

2010-11 ASI Strategic Priorities



ASI Board of Directors and Management Staff present the mission, values, long-term direction and annual priorities by department for Associated Students, Inc. at California State University, Sacramento during the 2010-2011 academic year.

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The strategic plan is focused on a selected number of goals (specific) in order to concentrate the organization's energies and resources for a period of time. It then presents objectives that are to be met within that time frame and strategies to achieve them.

Managing Nonprofit Organizations in the 21st Century, 1992.

If everything has to be a given, then there is no point to engaging in strategic planning. On the other hand, if everything is up for grabs, people may become quite fearful and perhaps even paralyzed by the prospect of change.

The Jossey-Bass Handbook of Nonprofit Leadership and Management, 1994.

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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: 2010 – 2011

- 1.0 We will continue to cultivate sound partnerships which support our existence.
- 2.0 We will continue to implement creative marketing strategies to solidify and attract existing and new clientele.
- 3.0 We will conduct a search and hiring process for vacancies in Aquatic Center Rowing Coordinator and Facility Manager positions.
- 4.0 We will orient and integrate two new core staff into implementation of strategic priorities for the year.

Action Plan

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
1.0 Cultivate sound partnerships <ul style="list-style-type: none"> Meet with CA State Park representative Meet with Bureau representative Meet with CA DBAW 	AC Director coordinate mtg.	Meeting is held with: State Parks Federal Bureau DBAW	Fall 2010 Fall 2010 October 2010 & March 2011	Completed Completed Completed attended both meetings Secured \$44k in grants
2.0 Continue creative marketing strategies <ul style="list-style-type: none"> Use existing clientele data, export from CLASS to Direct Contact Employ web-based mediums for more diverse & cost-effective marketing Implementation of Constant Contact Implement "Educate, participate, donate" campaign in local area schools 	Office Manager & support staff AC Admin. Staff & ASI Marketing Director AC Director & Office Manager AC Director & student assistant	Distribution export; Excel contact list by program area Updated AC website Account in place; test sample run Attend schools' Open House, Back-to-School, and education fairs	January 2011 January 2011 January 2011 Spring 2011	Work in progress for Constant Contact list In progress record number of Groupon Vouchers In Progress to be completed by December 2011 Delayed, priorities to P.E. Rowing Curriculum
3.0 Conduct search and hiring for vacant positions <ul style="list-style-type: none"> Update job descriptions Post job announcements Assemble search committee Review applications Conduct interviews Hire 	AC Director, HR Manager & Search Committee members	Updated jds Jobs posted Search Committee completes task and makes recommendation for hiring Vacancies are filled	February 15, 2011	Completed Rowing, Facilities altered Completed Toby Johnson, and Dede Birch, Co- Rowing Managers

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
<p>4.0 Orient and integrate new core staff</p> <ul style="list-style-type: none"> • Review priorities • Identify roles and responsibilities • Clarify expectations • Provide support where needed 	<p>AC Director with support of veteran core staff</p>	<p>New core staff understand their roles and responsibilities in implementation of strategic priorities; veteran core staff provide support as needed</p>	<p>Spring 2011</p>	<p>Strategic Update changed to Fall 2011 Pre 2012-2013 budget prep</p>

asi business & administration

About

The ASI office of Business and Administration serves as the corporate accounting, payroll, human resource and information technology departments for ASI. We service 35 full-time staff, 200 part-time staff, six internal programs, over 200 clubs and organizations, the University Union, the Central Ticket office and the State Hornet. The business and administration office provides numerous services to the campus community which includes financial services for clubs and organizations, retail sales of graduation caps and gowns, laptops for check-out, theater tickets, money orders, faxing services, stamps for sale, student health insurance and legal aid with an attorney.

Department Mission:

The office of Business and Administration strives to provide first-rate customer service by providing our customers with accurate and timely financial information and efficient processing of financial transactions. We foster an informed campus community respectful of compliance through training and assistance in navigating the many rules and regulations required of Sacramento State.

Long Term Goals: 2010 - 2015

- 1.0 We will improve upon web-based content and services for our customers. We will offer retail sales online.
- 2.0 We will continue to offer superior student employment positions. We will create an advertisement for the Accounting Assistants and Student Services Representatives, marketing what can be learned as a student employee in the ASI office of Business and Administration emphasizing the hands-on learning experience.

Annual Priorities: 2010 – 2011

- 1.0 We will implement a system for online purchases and payment in the Student Shop.
- 2.0 We will update (or create) procedure manuals for all internal staff and student positions and maintain them throughout the year.
- 3.0 We will review and analyze payroll processes to improve customer satisfaction.
- 4.0 We will upgrade system and business application which are outdated or need improvement.

