

**2015-2016**

# ASI

## **STRATEGIC PRIORITIES FINAL REPORT**

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.

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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

As California's capital university, we transform lives by preparing students for leadership, service and success.

1. Enhance student learning and success
2. Foster innovative teaching, scholarship, and research
3. Commit to community engagement that strengthens and enriches the region and builds enduring partnerships
4. Excel as a place to learn, work, live, and visit
5. Promote a strong University identity
6. Engage students in a comprehensive University experience

## 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.

## 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.

## 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.

# 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 Division 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 50,000 patrons on an annual basis through its diverse aquatic programs. These include: Sailing, Windsurfing, Kayaking, Canoeing, Rowing, Water Skiing, Wake Boarding, Stand Up Paddling, Summer Camps, Youth Groups, Team Building, Special Events, Equipment Rentals, Facility 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: 2015 – 2020

- 1.0 We will maintain student and general public interest through outreach, web based content, printed mediums, event participation, and coop networking, and by conducting successful programs.
- 2.0 We will continue to offer student employment opportunities which provide experiential education outside the classroom, while enhancing student leadership and development
- 3.0 We will continue to maintain relationships to allow us to provide our customers high quality aquatic boating activities.

**ANNUAL PRIORITIES: 2015-2016**

- 1.0 We will continue to collaborate with our partners for mutual benefit, supporting one another’s missions, while providing safe, educational, recreational, and competitive aquatic programs.
- 2.0 We will consult and work with the Dept. of Interior (Bureau of Reclamation) and California State Parks for strategies for milfoil weed control in Lake Natoma. Left untreated it has detrimental consequences to activity on the lake.
- 3.0 We will continue our aggressive school outreach program to maintain summer camp, youth group, and Capital Crew participation.
- 4.0 We will install a new security camera system, enhancing the safety and security of our patrons, our equipment, and our facility.
- 5.0 We will secure contracts to host the following rowing championships: WIRA, SWJR, PAC-12, Gold Rush Masters, NCAA Women’s National Championship, and the Head of the American.
- 6.0 We will define and prioritize facility maintenance and upkeep projects to be completed, including deck replacement and painting

**ACTION PLAN:**

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
<b>1.0 We will continue to collaborate with our partners for mutual benefit, supporting one another’s missions, while providing safe, educational, recreational, and competitive programs.</b>				
State Parks Meeting	Management Staff	State Parks Meeting-	Fall 2015	Completed; however, we are still in limbo with our long term agreement. There is some realignment happening within State Parks; how this will affect the Aquatic Center is unknown.
Meeting with Bureau	Management Staff	Bureau Meeting Scheduled-Nov	Fall 2015	Bureau updates presented; maintenance done on Nimbus Dam with no direct impact to operations at the Aquatic Center. For the third year in a row, low water levels at Folsom Lake are shortening water ski and wakeboard programs because



				of lake closure.
Attend- DBAW semi-annual meeting	AC Director	Fall-October Meeting-Grant application presented	October/March 2015/2016	Aquatic Center hosted the March meeting and again secured equipment and scholarship grant funding in the amount of \$42,000.
<b>2.0 We will consult and work with the Dept. of Interior (Bureau of Reclamation) and California State Parks for strategies for milfoil weed eradication in Lake Natoma.</b>				
Follow Parks Lead	Bureau, State Parks, DBAW	Weed elimination/control	Urgent: Fall 2015 Summer 2016	Due to snowfall and spring rains, the milfoil weed issue was not as troublesome because of high water flow through Lake Natoma. Long-term dialog needs to continue for a long term strategy that could impact future programs & events at the lake.
<b>3.0 We will continue our aggressive school outreach program to maintain summer camp, youth group, and Capital Crew participation. Included in this priority is to reestablish the Aquatic Center advisory committee, for co-collaboration of university departments.</b>				
15 mile radius map within AC	AC Director, MGMT Staff, Coaching Staff	# of Assembly, P.E. Bookings	Fall 2015 Spring 2016	Outreach has been extremely successful to the point that we ran out of calendar days to reach more schools.
Network with P.E. Teachers, AD	AC Director, MGMT Staff, Coaching Staff	Network list	Fall 2015 Spring 2016	This has been successful and we will continue to cultivate.
Meet with Aquatic Center advisory committee	AC Director	AC Advisory Meeting	Fall 2015	The committee membership was established; however, after multiple attempts we were unable to meet. In the future a prescribed date

