



ASI Strategic Plan 2009-2010

ASSOCIATED STUDENTS, INC.
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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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CALIFORNIA STATE UNIVERSITY, SACRAMENTO 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 meet the varied needs of students;
- 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 student and access to 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 campus 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.



ASI Associated Students Inc.

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

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

We 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.

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

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

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

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



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: 2009 – 2010

- 1.0 We will create training events and training materials for all our customers.
- 2.0 We will update (or create) procedure manuals for all internal staff and student positions and maintain them throughout the year. We will use these resources to cross-train employees to provide an unbroken stream of service to our internal and external clients.
- 3.0 We will streamline check-run processes and procedures in order to facilitate efficiency and consistency in our customer service.



ASI Business & Administration

ACTION PLAN	RESPONSIBLE POSITION	ASSESSMENT INDICATOR	TIME FRAME
<p>1.0 Accounting and IT</p> <ul style="list-style-type: none"> Identify customer training needs Begin Training Task Force meetings in November, December, February and March Perform training events Survey training events 	<p>DFA and IT Manager oversee Training Task Force. Staff Trainers (currently Elvia Felix (MIP), Mari Ruiz (CLASS), Mai Thai (IT) and Stacey Matthews (Genesis).</p>	<p>Customer service feedback using once a year customer service survey. Task Force will create a list of measurable components and decide on the scoring for measuring satisfaction.</p>	<p>November, December, February, March training task force meetings. In November, task force sends out training survey. Jan. – March perform training events for our customers based on the survey. By June survey the results.</p>
<p>2.0 Accounting and IT</p> <ul style="list-style-type: none"> Supervisors meet with staff to assess procedure manual needs and strategize development of procedure manual Supervisors monitor procedure manual development throughout the year. 	<p>Every employee is responsible for creating and maintaining procedure manuals.</p> <p>Every supervisor is responsible for cross-training.</p>	<p>Each supervisor will meet with staff to assess procedure manual development and cross-training.</p>	<p>By the end of December each supervisor meets with their staff to assess procedure manual and cross-training needs. Cross-training takes place January through June. By the end of March, supervisors review draft of manuals. By the end of June all manuals are fully developed and staff is fully cross-trained.</p>
<p>3.0 Accounting:</p> <ul style="list-style-type: none"> Identify A/P check-run problems through Check Run Task Force Implement solution, update training manuals and perform staff training Communicate changes with all staff Communicate with clients 	<p>DFA, Accounting Manager, Accounting Technicians, Operations Supervisor, Payroll Technician and Student Representatives</p>	<p>Customer Service feedback using once a year customer service survey. Task Force will create a list of measurable components and decide on the scoring for measuring satisfaction.</p>	<p>October, November, February and March have monthly check-run task force meetings. Implement suggestions and update training materials. Summary of meetings provided to DFA. By May, generate customer service survey to gauge customer satisfaction with the check-run process.</p>



ASI Childrens 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: 2009 – 2010

- 1.0 We will maintain our quality standards for NAEYC Accreditation.
- 2.0 We will pursue strategies for increasing the energy efficiency of our building.
- 3.0 We will transform playgrounds to support children's connection to nature.

ACTION PLAN	RESPONSIBLE POSITION	ASSESSMENT INDICATOR	TIME FRAME
1.0 Accreditation: research revised criteria, prepare annual report	Director and Associate Director	NAEYC Annual Report	June 30, 2010
2.0 Energy efficiency research <ul style="list-style-type: none"> • Identify energy vendors and programs available • Request energy audits and evaluations of building use • Apply for any identified sources of funding for energy improvements 	Director and Associate Director in collaboration with ASI Board/Special projects	Resources identified; Requests for energy audits in place; Applications submitted for identified sources	June 30, 2010
3.0 Playground transformations to promote additional connections with nature <ul style="list-style-type: none"> • coordinate discussions with teachers, parents and communtiy volunteers to solicit ideas • Work to highlight and integrate existing natural features into playgrounds 	All teachers, parents, community volunteers	Playground improvement; meetings inclusive of teachers, parents and community; use of existing natural features into playgrounds	On-going

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 of Sacramento State, 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: 2009 – 2010

- 1.0 We will improve communication between our staff, partners, and customers.
- 2.0 We will update (or create) uniform reconciling procedures for class/club rosters and maintain them throughout the year. We will use these resources to actively involve the instructors/coaches in the management of their respective programs.
- 3.0 We will implement more comprehensive procedures for evaluation and follow through with our current clientele.
- 4.0 We will continue to monitor the fiscal climate in the recreation arena within the greater Sacramento area and strive to optimize program opportunities.