Action Plan

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
1.0 Implement a system for online purchases and payment in the Student Shop				
<ul style="list-style-type: none"> • Create needs analysis. Work with internal and external vendors for service and cost comparisons. • Work with accounting services to set up POS and financial reporting. • Work with IT to make sure online services are PCI compliant and work with existing systems. • Create internal process for inventory control and shipping. • Coordinate with marketing to promote new services. 	Operations Supervisor, Accounting Manager, IT Manager	Overall business plan will be reviewed and approved by the Executive Director and Director of Finance and Administration	Planning completed by December 17, 2010. Testing completed by June 30, 2011. Launch of service by Fall 2011.	<p>A cost comparison was done for graduation caps & gowns and our current vendor provided ASI with the best bargain by reducing the cost ASI pays for caps & gowns by \$2.00 per unit.</p> <p>The shop completed the implementation of using the on-line vendor services provided by Herf-Jones. The services allow students the option to order caps & gowns to be ordered on-line and have the products shipped directly to their homes.</p> <p>ASI is continuing the PCI compliance processes and procedures to fully be in compliance with PCI 2.0 effective 1/1/12. Majority of the tasks have been reviewed by the university IRT security department and are in compliance.</p> <p>Inventory was completed as of 6/30/11 with 100% inventory counts and fixed assets counts completed at all ASI departments. This process will continue in the 2011/12 action plan to incorporate the possibility (cost/benefit analysis) of bar codes and scanners.</p>

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
2.0 Update or create procedure manuals				
<ul style="list-style-type: none"> Supervisors meet with staff to assess procedure manual needs and create a strategy for the development of manuals. Supervisors monitor procedure manual development throughout the year. 	<p>Core staff is responsible for creating procedure manuals. Each position will have its own manual. Supervisors are responsible for creating manuals for student positions.</p>	<p>Each supervisor will meet with staff to assess procedure manual development.</p>	<p>By December 17, 2010 each supervisor will have met with their staff to discuss progress. Manuals will be completed by June 30, 2011.</p>	<p>Procedure manuals have been updated and are continuously being updated for new processes and procedures due to internal requests and from the external audits.</p>
3.0 Review and analyze payroll processes to improve customer satisfaction				
<ul style="list-style-type: none"> Review current departments' needs and 'wish list' gathered from meetings during fiscal year 09-10. Analyze areas in development such as online access to timesheets and changes implemented in Genesis. Create survey to be sent to all applicable payroll users based on above needs. 	<p>Payroll Technician, Accounting Manager, Accounting Technician (who serves as payroll backup), IT Manager</p>	<p>Survey results</p>	<p>Send survey by November 1, 2010 to be returned by November 23, 2010. Implement processes and items (which we currently have the tools and resources available) by January 31, 2011. Evaluate 'suggested items' from the survey for possible implementation for FY 10-11.</p>	<p>Online access to timesheets was created in a test mode but was put on hold until further staff resources become available. The online timesheets are an internal created item and need full support by personnel that can support and make the necessary upgrades.</p> <p>Surveys will be implemented in the goals for 2011-12 since the turnover with the DFA position created a shortage of resources to implement in 2010- 11.</p>
4.0 Upgrade system and business applications which are outdated or need improvement.				
<ul style="list-style-type: none"> Upgrade servers from 2003 to 2008. Upgrade SZL from 2000 to 2008 Upgrade CLASS Upgrade ABRA Upgrade EZ Care 	<p>ASI IT Manager coordinate with: IRT, DB Admin CLASS consultants & University ISO Children's Center Director</p>	<p>Upgraded OS Upgrades SQL servers CLASS functional in V7 including EConnect and payment server with PCI compliance ABRA & EZ Care functional in windows, 2008 OS & SQL</p>	<p>Winter break 2011 Completed 10/31/10 10/31/10 ABRA – 1/31/11 EZ-Care – before start of spring semester</p>	<p>All areas of system upgrades were completed except for EZ Care. The manager of IT and Director of the Children's Center agreed to upgrade the software after a new release becomes available.</p>

asi children's center

About

The Children's Center is an exemplary program which models current principles and practice in child development, and is nationally accredited by National Association for the Education of Young Children (NAEYC). We are committed to affordable, dependable and convenient childcare for students, faculty and staff. The Children's Center supports the academic and personal endeavors of the Sac State community by serving the needs of families and promoting education experiences in the area of early childhood education. In addition to child care services, internships and student employment allow students the opportunity to apply the conceptual knowledge that they are learning in their class to real life situations in a child's classroom.

"Growing Minds are the Key to Our Future!"

Department Mission:

The Children's Center is an exemplary program which models current principles and practice in child development, and is nationally accredited by NAEYC. We are committed to affordable, dependable and convenient childcare for students, faculty and staff.

Long Term Goals: 2010 - 2015

- 1.0 We will continue to meet the highest standards for quality in the Early Care and Education field.
- 2.0 We will reduce the carbon footprint of the Children's Center.

Annual Priorities: 2010 – 2011

1.0 We will complete the process for NAEYC Re-Accreditation.

2.0 We will continue to pursue strategies for increasing the energy efficiency of our building.

Action Plan

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
1.0 Accreditation: establish electronic portfolios to meet the revised system	Director and all staff	Submit Re-accreditation application	October 31, 2010	Application submitted Oct 2010
1.1 Accreditation: complete required surveys of families and staff	Director and Associate Director	Candidacy materials accepted by NAEYC	January 31, 2011	Candidacy materials submitted January 2011
1.2 Accreditation: complete a successful site visit	Director and all staff	NAEYC	July 13, 2011	Successful site visit 6/13/11 Accreditation awarded 8/1/11
2.0 Energy efficiency research and continue green goals	All teachers, parents, community volunteers	Resources are identified	On-going	Less paper use encouraged through policy changes, HVAC system replaced with more efficient system.

asi marketing

About

The ASI Marketing & Graphics department provides communication, marketing, and graphics support for ASI internal programs and services in order to provide the Sac State community with timely, relevant, and engaging information about campus life. We are committed to establishing and maintaining the ASI brand by continually gauging the Sac State community's pulse in order to ensure that ASI programs, services, and communication appropriately match what the community desires.