				will be set, those unable to attend will receive meeting minutes.
<b>4.0 We will install a new security camera system, enhancing the safety and security of our patrons, our equipment, and our facility.</b>				
Work with Campus Police on logistics, security protocols, and installation	AC Director, Facilities, IT Manager, Campus Police, Security Company	Installation complete, tested, and evaluated	Urgent: ASAP	17 security cameras were ordered and installed. Connecting and setting up the DVR storage is near finalization.
<b>5.0 We will secure contracts to host the following championships: WIRA, SWJR, PAC-12, Gold Rush Masters, NCAA Women's National Championship, Head of the American Regatta</b>				
Submit bid/contract to WIRA	AC Director	Secure Bid	Spring 2016	Secured bid, and was a very successful event. Conditions were perfect except for little wind on Saturday afternoon causing races to be condensed.
Submit bid/contract to US Rowing SWJR	AC Director	Secure Bid	Spring 2016	Secured bid, Outstanding conditions, 1700+ athletes, largest Jr. Regatta we have hosted to date. The Aquatic Center's Capital Crew won gold in the Men's Varsity at championships eight and qualified for Youth Nationals placing 9 <sup>th</sup> .
Submit bid/contract to Pac-12 Conference	AC Director	Secure Bid	Spring 2016	Secured bid, and hosted 3 conference championships, on Sat. – West Coast Conference, American Athletic Conference, Pacific Coast Championships;

				and on Sunday hosted the Pac12 Championships. Outstanding conditions.
Submit bid/contract for Gold Rush Masters	AC Director	Secure Bid	Spring 2016	This event is proprietary to the Aquatic Center and we had a successful event servicing the masters rowing community. Our Aquatic Center masters team won a few medals.
Bid awarded for 2015 NCAA Women's National Championships; complete contract	AC Director	Contract is executed	Spring 2016	This was the second consecutive year for NCAA Championship, co-hosted with the Pac12 conference. Absolutely perfect conditions, great racing, great competition, tremendous reviews by athletes, officials, spectators, and our head referee.
<b>6.0 We will define and prioritize facility maintenance and upkeep projects to be completed, including deck replacement and painting</b>				
Work with Facilities Staff project timeline	AC Director Facilities Staff	Prioritized Itemized project list	Fall 2015	Matt Kobe has been assigned as facilities supervisor and is doing an outstanding job of prioritizing projects, saving ASI money because we can do repairs in house; A maintenance schedule has been developed and is underway.

# 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 43 full-time staff, 225 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 continue to improve upon web-based content and services by investigating the use of more online policies and procedures in areas such as reimbursements, club agreement forms, and other areas based on customer need.
- 2.0 We will continue to offer superior student employment opportunities. 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 a hands-on learning environment giving students a well-rounded educational experience while in attendance at Sacramento State.
- 3.0 We will continue to review and uphold all internal controls for compliance and monitor all costs incurred by ASI striving for financial efficiency.

**ANNUAL PRIORITIES: 2015 – 2016**

- 1.0 We will install and test the new Payroll/HR/Time Entry system, Ceridian.
- 2.0 We will work with Public Safety to discuss and install new security cameras at the (ASI) Sacramento State Aquatic Center.
- 3.0 We will update the ASI Disaster Recovery plan, overseeing all departments’ plan updates.
- 4.0 We will assess the cost of potential vendors to purchase phones for all ASI departments.
- 5.0 We will Increase student awareness of BO/Student Shop services thru social media platforms.
- 6.0 We will update the ASI Human Resources Policy Manual.

**ACTION PLAN**

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
<b>1.0 We will install and test the new Payroll/HR/Time Entry system, Ceridian.</b>				
Work with Ceridian through discovery and implementation phases to install the Payroll/HR/Time keeping software	Ceridian Implementation Team and Subject Matter Experts (SMEs) from each ASI department	Testing has been coordinated by the Project Manager and Training Coordinator. Ceridian has completed back end verification on data and parallel testing. Installation is complete and software functional	Parallel testing conducted December 2015  Fully functional, January 2016	Ceridian Dayforce was successfully implemented January 1, 2016, with time-keeping and payroll of highest priority.  Recruiting module was implemented in May 2016.
<b>2.0 We will work with Public Safety to discuss and install new security cameras at the (ASI) Sacramento State Aquatic Center.</b>				
Identify best possible locations for security camera placement  Security cameras are installed	Director of Finance & Admin. (DFA), Aquatic Center Director, IT Manager, & Public Safety staff	Camera locations have been determined  Cameras are installed and operational	June 2016	17 security cameras were installed throughout the grounds and parking lots of the Center and were operational July 2016.
<b>3.0 We will update the ASI Disaster Recovery Plan, overseeing all departments’ plan updates.</b>				
Staff provide information and input into departmental	IT Manager & Department Directors	Business Impact Analysis forms are completed	October 30, 2015	Department directors completed self-assessments on