ACTION PLAN	RESPONSIBLE POSITION	ASSESSMENT INDICATOR	TIME FRAME
<p>1.0 Aquatic Center Management</p> <ul style="list-style-type: none"> • Define lead points of contact for instructors, coaches, boosters, presidents • Cooperatively define mediums that will most effectively increase communication • Schedule methods of communication 	<p>Aquatic Center Management Staff</p>	<p>Decrease of time consuming informal discussions as a result of questions, concerns, issues being managed</p>	<p>The process is to take place at a minimum on a semi-annual basis prior to each semester. Each program has its respective seasons. A season end debrief meeting will be scheduled.</p>
<p>2.0 Program Managers; (i.e. Rowing, Sailing, Water ski/ Wake board, Front Office)</p> <ul style="list-style-type: none"> • Create, enter/update class/club rosters in templates on Q: drive for efficient viewing reconciliations • Engage in proactive and evaluative processes with their program budgets 	<p>Brian Dulgar Bob Whitford Cindi Dulgar Frank Malaki Chad McInnis Heather Heieck</p>	<p>Each program manager will exhibit greater ownership and management of their budget and prepare 2010/11 program budget</p>	<p>Due to the nature of the academic calendar, the initial reconciliations will take place after the census dates. Estimated time frame February for Spring Semester, and October for Fall Semester. Semester end report will be generated and evaluated.</p>

ACTION PLAN	RESPONSIBLE POSITION	ASSESSMENT INDICATOR	TIME FRAME
<p>3.0 Cultivate/Retain Customers:</p> <ul style="list-style-type: none"> -Evaluate current services from feedback, encourage customers to return for progressive instruction -Encourage customers to try a new activity -Offer incentives for referring other customers. 	<p>Management Staff, Instructors, Coaches, and existing users.</p>	<p>Retention of current user base, and measureable increase of users based on class size and referral information</p>	<p>This is a process that will be implemented at the beginning, during and the conclusion of each course.</p>
<p>4.0 Actively analyze competing services within geographical area in the recreation field, Facility reservations, and Special Events</p> <ul style="list-style-type: none"> •Evaluate through existing evaluations and survey what recreational services are important to them. •Survey Surrounding Recreational facilities as to what programs are stable, what have seen an increase and what programs have seen a decline. i.e. Parks and Recreation Depts. •Evaluate pricing structure for like services within industry. 	<p>Management Staff, Student assistant for experiential learning, Market Research, test</p>	<p>Comparison Analysis with the services the Aquatic Center Offers, with enrollment numbers compared to others in geographical area. Focus on our niche.</p>	<p>December 2009, prior to completion of 2010 Schedule</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: 2009 – 2010

- 1.0 We will create outdoor trip leader checklists for staff training progression.
- 2.0 We will develop and implement a Team Lead Instructor level that adds a next higher level of leadership to attain within the Challenge Center.
- 3.0 We will further develop and market the Freshman Wilderness Orientation program.
- 4.0 We will implement a new software database that increases the efficiency of registration and increases the user friendliness of on-line registration.
- 5.0 We will continue to develop specific set of marketing strategies and measure them for effectiveness. Annual goal is to increase use of services by 10% in all service areas.