Department Mission:

ASI Marketing & Graphics strives to provide timely and relevant information to the Sac State community regarding ASI programs and services through the use of efficient and pertinent communication vehicles. We foster an informed and active campus community knowledgeable of the many opportunities and benefits associated with their association with ASI.

Long Term Goals: 2010 - 2015

- 1.0 We will establish the ASI brand on the Sac State Campus as a "first stop" for students looking to get involved on campus.
- 2.0 We will develop a consistent identity for ASI that is easily identified by the Sac State community.

Annual Priorities: 2010 – 2011

- 1.0 We will increase campus awareness of ASI.
- 2.0 We will increase internal staff awareness of all ASI programs and services.
- 3.0 We will reposition ASI as one of the best student resources on campus.
- 4.0 We will increase marketing research and tracking and assessing our progress.

Action Plan

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
1.0 Increase campus awareness of ASI <ul style="list-style-type: none"> • Further integrate social networks • Migrate website to CMS • Continue “i am asi” campaign • Develop an events and activities publication for Res Halls, published each semester • Further develop media relations, increase number of press releases & recipients • Consolidate majority of ASI promotional materials; present unified, clear message, “brand” • Develop Hot Spot as “ASI Central” • Develop dept. brochures with consistent inclusion of “asi” with dept. name • Develop and present summer orientation workshops 	ASI Marketing/IT	End of the year survey	September 2010	Developed voice and "Friends with Benefits" campaign for facebook, number of fans increased by 100%
	ASI Marketing Staff		August 2010	All websites with the exception of Peak Adventures migrated to CMS
	ASI Marketing Staff		August 2010	
	ASI Marketing Staff		August 2010 / January 2011	Created "WLP" magazine distributed to res halls once per semester
	ASI Marketing Staff		August 2010	Press releases sent out increased by 10%
	ASI Marketing Staff			MWT discussions lead to 1st round of style guides
	ASI Marketing Staff		August 2010	Hot spot developed, representation across organization visible
	ASI Marketing Staff/ A-team		August 2010	Created a variety of different brochures with same look to represent ASI across all departments, packaging offerings
			February 2011	
			July 2010	

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
<p>2.0 Increase internal staff awareness of all ASI programs and services</p> <ul style="list-style-type: none"> Coordinate an ASI staff orientation event Distribute A Team shirts to ASI staff Develop and lead Communications Committee 	<p>ASI Marketing Staff/A-team</p> <p>ASI Marketing Staff/Orientation Committee</p>	End of the year survey	<p>July 2010</p> <p>August 2010</p>	<p>Successful first event, well received, 2nd version planned for 2011</p> <p>Shirts distributed, well received by staff</p> <p>Decided not to pursue, used MWT venue instead</p>
<p>3.0 Reposition ASI as one of the best student resources on campus</p> <ul style="list-style-type: none"> Add promotion of other campus entities to media, newsletters, etc. Invite other campus entities to join ASI events Create and integrate twitter w/other social media to keep students up to date Club design resources in Hot Spot Highlight DOC, scholarship recipients on website Add, "i work, i learn, i play" to "i am asi" campaign 	<p>ASI Marketing Staff</p> <p>ASI Marketing Staff</p> <p>ASI Marketing Staff</p> <p>ASI Marketing Staff</p> <p>ASI Marketing Staff/VP Finance</p> <p>ASI Marketing Staff</p>	End of the year survey	<p>January 2011</p> <p>August 2010</p> <p>August 2010</p> <p>February 2011</p> <p>January 2011</p> <p>August 2010</p>	<p>Added various departments to our list of campus partners including IM Sports, IRT, and much more</p> <p>Biggest event, Block Party, involved participation from various departments across campus</p> <p>Twitter heavily used by CSSA rep, integrated with our facebook page</p> <p>Many clubs utilized the design resources located in the hot spot, goal is to create workshops in 2011</p> <p>DOC and Scholarship recipients integrated into the student government site with their own pages</p> <p>Slogan added to all logos and materials, well received</p>
<p>4.0 Increase marketing research, tracking and assessment</p> <ul style="list-style-type: none"> Activate Student Relations Committee Develop and distribute one student survey per semester Hold one focus group per semester 	ASI Marketing Staff/Student Relations Committee		<p>July 2010</p> <p>November 2010/March 2011</p> <p>November 2010 / March 2011</p>	<p>Student Relations committee activated, voted committee of the year</p> <p>ASI survey developed and distributed in fall, Green team survey developed and distributed during the spring</p> <p>(2) focus groups were held during the fall semester</p>

asi peak adventures

About

ASI Peak Adventures is an outdoor adventure provider for Northern California. We are dedicated to providing adventure education and leadership development opportunities for all ages. We have been guiding people on outdoor adventures since 1989, and have become the most unique, diverse, and affordable outdoor recreation provider within the Sacramento Valley. Our Adventure Specialists are passionate about helping participants feel at ease while daring to adventure away from home. Our offerings include backpacking, day hiking, camping, mountain biking, rock climbing, white water rafting and more! We teach snowshoeing, snowboarding, mountaineering techniques, cross country skiing and downhill skiing. We guarantee to boost participants' adventure confidence!