Business Impact Analysis templates				business continuity risks.
Analyses drive drafted updates to Disaster Recovery & Business Continuity Plans		Drafted updates to Disaster Recovery & Business Continuity Plans are completed	June 2016	IT manager updated ASI Disaster Recovery & Business Continuity Plans.
<b>4.0 We will assess the cost of potential vendors to purchase phones for all ASI departments.</b>				
Assess the cost of buying phones in house – IRT, or using an outside vendor.	IT Manager, Accounting Manager, DFA, & ED	Cost comparisons have been performed with information on vendors with best prices and services.	June 30, 2015.  Budget constraints may force the purchase to be completed in 2016/17.	Cost analysis determined purchase of phones from outside vendor would be more cost effective.  Availability of financial resource for purchases has not yet been determined.
<b>5.0 We will increase student awareness of BO/Student Shop services through social media platforms.</b>				
Create department Facebook & Twitter accounts  Post weekly messaging that highlights events, deadlines, and featured services	Operations & Accounting Managers, Operations Supervisor & SEO marketing staff	Accounts are established  Weekly postings are done	Fall 2015  Throughout the year	Facebook page was established in September 2015.  An average of 5 postings per month were done by staff.  59 “likes” by June 30, 2016.
<b>6.0 We will update the ASI Human Resources Policy Manual.</b>				
Develop timeline for review and revision of policies  Engage Management Work Team (MWT) & Employee	Human Resources Manager, Management Work Team members, Associate Directors, Employee Advisory	Timeline has been developed and utilized  Review and recommendations for policies have been obtained and vetted	Summer 2015  December 4, 2015	Detailed timeline was developed and utilized by HR Manager.  ASI Human Resources Policy Manual was reviewed by EAC

<p>Advisory Committee (EAC) for recommendations</p> <p>Obtain Board of Directors (BOD) approval for revisions</p>	<p>Committee, Board of Directors</p>	<p>Board has approved revisions to HR Policy Manual</p>	<p>December 9, 2015</p>	<p>and MWT; recommendations for revisions and additions to policies were prepared.</p> <p>Revisions to the Manual were approved by the BOD on 12/9/15 and 4/13/16.</p>
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# 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: 2015 – 2016**

- 1.0 We will earn National Association for the Education of Young Children (NAEYC) Re-accreditation.
- 2.0 We will implement our Farm-to-Preschool grant initiatives.
- 3.0 We will continue to participate in Race to the Top – Early Challenge to earn a performance rating score of 4.

**ACTION PLAN**

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
<b>1.0 We will earn National Association for the Education of Young Children (NAEYC) Re-accreditation.</b>				
Prepare all renewal materials and submit to NAEYC	Director	Renewal application received by NAEYC	September 30, 2015	Renewal materials completed and submitted.
Complete Program and Classroom Portfolios for entire Center	Director, Associate Director, Teachers	Completed Portfolios in place prior to Validation visit	Summer 2015	Portfolios completed.
Complete successful Validation visit in our timeframe of October 2015 – March 2016	Director, Associate Director, Teachers	Re-accreditation has been awarded	Validation visit conducted within timeframe; no later than March 2016	Successful NAEYC Validation visit December 2015. 5 Year Re-accreditation awarded January 2016.
<b>2.0 We will implement our Farm-to-Preschool grant initiatives.</b>				
Collaborate with local farmers to connect our school to the farm community	Director, Cook and Teachers		Ongoing through academic year	Local farmer visited the Children’s Center October 2015.
Host a local farmer for a school visit and Family Farm visit	Director, Cook, Associate Director	Farmer visit to school has been completed and field trip to farm conducted	Fall Semester for school visit; Fall or Spring Semester for farm visit	Families took field trip to Farm November 2015.
Increase our use of locally produced, sustainable food products	Director, Cook, Associate Director	Cook has utilized locally produced food products	By February 2016	Some local products were incorporated prior to change in Children’s Center cook.

Incorporate use of our own school garden produce into children's meals	Cook	Successful edible school garden has been planted; Produce has been consumed by children	Fall 2015 Spring 2016	Center grown rosemary and basil were used in recipes for the children.
<b>3.0 We will continue to participate in Race to the Top (RTT) – Early Challenge to earn a performance rating score of 4.</b>				
Meet with RTT Program Consultant	Director, Associate Director	Meeting held with RTT Program Consultant, Irene Ladd	September 2015	Met with consultant, Irene Ladd.
Invite RTT consultant to observe classrooms	RTT consultant	Observations completed and improvements made	Early Fall 2015	Classrooms were observed and rated, March 2016.
Implement Professional Development Pathway plan to increase overall assessment rating score to "4"	RTT consultant, All staff	Pathway plan has been established with RTT consultant	On-going throughout the year	Overall program rating of "4" (top rating) was achieved, April 26, 2016.