ACTION PLAN	RESPONSIBLE POSITION	ASSESSMENT INDICATOR	TIME FRAME
<p>1.0 Outdoor Trip Training Checklists for all areas (General, Climbing, Backpacking/Camping/Hiking, Mountain Biking, Snow Trips, Rafting).</p> <ul style="list-style-type: none"> • Identify Training Needs • Create Training Checklists • Implement Checklists • Create Training Events 	<p>Operations Manager will oversee Operations Specialist and Intern</p>	<p>Completed checklists will have been put into use by all current trip leaders.</p>	<p>End of Fall 09 semester - December 11th, 2009.</p>
<p>2.0 Team Lead Instructor Position</p> <ul style="list-style-type: none"> • Identify training needs • Create training checklist • Identify staff for upward progression 	<p>Challenge Center Specialist and Operations Manager will work together with current Team Leads to develop</p>	<p>Team Lead Instructors able to authorize skill competencies. Candidates, Apprentices & Facilitators will advance more quickly.</p>	<p>2 Team Leads reaching instructor level by February 1, 2010</p>
<p>3.0 Freshman Wilderness Orientation Program further developed</p> <ul style="list-style-type: none"> • Identify Date • Develop content • Develop marketing strategy <p>*explore campus collaborations with RPTA, Academic Orientation, Community Engagement Office, and Residence Halls.</p>	<p>Operations Specialist will develop content. Will work with Marketing Specialist and Director to market.</p>	<p>15-20 freshman will participate in Fall 2009 offering.</p>	<p>October 2009</p>

ACTION PLAN	RESPONSIBLE POSITION	ASSESSMENT INDICATOR	TIME FRAME
<p>4.0 New Database Implementation</p> <ul style="list-style-type: none"> • Collaborate with the WELL. • Determine timeline for training and testing and transition • Determine plan for securing and accessing old database information 	<p>Programs Specialist and Director will work with entire team to effect transition</p>	<p>New database in daily use. Online registration feature active.</p>	<p>Completion estimated by April 30, 2009</p>
<p>5.0 Marketing Strategies Development</p> <ul style="list-style-type: none"> • New website to go live by Nov. 1st. Track traffic monthly. • Use of Facebook ads and networking. • Blogging - 3 entries per week; building regular readership. • Measure Youth Camp advertising effectiveness (October 2009). • Increase the use of Constant Contact features (monthly newsletter, weekly e-blast, surveys and follow-ups). Increase ability to target market. • More effectively communicate our Challenge Center products (new names, new descriptions). 	<p>Marketing Specialist and Director will work with entire team to implement and measure.</p>	<p>10% Increase in usage of services across all sectors (Bike Shop, Outdoor Trips, Youth Camp, Challenge Center).</p> <p>Increase sales conversion rate for Challenge Center by 10%.</p>	<p>Year-long effort. Check Points on 10% increase will be at end of each quarter. Able to measure increase by fiscal year end (June 30, 2009) Website live by Nov. 1st. Monthly tracking. Use of Facebook, blogging and twitter by Nov. 1st. Youth Camp survey by Dec. 1st. New products by Nov. 1st.</p>

ASI Government & Leadership

ABOUT

Associated Students is governed by an elected Board of Directors that represents the student body of Sacramento State. Student representation and advocacy is our passion. We are committed to providing all students with the opportunity to be fully involved in the governance of the University and the development of an exciting campus life.

DEPARTMENT MISSION

LONG TERM GOALS: 2010 – 2015

- 1.0 We will . . .
- 2.0 We will . . .

ANNUAL PRIORITIES: 2009 – 2010

- 1.0 Increase student awareness of ASI
- 2.0 Foster student participation on campus
- 3.0 Advocate for an accessible, affordable and quality education



ASI Government & Leadership

ACTION PLAN	RESPONSIBLE POSITION	ASSESSMENT INDICATOR	TIME FRAME
<p>1.0 Increase student awareness of ASI</p> <ul style="list-style-type: none"> •Develop an integrated marketing campaign <ul style="list-style-type: none"> •Employ consistency in branding •Launch I am ASI campaign •Publish an annual report •Utilize surveys to gather student input <ul style="list-style-type: none"> •Create survey with Student Relations Committee •Distribute survey to students •Analyze data •Formulate action to address results •Redistribute survey for effectiveness of board action •Increase communication among Board of Directors and programs <ul style="list-style-type: none"> •Quarterly reports •Board of Director attend Management work team meetings 	<p>Director of Marketing, Executive Vice President</p>	<p>Consistent identifiers are used in website and/or print; Campaign in place</p>	<p>March 1, 2010</p>
	<p>Executive Director, Director of Finance and Administration, Board, Director of Marketing</p>	<p>Annual report is published</p>	<p>September 30, 2010</p>
	<p>Student Relations Committee, Marketing Department, Executive Vice President</p>	<p>Survey Created</p>	<p>October 19, 2009</p>
		<p>Distribute X surveys, conduct X focus groups</p>	<p>Nov. 9, 2009</p>
			<p>May 17, 2010</p>
	<p>Executive Director, Department Directors, Board of Directors, Executive Vice President</p>	<p>Department Directors present 3 quarterly reports</p>	<p>October, February, May</p>
	<p>Attend X MWT meetings</p>	<p>Monthly</p>	