The Peak Adventures Challenge Center empowers individuals and teams to achieve greater results through a personalized learning experience they won't forget! Our skilled facilitators engage participants in interactive games that build relationship, challenging problem-solving activities to strengthen teamwork, and exciting climbing opportunities to inspire personal growth. Over 8,000 participants from Sacramento State campus groups as well as community and professional organizations benefit each year.

Our full service bike shop is known for its prices and remembered for its top notch service. Highly skilled service mechanics perform repairs, sell parts and accessories, teach bike maintenance classes and generally get cyclists and their bikes rolling, whether commuting or recreating. All of our programming is available to the general public, with Sac State students receiving special discounted pricing.

"Adventure Begins Here"

Department Mission:

Our mission is to enrich the Sacramento State learning experience through adventure education and leadership development.

Long Term Goals: 2010 - 2015

- 1.0 We will increase the use of our services by 25% across all sectors of our program.
- 2.0 We will further develop the leadership training curriculum with the aim of providing student employees with leadership skills and experiences that give them an advantage in their post college endeavors.
- 3.0 We will expand outdoor adventure programming content to increase the opportunities for skills progression as well as increase the diversity of destinations.
- 4.0 We will develop a plan to make a smooth transition to The WELL.
- 5.0 We will maximize the marketing and programming collaboration with The WELL.

Annual Priorities: 2010 – 2011

- 1.0 We will continue to develop a specific set of marketing strategies and measure them for effectiveness. Annual goal is to increase use of services by an additional 5% as part of the longer term goal of 25% by 2015.
- 2.0 We will develop an outdoor trip manual to support our recent trip skills checklists.
- 3.0 We will develop a front desk manual and regular training program for front desk staff.
- 4.0 We will establish a formal mentoring and performance review structure for our Challenge Center staff.
- 5.0 We will increase the effectiveness of our outdoor trip logistical information systems.
- 6.0 We will develop and implement new curriculum for a variety of rock climbing clinics.
- 7.0 We will implement our plan for establishing communications and relationships regarding our new location at The Well.

Action Plan

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
<p>1.0 Continue to develop a specific set of marketing strategies and measure effectiveness</p> <ul style="list-style-type: none"> • Constant Contact One per week to targeted groups Communication tool for Challenge Center clients Use for surveys • Advertising (facebook, new bike shop LCD) • Specials (Tube Tuesday & off-season discounts for bike shop and Challenge Center) • Network development • Groupon: draw in new customers and increase program exposure • Special Events to increase awareness and followership • Promotional Visits, Presentations • New programming products added to meet customer requests & increase return usage • Implement new Customer Relations Management (CRM) database to increase quality and consistency of client communication for group sales at Challenge Center. 	<p>Marketing Specialist, Sales Team supported by Director</p>	<p>Increase use of services by 5%</p> <ul style="list-style-type: none"> • Increase membership from 5,000 to 6,000 • Increase traffic to website & increase # of followers from 376 to 750 (100%) • Increase customer loyalty and increased off-season (Nov–Feb) usage of bike shop and CC • Add 10 more collaborative partnerships/networks • How many sold? How many in? Website traffic increase during day/week of? • Participation numbers (goal of 200) & how many add to newsletter (goal of 50) • Increase # of class visits from 30/year to 60/year • How many new products sold CRM purchased, installed, training and in use by Sales Team. 	<p>June 30, 2011 for final measurement. CRM in use by Feb. 1st.</p>	<p>Constant Contact: could have easily met this goal. Ironically, we purposefully worked in the opposite direction, as monthly fees go up above 5,000. We ‘cleaned up’ database using various tools. Website traffic >> Twitter followers: Current followers is 1,181, which more than meets our goal of 100% increase. Off Season Discounts: Tube Tuesday special was utilized ~300 times Winter Overhaul was not successful due to lack of promotion. Marketing Specialist position vacant. There were 6 Challenge Center bookings that used the off-season discount. Increase from year before for Jan/Feb bookings. Collaborations: SYTA, Marriot, Jr. Colleges, RPTA (continued growth), Career Center, Alumni Association, State advocates (preferred vendor list), CCE/ELI, Hotels along Hwy 50 corridor (mobile programming products), Office of Global Education Groupon: Bike Tune-Up – sold 206, ~47% used so far. Outdoor Trips – sold 143, ~42% used so far. Considered a successful promotion in general. Website traffic averages around 500 visits per month. We had an increase to 5,134 visitors for tune-up Groupon offering & an increase to 1,057 for the outdoor trip Groupon offering. Special Events: Open Climb was not a success, due to late marketing we believe. Did not reach goal #'s. Class Visits: 29 class visits for spring 2011. Cannot find data from fall 2010. Fall is usually more, so confident we met our goal. CRM: Many IT issues. Still setting up for usage.</p>