# 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 collaboration opportunities with campus and community entities.

## ANNUAL PRIORITIES- 2015 – 2016

- 1.0 We will update the 6 Challenge Center staff progression tests and upload them onto the staff website.
- 2.0 We will conduct a complete review of the Challenge Center Operations Manual.
- 3.0 We will complete the final steps of the CRM software tool implementation.
- 4.0 We will collaborate with the RPTA Department to set up our Green and Gold Youth Camps as a program where RPTA students can fulfill their required community volunteer hours.
- 5.0 We will develop an Outdoor Trip Program Assistant manual.
- 6.0 We will re-structure the job descriptions for our Outdoor Program trip leaders.
- 7.0 We will initiate a collaboration with the Alumni Center to plan a campus fundraiser that utilizes the ASI Peak Adventures Challenge Center.

## ACTION PLAN

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
<b>1.0 We will update the 6 Challenge Center staff progression tests and upload them onto the staff website.</b>				
Challenge Center staff take two written tests before advancing in their job duties. These tests cover both technical and facilitation skills. The 6 tests will be updated to incorporate current practices and standards. The tests will be uploaded onto the staff website as the updates are completed	Challenge Center Manager supported by the Challenge Center Program Assistant	The 6 tests will have been fully uploaded on the staff website	Completed before March 2016	All 6 tests were updated and posted on staff website by August 2015.
<b>2.0 We will conduct a complete review of the Challenge Center Operations Manual.</b>				
Take notes on all areas that need editing and updating  Take note of sections that are missing; need to be added	Challenge Center Manager supported by the Challenge Center Program Assistant. Team Leads will be consulted as appropriate	The top 10 prioritized changes/additions will have been completed	August – complete initial review and note areas that need editing  September – Take notes of sections that are missing  February – Change	All 6 tests were updated and posted on staff website by August 2015.  Strategy for new

Change the format to allow for easier edits in the future (to include revision dates for each section)			format to all for easier edits in the future	format has been determined and initiated.
Prioritize the top 10 updates that need to be made			December - Prioritize the top 10 updates  May – Implement the top 10 updates	10 updates are identified and prioritized.

**3.0 We will complete the final steps of the CRM software tool implementation.**

Install CRM on 3 more computers	Sales Assistant supported by the Director, Programs Specialist, Challenge Center Manager and Sales and Marketing Specialist (currently vacant)	CRM readily being used daily/weekly by all relevant positions (Sales and Marketing Specialist, Programs Specialist, Challenge Center Manager and Challenge Center Program Assistant, Director and Team Leads)	October – remaining installs complete	Data entry of 15/16 sales sheets completed by January.
Identify any unanswered questions for CRM representative phone meetings			September/October 3-4 phone meetings with CRM representative	Further support from CRM rep was not successful in addressing all needs.
Data entry of our 15/16 CIS sheets			October and ongoing – Data entry of our CIS sheets	Bi-weekly sales meetings did help to keep our implementation on course.
CRM progress reports at bi-weekly sales meetings			Bi-weekly meetings throughout year	Team Leads have not been incorporated for CRM access. The need for access is undetermined.
Determine access for Team Leads and train them on system			January – training of Team Leads	

**4.0 We will collaborate with the RPTA Department to set up our Green and Gold Youth Camps as a program where RPTA students can fulfill their required community volunteer hours.**

Set up meeting with RPTA Department Chair or other authority to discover the requirements and paperwork needed	Programs Specialist supported by the Director and ASI HR	Peak Adventures Green and Gold Youth Camps will be listed at the RPTA Department as a location that students can fulfill their community volunteer hours	November – Initial discovery meeting with RPTA Department Chair	Communications with RPTA Dept. and Community Engagement Center initiated in February 2016. MOU was not needed for summer 2016. Follow up with
Identify the amount of hours and the			December – identify the hours and duties for the volunteer position January – Write the	

<p>types of duties that a volunteer would be tasked with</p> <p>Write a Green and Gold Youth Camp Volunteer job description as well as establish the 'hiring' timeline and background check requirements for this position</p> <p>Complete all necessary RPTA Department criteria</p>			<p>formal job description for the volunteer position</p> <p>February – Complete the RPTA paperwork and submit volunteer position for posting</p>	<p>CEC slated in August 2016.</p> <p>Green and Gold Camp volunteer and internship job descriptions were created.</p> <p>Posted flyers for volunteer hours at RPTA Dept. in late April. Gave out two applications, but did not get any turned in.</p> <p>MOU between ASI and Campus (CEC) is in place for next year.</p>
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**5.0 We will develop an Outdoor Trip Program Assistant manual.**