ASI Government & Leadership

ACTION PLAN	RESPONSIBLE POSITION	ASSESSMENT INDICATOR	TIME FRAME
<p>2.0 Foster student participation on campus</p> <ul style="list-style-type: none"> • Collaborate with campus community to establish Homecoming and Causeway Classic rallies <ul style="list-style-type: none"> • Identify and contact potential campus partners • Meet and plan events to support Homecoming and Causeway Classic • Organize 1500 Sac State Students for Capitol rally in spring <ul style="list-style-type: none"> • Advertise and educate students on issues surrounding the event • Coordinate transportation • Identify and solicit faculty support in academically related courses • Fill a minimum of 90% of student positions on University Committees <ul style="list-style-type: none"> • Obtained additional staff support • Participate in new student orientation • Streamline application process • Establish relationship with other University support for committees • Board acting in timely fashion to approve committee members • Monitor attendance and engagement 	<p>Office of the President, Appropriate SLS programs</p> <p>ASI President, Office of Governmental Affairs, Marketing Department, CSSA Representative</p> <p>VPUA, VPAA, President, Board Associate, Assistant to Board Associate</p> <p>Department Directors, Executive Director, Board of Directors Representative</p>	<p>Relationships established, events planned and executed</p> <p>1500 Student turn out for rally; Obtain media coverage by at least 3 sources; Students from target classes attend rally</p> <p>90% of positions are filled; Board/staff attend orientations; Applications process improved; Relationships in place; Appointments approved; Reports filed</p> <p>25% increase in number of volunteers; List is compiled Numbers are compiled Promotions</p>	<p>October 7, 2009 November 19, 2009</p> <p>February 2010</p> <p>July 2009</p> <p>Mid-year assessment/end of year assessment</p> <p>Academic year</p> <p>November 2009</p> <p>November 2009</p> <p>February 2010</p>



ASI Government & Leadership

ACTION PLAN	RESPONSIBLE POSITION	ASSESSMENT INDICATOR	TIME FRAME
<ul style="list-style-type: none"> • Increase student volunteerism in ASI programs and services by 25% <ul style="list-style-type: none"> • Define volunteerism • Identify opportunities for volunteerism in ASI Programs • Assess previous year's base number • Identify ways to increase participation • Advertising incentives and rewards for volunteers 	Department Directors, Executive Director, Board of Directors Representative	25% increase in number of volunteers; List is compiled Numbers are compiled Promotions	Academic year November 2009 November 2009 February 2010
<p>3.0 Advocate for an accessible, affordable and quality education</p> <ul style="list-style-type: none"> • Offer ASI scholarships to students in the fall & spring, and continue exploring with F&B the possibility of more scholarships <ul style="list-style-type: none"> • 15 scholarships fall & spring • Rollover unclaimed fall scholarships • Market scholarships availability • F & B exploration additional funding • Add new scholarships if funds identified • The Board of Directors will participate in a minimum of 12 Sac State outreach events in the academic year <ul style="list-style-type: none"> • Identify Outreach events • Schedule/coordinate Board Members participation • Establish an Advocacy Award • Develop award policy and procedures • Get ASI Board approval • Present to CSSA for adoption system-wide • Promote awareness & participation <ul style="list-style-type: none"> • Launch an educational campaign to increase voter registration and turnout 	VP of Finance, Directors of Business & SSIS VP of Finance, DFA, EVP, Director of Business, F& B Committee Marketing Department Directors of Business, Undeclared & ECS Assistant to the Board Director of Business & Secretary of State Affairs Secretary of State Affairs Marketing Department	Scholarships awarded Promotions dispersed Recommendation to BOD Legislation passed List compiled Board members scheduled Legislation passed Adopted by CSSA Promotional materials dispersed	November 2009 & April 2010 October 2009 & February 2010 November 2009 December 2009 Complete attendance May 2010 October 2009 October 2009 – May 2010 Award given April 2010 November 2009 December 2009 December 2009



ASI Student Life & Services

ABOUT:

STUDENT LIFE AND SERVICES CENTER

Need a place to live? Need a job? Check out the Center for housing needs, job needs, scholarship information and more. Stop by Student Life and Services, located in the University Union on the first floor.