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
<p>2.0 Begin to develop an outdoor trip manual to support trip leader skills checklists</p> <ul style="list-style-type: none"> • Identify checklist items that need research • Determine/create format • Develop a regular schedule for goal 	<p>Operations Specialist supported by Operations Manager</p>	<p>Completion of the first 3 chapters. In print and distributed to outdoor trip leaders.</p>	<p>General by Dec. 15th Rock Climbing by March 15th Bkpkng, Camping, Day Hiking by June 1st</p>	<p>Backpacking and Rock climbing manuals are both in their final stage of revision and then they will be ready to distribute to trip leaders electronically. Estimated distribution date is no later than August 15th. The general skills manual has taken a back seat, but its formatting has been cleaned up. Needs another read through for content before circulating for its final revision. Revised completion date for leader distribution is September 30th.</p>
<p>3.0 Begin to develop a front desk manual & regular training program</p> <ul style="list-style-type: none"> • Identify priority topics for documentation • Determine format • Document details of priority topics • Create and schedule training support based on manual 	<p>Programs Specialist supported by front desk staff</p>	<p>Front desk manual being used to train staff on front desk operations.</p>	<p>In place by June 1st, 2011 to train staff for Fall 2011 operations.</p>	<p>Have identified priority topics: money handling, registrations, equipment rentals, POS.</p> <p>Have basic documentation on registrations and equipment rentals plus notes on a variety of front desk operations.</p> <p>Have reviewed Business Office manual as an example of a front desk manual.</p>

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
<p>4.0 Establish a formal performance review for Challenge Center part time staff</p> <ul style="list-style-type: none"> • Create timeline of when to have meetings with staff and how often to schedule check-on meetings. • Schedule observation time of staff. • Establish means of collecting peer feedback. • Research and choose an evaluation tool. • Create an itinerary for the check-in and evaluation meetings. Outline what is to be covered. Include goal setting. • Communicate with staff about this new practice. • Determine how to get employee feedback on new process. • Measure average time for progression this past year to set baseline. 	<p>Challenge Center Specialist supported by Operations Manager and Director</p>	<p>Established baseline for average time for progression from Candidate to Apprentice and Apprentice to Facilitator. This will allow us to measure for change the following year. Also, we will have qualitative survey results from employees as to their perceived leadership development.</p>	<p>Mentoring plan and time line structured by Candidate Training, April 2011. New system in use by May 2011.</p>	<p>Created spreadsheet to track staff's significant dates (date of hire, belay check-off, etc). Senior staff need to be added. P:\Operations\Staff Tracking\Challenge Center Progression Tracking.xls</p> <p>Created an expectation for "check-in's" with Candidates and Apprentices. See attachment below. Once they have made the move to Apprentice, they will meet face to face with Challenge Center Specialist monthly to meet about their progression. (These dates are included in the spreadsheet mentioned above). P:\Management Documents\Hiring Information\Hiring Packet\Directions for Candidate Task List Progression.doc</p> <p>Apprentices will be asked to do a self-evaluation at third monthly meeting (using the ASI Tool). Still looking into a different tool to be used. This meeting will include goal setting that sets them on the path to becoming a Facilitator Has only been put into practice with the new hires. Was communicated to them during their hiring meeting.</p> <p>Facilitators will meet with the Challenge Center Specialist quarterly. Once they are close to completing their check-off sheet they will work closely together to set a plan to become a Team Lead.</p> <p>Team Leads will meet quarterly as a whole to touch base. Will meet with the Challenge Center Specialist every 6 months for an evaluation.</p> <p>The Challenge Center Specialist works on the Challenge Center and regularly observes the staff.</p> <p>Still need to compile data regarding the speed of advancement from hire date to Facilitator.</p>

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
<p>5.0 Increase effectiveness of outdoor trip logistical information systems.</p> <ul style="list-style-type: none"> • Determine how to utilize our current Trip Lead Sheets more effectively • More information that serves both operations and program planning and front desk/customer information • Possibly re-format Lead Sheet document template • Determine process for easy updates to get documented 	<p>Operations Specialist supported by Programs Specialist and Operations Manager</p>	<p>Lead Sheets for every trip are complete/thorough. Trip Leaders are no longer commenting on a lack of information when using Lead Sheets. Qualitative confirmation that information is flowing more consistently and regularly. Front desk staff, programming and operations staff and trip leaders all have accessible and relevant information.</p>	<p>February 1st, 2011 – new elements to process in place. 50% of Lead Sheets updated by February 1st, 2011. Remaining 50% completed by May 1st.</p>	<p>Lead sheets were redesigned to more clearly separate information for talking to participants, preparing for the trip and creating binders, as well as a section for the trip leaders during their trip.</p> <p>All lead sheets have the date last updated clearly displayed on them. When being added into a trip binder the front desk is easily able to look at the hard copy and the electronic copy and see if any revisions were made.</p> <p>“Trip Books” were also designed to support the trip leaders with any supplemental information not captured on the lead sheet.</p> <p>In training, there has been a greater push for leaders to make notes on lead sheets after visiting an area so that we can maintain the most current information.</p> <p>As glitches in our reservation and information systems have arisen, we’ve added new steps into processes. Overall, there is a qualitative assessment that many improvements have been added.</p>