<p>Identify 10-15 job tasks that need to be identified for documentation</p>	<p>Operations Specialist supported by Outdoor Trip Program Assistants</p>	<p>First Draft of Manual has been completed</p>	<p>November – Identification of tasks completed</p> <p>March – documentation of tasks completed</p>	<p>Manual has taken the form of numerous "How-To Sheets" created by OTPA's and then reviewed by Operations Specialist (19 topics are completed and 9 are in progress).</p> <p>A reference sheet was also created to help support day-to-day operational knowledge.</p>
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**6.0 We will re-structure the job descriptions for our Outdoor Program trip leaders.**

<p>Identify position duties for Trip Leaders.</p> <p>Identify position duties for Volunteer Assistants</p> <p>Write job descriptions for both Trip Leaders and Volunteer Assistants</p>	<p>Operations Specialist supported by the Director and ASI HR</p>	<p>Job descriptions will have been completed and posted in the electronic ASI job descriptions file folder</p>	<p>October – Trip Leader job description done</p> <p>November – Trip Volunteer job description done</p>	<p>New structure determined. Job descriptions for Trip Leader, Outdoor Trip Driver and Outdoor Trip Program Assistant were completed and approved by HR. New structure implemented January 2016.</p>
<p><b>7.0 We will initiate a collaboration with the Alumni Center to plan a campus fundraiser that utilizes the ASI Peak Adventures Challenge Center.</b></p>				
<p>Discover who to contact at Alumni Center</p> <p>Set up meeting to determine interest from Alumni Center</p> <p>If interested, take ideas forward into further action steps and develop a timeline</p>	<p>Director supported by Challenge Center Manger and Alumni Center staff</p>	<p>If Alumni Center is interested in this collaboration a timeline for the prospective event will be established</p>	<p>December – meeting with Alumni Center</p> <p>March – if event idea ‘a go’, timeline and further actions steps identified</p>	<p>Met with Alumni staff in July. Alumni event is planned for April 2017 during Alumni Month.</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.

## ASSOCIATED STUDENTS AT CALIFORNIA STATE UNIVERSITY, SACRAMENTO (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: 2015-2016

- 1.0 We will increase ASI visibility and accessibility.
- 2.0 We will engage students to participate in university efforts on social and national issues.
- 3.0 We will spearhead student advocacy and representation.

### ACTION PLAN

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
<b>1.0 Increase ASI visibility and accessibility.</b>				
<b>1.1 Engage students in the ASI Elections Process.</b>				
Host a forum on Election processes.	President, EVP, VPUA, Business, ECS, SSIS	A forum has been held.	November 1st	Forum was hosted on December 3 <sup>rd</sup> .
Re-establish the Election Code Task Force.  Review the Appellate Council charge in the ASI Bylaws.	President, EVP, VPF, VPUA, VPAA, Grad, SSIS, Undeclared	Election Code Task Force has been re-established.  Appellate Council charge has been reviewed and determination for possible action recommended.	Mid-year	Election Code Task Force (ECTF) was re-established. ECTF reviewed the Appellate Council charge & recommended revisions. Revisions were approved by the Board on February 10 <sup>th</sup> ; Bylaw changes adopted by Spring ballot.
Encourage students to run for ASI office through the "Where is Your Voice?" campaign.	All board members	"Where is your voice?" campaign has been re-established.	Mid-year	Board members supported SEO's "Run for office" campaign.
<b>1.2 Increase ASI accessibility through student outreach.</b>				
Improve visual presence of ASI Board of Directors (BOD). Improve student government social media presence.  Advertise board photos throughout campus.	All student Board members	Each Board member has established and maintained a social media page for their respective position.  Board photos have been distributed and posted throughout campus.	September 30 <sup>th</sup> deadline to establish social media page; ongoing requirement to maintain  Midyear deadline for board photos	12 BOD members established and maintained a social media page for their respective position.  EVP met with SEO to discuss marketing strategies.  BOD photos have