KSSU

Wanna be a DJ? Look no further than Sac State's student-run radio station. KSSU programming is run entirely by students, for students. Beyond their regular broadcast schedule, KSSU also hosts Hornet athletic events as well as providing DJ service to events on campus.

GREEN STING

The mission of Green Sting is to provide Sac State students with the opportunity to learn about Associated Students, Inc. These students will be provided with experiential leadership experience and other teamwork opportunities on campus and in the community while at the same time supporting various campus events, including athletics and ASI sponsored events. This will increase student involvement; establishing school pride and enhancing campus life.

SAFE RIDES

There are many opportunities for students to give back to the campus community throughout the academic year. One way students can give back is by volunteering for Safe Rides. Safe Rides provides a FREE, safe, and confidential ride home for any student, faculty or staff who may find themselves in an unsafe situation. Each weekend over 20 volunteers enjoy pizza, soda and watch movies while providing safe rides home for fellow students. Each semester over 1000 lives are saved because students volunteer their time on a Wednesday, Thursday, Friday or Saturday night.

COMMUNITY SERVICE

Bringing together faculty, staff and students at Sac State for a common cause is just one of the goals for ASI's Community Service program. Each semester the program hosts Community Service Day, where students, faculty and staff volunteer together at various non-profit sites throughout the Sacramento Area. Community Service also works in conjunction with Blood- Source to coordinate campus blood drives and works with community partners in the annual Earth Day celebration held at Sac State.

ASI Student Life & Services

DEPARTMENT MISSION:

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

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 the student's leadership development skills.

ANNUAL PRIORITIES: 2009 - 2010

- 1.0 Continue to build relationships with other campus partners through event co-sponsorship, planning, support and assistance.
- 2.0 Increase student awareness of the various Student Life & Services programs through effective marketing and promotion and increase student participation in events and volunteerism in programs.
- 3.0 Provide employment opportunities for students that support the team work dynamic, provides intellectual growth and encourages the student population to increase their involvement in co-curricular opportunities on campus.

ASI Student Life & Services

ACTION PLAN	RESPONSIBLE POSITION	ASSESSMENT INDICATOR	TIME FRAME
<p>1.0 Continue to build relationships with other campus partners</p> <ul style="list-style-type: none"> • Maintain relationship 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 program managers</p>	<p>Sponsor two (2) events for each SLS program each semester with previous campus partners. Sponsor two (2) events across SLS programs with first-time campus partner(s)</p>	<p>Assess progress at mid-year and completion at end of academic year</p>
<p>2.0 Increase awareness of the various SLS programs</p> <ul style="list-style-type: none"> • Work with Marketing Director and Staff to implement promotional plans for SLS programs and activities • Increase participation and volunteerism in SLS programs and activities 	<p>Student program managers with assistance from the SLS director, their direct reports, and Marketing Director</p>	<p>SLS Center display boards and LCD present attractive and current information; SLS logos and brochures are reviewed for updates; SLS web pages are updated (except KSSU); Production and dissemination of promo materials for 90% of SLS sponsored events</p> <p>Achieve minimum of 100 participants in Green Sting events; Increase Safe Rides annual volunteers by 100 and nights of service by 25; Increase Community Service volunteers by 10%; Increase KSSU event participants by 5%; Increase SLS Center hosted events by 1-2 per semester</p>	<p>November 2009 December 2009 February 2010 Monthly Monthly Assessments throughout academic year</p>

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<p>3.0 Provide employment opportunities for students</p> <ul style="list-style-type: none"> • Mentor and supervise existing staff in a team oriented manner • Staff are challenged to think outside of the box to stimulate intellectual growth • SLS program managers will engage in leadership development and assessment 	<p>SLS Director</p>	<p>SLS staff have monthly group meetings; SLS Director conducts individual bi-weekly meetings with each program manager;</p> <p>Program managers identify at least one new area of activity or programming</p> <p>All program managers engage in mid-year and end-of-year leadership development performance evaluations</p>	<p>Monthly</p> <p>Mid-year progress; end of year completion</p> <p>Mid-year progress; end of year completion</p>