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
<p>6.0 Develop and implement new curriculum for a variety of rock climbing clinics.</p> <ul style="list-style-type: none"> • Determine variety of offerings, how many to offer, when to offer, length of offering, price of offering • Document the curriculum for each new offering • Participate in PCIA training - determine who to include. • Train staff on new curriculum • Determine event logistics (signage, last minute payments, etc.) • Establish meetings with The Well to check in on rock wall logistics in general • Reassess how schedule of offerings is going and adapt for 2011 as needed 	<p>Operations Specialist supported by Operations Manager</p>	<p>Schedule of workshops in place and communicated in marketing for Peak Adventures and The Well. Workshops being delivered to participants.</p>	<p>Workshops in place by September 2, 2010. Reassessment by Nov. 1st, 2010.</p>	<p>Four different indoor climbing classes have been designed to cover topics such as belaying, lead climbing, basic techniques, and advanced techniques. Outlines have been drafted for each, and all but the advance techniques has been edited after teaching the class.</p> <p>Printed copies of all class outlines and other necessary information are stored in a designated binder that is located at the front desk and are available to instructors at any time.</p> <p>In August of 2010 in collaboration with The WELL Brad Pointer (Operations Manager) and Meredith Budlong (Operations Specialist) participated in a PCIA Climbing Wall Instructor (CWI) course. Three other Peak Adventures staff who also work for the WELL also took part in this training. All Peak Adventures staff who participated received their CWI certification.</p> <p>The training for these offerings happens in a “shadow” capacity where staff volunteer and observe in order to progress to being an instructor. Supplemental information needed comes from the Operations Specialist. A task list was implemented for all of the classes to ensure that leaders are able to demonstrate all necessary skills.</p> <p>A standing meeting is scheduled between the Climbing Wall Supervisor (The WELL) and the Operations Specialist (PA) on the first Tuesday of each month.</p> <p>After one semester of classes we reassessed our times and amount of offerings and have made the necessary changes. Further assessment is still needed and will be adjusted at the start of the Spring 2012 semester.</p>

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
<p>7.0 Implement our plan for establishing communications and relationships regarding our new location at The Well.</p> <ul style="list-style-type: none"> • Work with The Well and The Union for move date. • Arrange logistics for move (person power, U-Haul rental) • Gain key access • Establish all components of our IT systems (phones, computers, copier, LCD screens, IP ports, connectivity, fax line) • Establish protocol with The Well for reserving the use of rock wall space and conference space for group events. • Build bike shop repair bays and design retail/lobby area. Paint, slatwall, shelving, etc.) • Communicate to customers about our move. Signage, website, etc. • Design and work with vendor for equipment storage that is needed in bike shop and in outdoor equipment storage area. • Plan and market for participation in the Grand Opening. • Establish relationship for cross marketing with The Well. • Participate in Well functions and meetings regarding building usage issues. 	<p>Director supported by entire team, especially Marketing Specialist and Bike Shop Manager</p>	<p>Moved to new location and operational for all services. Technology is not an inhibitor to daily tasks and operations on a regular basis.</p>	<p>Open for business August 1st, 2010. All Information technology systems in place by November 15th, 2010. Equipment storage units in place by January 30th, 2010.</p>	<p>Move to new location has been completed. Technology is no longer a barrier to daily operations due to any logistics regarding the new location at The Well.</p> <p>Items that did take some time after the move were:</p> <p>Establishing the MOU for lease of space with The Well and MOU for rock wall usage completed.</p> <p>Phones, analog line for copier, LCD screens (mounting and working), time clock analog line, key access to various doors as well as storage area for golf cart. Gate key access to new building has been more challenging than anticipated due to a permanent bollard that was placed along an access road that we did not think was going to be blocked.</p> <p>Customer signage was thorough. On-campus and online information as to our new location was timely and thorough.</p> <p>Additional equipment storage for bike shop and outdoor gear was completed, including the locking doors to cabinet that holds first aid medications (OSHA requirement).</p> <p>Grand Opening was a huge success. Our participation meant thousands of people came through our location. Grand Re-Opening specials were a success (Adventure 4-Pack sales tripled).</p> <p>Continued collaborations and meetings with The Well occur on a regular basis.</p>

asi student government

About

Associated Students is governed by a Board of Directors which is comprised of a majority of students elected by the student body of Sacramento State. Student representation and advocacy is their primary focus and passion. The Board of Directors is committed to providing student with the opportunity to be fully involved in the governance of the University and the development of an exciting campus life.

Department Mission:

The ASCSUS Government Office strives to represent, educate, and advocate for Sacramento State students. We will accomplish this by providing development and oversight of ASI programs and implementing policies that serve the best interests of Sac State students. We will effectively serve as the voice of and resource to Sac State students.

ASCSUS 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.

Annual Priorities: 2010 – 2011

- 1.0 Enhance student awareness of ASI and other campus programs.
- 2.0 Increase student involvement on campus.

Action Plan

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
1.1 Enhance students' awareness of ASI				
1.1.1 Classroom and club presentations (focus on Freshman Seminars) <ul style="list-style-type: none"> • Refine presentations <ul style="list-style-type: none"> ○ Develop ASI pamphlet ○ Promote in DOC & Joint Councils ○ Integrate survey w/presentation ○ Develop talking points for different audiences 	VP Finance, VP University Affairs, Assist to Board Associate	Number of clubs, organizations and classes that come to us Deliver 84 class presentations per semester Present to 40% of SOAL recognized clubs & orgs	October 15, 2010 (refined presentations) Ongoing with assessment of number of presentations at year end, May 2011	Talking points used from the previous year. There is a copy of the presentation list with the office. ASI was promoted in DOC and Joint Councils. Survey for Student Relations was integrated into presentations. Another presentation developed to give presenters options with 1 based on the WLP model. Each Director completed required number of presentations.
1.1.2 Enhance “i am asi” campaign <ul style="list-style-type: none"> • Coordinate with A Team • Work with Student Relations 	Executive VP, VP University Affairs	Each board member will attend 3 ASI events or activities each semester	Ongoing with assessment of attendance at year end, May 2011	VPUA was the representative between the government office and the A-Team helping to work on making government events more effective and coordinate Board member participation. The Student Relations committee was selected as the point group for student surveys, the goal being to hold at least 2 surveys a year. Each Director attended at least 3 events. An increase in board participation was seen from previous years. More efficient and more planned events. BOD promoted ASI new campaign. Passed out shirts to all committee members.

