base mediums for more diverse cost effective marketing, Groupon, Living Social 	AC Management Staff, Office Manager	Evaluate participation, through class registrations	December 1, 2011
3.0 Implement an aggressive school outreach program to increase summer camp, youth group, and Capital Crew participation.			
<ul style="list-style-type: none"> Define target pilot schools for initial implementation 	Center Director Instructors Coaching Staff	# of program outreach bookings	Dec. 31, 2011
<ul style="list-style-type: none"> Use available resources to adequately promote AC programs 	Staff conducting outreach	Enthusiasm of participants engaging in outreach activities Evaluate enrollment numbers vs. previous years	Dec. 31, 2011

Action plan	Responsible position	Assessment indicator	Time frame
4.0 Engage new management staff in the program evaluation process and the strategic planning process for 2012-2013			
<ul style="list-style-type: none"> • Hold Annual Full-Time Staff Retreat 	All Full-time staff	Strategic plan outline presentation	February 15, 2012
<ul style="list-style-type: none"> • Updated 5,3,1 year Strategic Plan 	Program Managers' Contribution	Completed updated Strategic Plan	March, 31, 2012
5.0 Assess current equipment and facilities schedule and establish priorities for major repair, maintenance, and refurbishment			
<ul style="list-style-type: none"> • Equipment Inventory checklist, evaluation, needs assessment 	Facilities, and Program Managers	Equipment Repair, Maintenance, replacement log	February 1, 2012
<ul style="list-style-type: none"> • Facility Checklist, evaluation, needs assessment 	Full- Time Staff Input	Facilities Repair, maintenance, replacement log	February 1, 2012