				<p>been shared by ASI and University social media outlets rather than physically posted.</p> <p>ASI President gave address at University President's Spring Address.</p>
Implement "Board on the Block" events.	All student Board members	Board on the Block events have been hosted at least twice a semester.	Mid-year	Successfully hosted 2 fall and 1 spring event.
<p>Increase presence in clubs and organizations.</p> <p>Launch a "30 clubs in 30 days" campaign.</p>	President, Education, A&L, SSIS, Grad	"30 Clubs in 30 Days" has been completed at least once a semester.	Mid-year and End-of-year	Club visits were made, but not done through a formal campaign.
Establish ASI presence in student support programs via classroom presentations.	All student Board members	BOD has visited and conducted presentations in at least 15 classes (eg. First year seminars, EOP, PAL, PARC, etc.)	Mid-year and End-of-year	BOD presented to at least 27 classes during the academic year.
Increase student presence on internal and university committees.	EVP, VPF, VPAA, VPUA, Business, A&L	80% of committees are filled and stay continuously filled throughout the year.	Mid-year and End-of-year	An average of 88.5% of university committee student appointments were filled during the academic year.
Conduct presentations at the Resident Advisor Staff building meetings once a semester.	VPUA, A&L, Education, HHS, NSM, SSIS, Undeclared	Resident Advisor Staff meetings for each building have been attended at least once each semester.	Mid-year and End-of-year	HHS & NSM Directors attended two staff meetings during fall (the rest conflicted with BOD meetings).
<b>1.3 Increase Hornet Pride.</b>				
Collaborate with the Hornet Pride Leadership Council (HPLC) to foster university pride.	All student board members	At least one Board Member has attended each HPLC meeting.	Mid-year and End-of-year	Promoted Dance Marathon and Homecoming Week events. ASI President attended

				most meetings.
Attend the Homecoming and Causeway Classic football games and the annual Dance Marathon.	All student Board members	BOD attended Homecoming and Causeway Classic football games and the annual Dance Marathon.	Mid-year	BOD attended both games and the Dance Marathon, included Board \$2,000 donation to student Emergency Fund.
Assess the feasibility of hosting a philanthropic music festival.  Assess student interest  Explore possible campus partnerships.  Evaluate costs associated with hosting music festival	EVP, VPF, VPAA, A&L, Business, ECS, HHS, SSIS, Undeclared, Grad, CFO Designee	Student interest survey has been sent out by Student Relations committee.  Meetings with potential campus partners have been held.  Costs and logistics have been identified.	Mid-year	Student Relations Committee student survey included questions specific to music festival. Realized key questions were not explored, more student feedback needed.  CFO designee met with chief of police and university risk management.  Cost and logistics have been evaluated; concluded substantial expense to implement, potential campus site discussed.
<b>2.0 Engage students to participate in university efforts on social and national issues.</b>				
<b>2.1 Support the ASI Food Pantry.</b>				
Raise awareness about the ASI Food Pantry.  Assess student feedback on Food Pantry.  Assess the feasibility of expanding the food pantry.	President, EVP, VPAA, A&L, ECS, HHS, Grad, NSM, Undeclared	-Classroom/club presentations have been utilized to promote Food Pantry.  First semester pantry activity has been analyzed.  Student Interest survey has been sent out by Student Relations.	Mid-Year and End-of-Year	Classroom/club presentations were utilized to promote Food Pantry.  Pantry users' data was gathered throughout the year by SEO staff.  SEO data collection was used as primary resource.

Host a series of events to collect donations.	President, EVP, VPF, A&L, HHS, Grad	At least one collection event per semester has been hosted by the BOD.	End-of-year	BOD helped with ECS/NSM JC Turkey Bowl, included Pantry donations.  Board hosted "Shoot a 3 Pointer," inviting Food Pantry donations, March 30 <sup>th</sup> .
<b>2.2 Continue to support Title IX Efforts.</b>				
Partner with University entities to support Title IX efforts.  Promote active bystander intervention.  Partner with SHCS and Women's Resource Center to host sexual assault awareness month.	President, EVP, VPF, VPUA, VPAA, A&L, HHS	Partnership has been established with at least two campus departments.  Active bystander intervention has been promoted through partnerships with clubs and organizations.  BOD has been trained in active bystander intervention.  BOD has helped with Sexual Assault Awareness Month.	Mid-Year	Campus partnerships have been established, including VPUA is a member of Sexual Violence Awareness Team.  Actions were not completed.  Participated in planning meetings for SAAM. ASI President hosted "It's on Us" pledge Library Quad event, April 4 <sup>th</sup> , participated in Red Shoe Kick-Off event, and Safe Campus Act Forum.
Constitute the Title IX Advisory Committee.	VPUA, A&L, HHS	Title IX Advisory Committee has been constituted.	October 16 <sup>th</sup>	Membership was constituted.
<b>2.3 Support initiatives that promote diversity.</b>				
Promote the institutionalization of the Dreamer's	President, EVP, VPAA, A&L, ECS, HHS	Resolution to support a campus Dreamer's resource	End-of-year	A resolution in support of the Dreamer Resource