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
1.1.3 Time on the Quad and in colleges <ul style="list-style-type: none"> • Set up sign-in sheets • Schedule board members participation • Identify tabling location 	President, Chief of Staff	Each board member will complete 2 hours per month at tabling events in quad, colleges, etc.	Ongoing with assessment of participation at year end, May 2011	Due to time constraints, Directors and VPS tabled individually as part of office hours but it was hard to coordinate with schedules.
1.2 Enhance students' awareness of other campus programs				
1.2.1 Promote and support other campus programs through technology and interactive events <ul style="list-style-type: none"> • Creation of a resource brochure 	VP Academic Affairs, Director of HHS	Brochure is created and made available to students	Fall 2010, planning Spring 2011 launch	Guide created with Associate VP of Student Retention and Student Success. Will need updating to make sure the most current information is distributed yearly. Ensured correct ASI spelling and all programs listed. Funded by ASI logo placed on Brochure Up and running on the Sac State and ASI Websites.
1.2.2 Create and sustain a Joint Council in every College <ul style="list-style-type: none"> • Cheat sheet guide • Joint Councils in Operating Rules • Joint Council register with SO&L • Offer incentives for joining • Attend 3 meetings/events for College clubs • Joint Council web pages 	College Directors	Joint Councils for every College	September 30, 2010 As Joint Councils formed, no later than May 2011 Fall 2010 As Joint Councils formed, no later than May 2011	Joint Councils were formed and/or the process was started to bring them to fruition during the upcoming year. All Joint Councils that submitted bylaws were registered with SO&L. All directors attended their requisite number of meetings/events. Joint Council web pages: Still in progress. BJLC: Info night a success! Good amount of communication with clubs and active meetings. NSM hosted the Turkey Bowl which was widely popular. ECS hosted a locker clean-up and helped with Turkey Bowl SSIS started management and committees with clubs.

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
2.0 Increase student involvement on campus				
2.1 Partner with SO&L and clubs <ul style="list-style-type: none"> Continue Nuts & Bolts workshops Collaborate with Leadership Certificate Program Partner on a Causeway Classic Pep Rally 	VP Finance, Director of Arts & Letters, Director of Business	Attendance at Nuts & Bolts workshops Submission of ASI events to Leadership Certificate Program Partnership and Rally happen	Yearlong Yearlong Causeway Event	DOC Award Select committee was formed to recognize clubs and organizations for hosting successful events on behalf of the committee's criteria and the DOC committee criteria. Alpha Phi Omega, Kappa Sigma and Epsilon Sigma Alpha were recognized. No joint ASI and Green Army events were hosted but there is a possibility for these in the future.
2.2 Fill and empower ASI University committee reps <ul style="list-style-type: none"> Fill committees student representative positions Student committee members' survey Require members' to submit reports 	VP University Affairs	90% of positions filled Survey distributed mid- and end-of-year 90% reports submitted	May 2011 January & May 2011 May 2011	96% of positions filled Sent survey at mid and final part of year. Final reports submitted There was an overhaul of the report system and most reports were verbal at individual meetings.
2.3 Partner with Residence Hall staff and students <ul style="list-style-type: none"> Identify representative to Res Hall/Advisory Board Establish contact with Res Hall staff/students at least once a month 	VP University Affairs, VP Finance, Director of SSIS, Director of Undeclared	Representative(s) are identified Monthly contact is made	Start in Spring 2011 Begin in late October 2010	Sponsored dinners at Round Table with staff of every Residence Hall and Res Life. Immensely improved communication. Able to participate in revamp of RHA/ Res Life rules Held several self-defense courses jointly with RHA
2.4 Advocate for higher education (CSSA platform) <ul style="list-style-type: none"> Board participate in voter registration ASI representative be involved in other advocacy orgs, e.g. attend meetings 	Director of Business, OGA Staff, Lobby Corps members	Each board member acquires 25 voter reg cards OGA build lobby corps membership ASI representative(s) attend other advocacy orgs meetings	October 18 Yearlong Yearlong	CSSA representative attended all CSSA meetings on behalf of ASI. Each BOD member recruited students to register but goal was not reached. Attended CHESS and March for Higher Education Several BOD members attended the CSSA conferences to learn about shared governance and other campuses. Coordinated bus transportation for Sac State students to March. Held several support meetings for march on campus.

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
<p>2.5 Academic Course to build sustainable lobby corps</p> <ul style="list-style-type: none"> Work with faculty to propose a new academic course focused on lobbying 	<p>CSSA Representative, VP Academic Affairs, Executive VP</p>	<p>Course proposal is submitted</p>	<p>By end of 2010/11 academic year</p>	<p>Consistent for the next year. Students happy with course and wish to continue. Working with CSSA to provide curriculum. Course located in ID.</p>
<p>2.6 Pursue options for more affordable textbooks</p> <ul style="list-style-type: none"> Research and develop proposal to increase amount of textbooks in Reserve Book Room Work with Faculty Senate and other applicable University staff/administrators 	<p>VP Finance, VP Academic Affairs, VP University Affairs</p>	<p>Proposal is prepared</p> <p>Communication occurs with Faculty Senate & Univ. staff/admin</p>	<p>End of Fall 2010</p> <p>Yearlong</p>	<p>Wrote proposal to start conversation with Library about increasing books on reserve. There are changes at the system-wide level for user services which makes this task difficult. Got feedback from Faculty Senate on working with User Services. Talked to other CSU's about how they ran their programs.</p>

asi student life & services

About

The Student Life & Services department of Associated Students, Inc. exists to provide quality programs, services, and leadership opportunities that encourage personal growth, promote civic responsibility, embrace differences, and connect students to the campus and the community.

Department Mission:

KSSU

The mission of KSSU is to provide a student-operated radio station, to serve as a voice for campus organizations, to function as a tool to promote campus events, and to disseminate general University information to the Sac State community.

SAFE RIDES

The mission of Safe Rides is to prevent the incidence of drinking and driving among Sac State students, faculty and staff, as well as to provide safe transportation and promote responsible drinking behavior among the Sac State community.

A TEAM

The mission of A Team is to provide both volunteers and staff an opportunity to plan various ASI events and activities which promote greater awareness of ASI and students' engagement in campus life.

Long Term Goals: 2010 – 2015

- 1.0 Continue to provide employment opportunities to students that develop leadership skills, promote student involvement and assist in effectively preparing students for professional employment.
- 2.0 Continue to work collaboratively within SLS to support one another's efforts, regardless of the program in which the student is employed. This will assist in encouraging team work within SLS and provide cross training skill development in other areas of Student Life & Services. This is done with the expectation of expanding each student's leadership skills.

Annual Priorities: 2010 – 2011

- 1.0 Coordinate and promote events and resources that will strengthen students' knowledge of and connections to Associated Students, Inc.
- 2.0 Improve the content and quality of communication between SLS (more specifically, the A Team) and the Board of Directors to ensure effective and successful planning of government specific events that are coordinated by the A Team.
- 3.0 Continue to build relationships with other campus partners through event co-sponsorship, planning, support and assistance.

Action Plan

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
<p>1.0 Coordinate and promote events that strengthen knowledge and connection to ASI</p> <ul style="list-style-type: none"> • Connect with existing Board members to effectively plan events that engage and inform students. • Work with the Marketing Department to develop materials that will appeal to the current student population. 	SLS Director and Student Event Coordinators (A-TEAM)	<p>Hold weekly meetings in the HOT SPOT open for all students attend if they wish.</p> <p>Coordinate at least two events each semester focused on getting to know the BOD.</p> <p>Sponsor one event each semester that introduces information about ASI resources and involvement opportunities.</p>	Assess progress at mid-year and at the completion of the academic year	<p>Weekly meetings were held each Wednesday from 1:30 to 2:15 in the Hot Spot.</p> <p>Town Halls, Coffee & Convo & Pres. Address were revamped to be engaging and informative (4 events each semester)</p> <p>Fall Bock Party, Spring Day in the Quad and Spring Meet the Candidates provided information about ASI resources and involvement opportunities.</p>
<p>2.0 Improve content and quality of communication between A Team and BOD</p> <ul style="list-style-type: none"> • Work directly with the BOD for the planning of government specific events such as town halls, president's address, etc. • Identify the needs of the BOD as the client as it pertains to the events and work collaboratively to address those needs. 	Student Event Coordinators (A-TEAM)	<p>Regularly schedule meetings and communicate through email with BOD regarding their needs for all upcoming government specific events.</p> <p>**While difficult to assess without numbers from last year, we will work to increase student attendance at these events.</p>	Event by event assessments throughout academic year, and at the completion of the academic year	Through the VPUA and the EVP, the ATeam was able to plan successful BOD events that were both informative and engaging (1.0) The EVP worked directly with the A Team to identify the needs of the BOD while the A Team coordinated the efforts based on those needs. The ATeam also worked directly with OGA in planning election kick off festivities that provided students with government specific information related to elections and getting to know the candidates as well as the new BOD.

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
<p>3.0 Continue to build relationships with campus partners</p> <ul style="list-style-type: none"> Maintain relationships with existing campus programs Create opportunities to develop working relationships with campus departments that we have yet to reach out to. 	<p>SLS Director and Student Event Coordinators (A-TEAM)</p>	<p>Participate in or sponsor two events (A-TEAM and KSSU) each semester with previous campus partners</p> <p>Participate in or Sponsor one event during the academic year (A-TEAM and KSSU) with first-time campus partner(s)</p>	<p>Assess progress at mid-year and at the completion of the academic year</p>	<p>Through the Block Party, The ATeam partnered with the Res Halls and various campus departments to distribute info related to student services to Res hall Students. KSSU maintained their positive working relationships with UNIQUE, Financial Aid, Res Life, The Well and Athletics. The ATeam also established a partnership with the Alternative Break program playing a more involved role in the coordination and support of both Winter and Spring Alternative Break activities.</p>