Resource Center (DRC).  Collaborate with the Serna Center to host a "Keep the DREAM Alive" event.		center has been brought before the BOD.  "Keep the DREAM Alive" event has been held.		Center was approved by the Board on November 4 <sup>th</sup> ; Board awarded DRC \$25,000 for 16/17 External Grant  Serna Center Event was postponed for Fall 2017.
Continue to advocate for faculty diversity.	President, EVP, A&L, HHS, NSM	ASI BOD has collaborated with university efforts to promote faculty diversity.	End-of-year	Collaborated with campus administration (President Nelsen, VP of HR, Chief of Staff, etc.) to promote faculty diversity.  CODE meetings were attended.
Collaborate with the Hornet Pride Leadership Council to host a cultural awareness/pride event.  Utilize ASI Diversity Work Team to collaborate with other campus clubs/orgs to host a cultural awareness/pride event.	President, EVP, VPAA, A&L, HHS	Cultural awareness/pride ride event has been held.	End-of-year	Made plans but ultimately not many clubs/organizations were available. Recommendation: host in Fall 2017.
Partner with the Pride Center to explore university gender neutral initiatives.	President, EVP, Education, A&L, ECS, HHS, Grad	Meetings with the Pride Center & Transgender Policy Team have been held.	Mid-Year  (Specific actions TBD at Mid-year retreat)	Meetings with the Pride Center and Transgender Policy Team completed.
<b>2.4 Promote campus sustainability.</b>				
Revitalize the ASI Green Team  Utilize the ASI Green Team to assess	EVP, Education, NSM, SSIS	Green Team has been revitalized  -Green Team has assessed campus-wide sustainability	Mid-year  (Specific actions TBD at Mid-year retreat)	Green Team constituted and active in partnership with University Sustainability staff. Green Team

campus-wide sustainability efforts and identify areas for engagement.		efforts and identified areas for engagement.		submitted 2 grant applications to CSSA Greenovation Fund. Awarded \$2,000.
Market the California State Student Association (CSSA) Greenovation Fund to student clubs and organizations.	President, VPF, VPAA, NSM, SSIS	Greenovation Fund has been marketed to student clubs and organizations through club presentations.	November 13 <sup>th</sup>	Green Team promoted club awareness of Greenovation Fund; 1 application was submitted.
Partner with campus entities to promote composting efforts.	President, VPAA, SSIS	Campus partners have been identified.  Meetings with campus partners have been held.	Mid-year	Green Team Greenovation Fund award paid for composting hoop house. Green Team tabled on Earth Day.
<b>3.0 Spearhead Student Advocacy and Representation.</b>				
<b>3.1 Engage students in advocacy efforts.</b>				
Increase student awareness about the California State Student Association (CSSA).  Educate students about the CSSA Student Involvement and Representation Fee (SIRF).  Educate students about leadership opportunities within CSSA.  Participate in CSSA's efforts to assess the need for DRCs system-wide and advocate for AB540, undocumented, and Dreamer students.	President, EVP, VPAA, Undeclared, OGA	Classroom and club presentations have been utilized to market CSSA.  SIRF marketing materials have been distributed.  Tabling was done at least twice a semester to advertise leadership opportunities within CSSA.  BOD has collaborated with CSSA to assess the need for DRCs system-wide.  BOD has advocated for AB540, undocumented and Dreamer students.	Mid-year and End-of-year	25-30 class and club presentations completed during fall semester, tabled 5 times for CSSA, marketing material distributed, and ASI president collaboration with CSSA have been held for Dreamer Resource Center.  Resolution in support of Sac State Dreamer Resource Center was passed November 4 <sup>th</sup> .
Increase student	President, VPAA,	At least 20 students-	March 1 <sup>st</sup>	20 students-at-large

participation in the annual California Higher Education Student Summit (CHESS).	SSIS, Undeclared, OGA	at-large have applied to attend CHESS.		attended CHESS.
Partner with Office of Governmental Affairs (OGA) to increase board and student-at-large participation in lobbying at the State Capitol.	President, NSM, SSIS, Undeclared, OGA	BOD lobbied at least once a semester at the State Capitol.  At least 5 students-at-large have lobbied at the capitol.	End-of-year	OGA engaged 20 students in Lobby Corps review of higher education legislation and Capitol visits.
Partner with OGA to increase student participation in national politics or political events.	EVP, SSIS, Undeclared, OGA	An event surrounding national elections has been held.	End-of-year	Partners in campus "Great Debate" and "Mayoral Debate."
Host legislators on campus to connect with student constituents.	President, SSIS, OGA	A "Meet and Greet" event with legislators and students has been held at least twice a semester.	End-of-year	3 events in addition to debates were hosted.
<b>3.2 Promote student success through university initiatives.</b>				
Promote the institutionalization of Project PASS by collaborating with the Faculty Senate and university administration.	President, VPAA, ECS, HHS, NSM	Meetings with Faculty Senate and university administration have been held.	End-of-year	Meetings with campus representatives have been held.
Collaborate with the university administration to support graduation/retention initiatives.  Attend events that promote student success.	VPAA, A&L, HHS, Undeclared	Meetings with program departments have been held.  Events that promote student success have been attended by BOD.	Mid-year  End-of-year	WASC, CZAR and Provost forums attended.
Partner with the Career Center to promote internship and career opportunities.	VPF, VPAA, A&L, HHS, SSIS, Undeclared, Grad	Meetings with Career Center have been held.	Mid-year	Meetings held, ASI BOD, and etiquette dinner.
Host an all-colleges	VPAA, A&L, ECS,	All college "Major	End-of-year	Major Discovery Fair

“Major Discovery Fair.”	HHS, Undeclared	Discovery Fair” has been held.		hosted on March 8 <sup>th</sup> , coordinated by Director of Undeclared Students.
<b>3.3 Engage students in academic policy-making.</b>				
Encourage students to attend Faculty Senate meetings and Academic Affairs Advisory Council (AAAC) meetings.	VPAA	At least 50 students-at-large have attended faculty senate and AAAC meetings.	Mid-year and End-of-year	VPAA coordinated student attendance at select Senate meetings.
Assess student opinion on the Graduate Writing Assessment Requirements (GWAR).	VPAA	Student Interest survey has been sent out by Student Relations.	Mid-year	GWAR questions were included in Student Relations student survey.
Advocate for implementation of public course evaluations and course syllabi.	President, EVP, VPAA	Meetings with campus partners have been held.	End-of-year	Meetings held with President, Provost and introduction to Faculty Executive Committee.
Assess the feasibility of implementing co-curricular transcripts and/or portfolios  Identify campus partners.  Identify costs and logistics.	President, EVP, VPAA, A&L	Student Interest survey has been sent out by Student Relations.  Meetings with potential campus partners have been held.  Costs and logistics have been identified.	Mid-year  (Specific actions TBD at Mid-year retreat)	Assessed and concluded SOAL is already implementing efforts.



# ASI STUDENT ENGAGEMENT & OUTREACH

## ABOUT

The mission of Associated Students' Student Engagement & Outreach (SEO) department is to enhance the collegiate experience of Sac State students by increasing their awareness of ASI resources and providing them with meaningful engagement and leadership opportunities. SEO's outreach and programs KSSU Student Run Radio Station, Safe Rides, and A-Team offer opportunities that will assist students with personal growth, developing civic responsibility, embracing differences, and establishing connections within the campus and surrounding 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 SEO to support one another's efforts, regardless of the program in which the student is employed. This will assist in encouraging team work within SEO and provide cross training skill development in other areas of Student Engagement & Success. This is done with the expectation of expanding each student's leadership skills.

**ANNUAL PRIORITIES: 2015-2016**

- 1.0 We will actively pursue options to make KSSU more visible around campus and inclusive of the Sac State student body.
- 2.0 We are working to solidify the operations of the ASI Food Pantry specific to managing inventory, volunteer opportunities, and educating the campus community about the purpose of the pantry.
- 3.0 We will work directly with Safe Rides to enhance efficiency of the service.

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
<b>1.0 We will actively pursue options to make KSSU more visible around campus and inclusive of the Sac State student body.</b>				
Enhance outreach efforts and serve as a promotional tool for general ASI services and programs	Associate Director, KSSU Advisor, Outreach Staff, KSSU Staff	Launch of a promotional campaign and updates during meetings with staff	Assess progress at mid-year and completion at end of academic year	Launched the “U” campaign which tied KSSU to the students by highlighting the YOU in what KSSU offers. Partnered with Res Life to DJ on six occasions at the Residence Halls Coordinated 10 grass roots outreach initiatives inclusive of canvassing the campus and engaging students in conversation about KSSU and the stations offerings.
Update website to enhance the student experience when listening and interacting with KSSU	KSSU Advisor under the directions of the Associate Director	Website updated to reflect current programming	Mid-year completion	Updated front page of website to match the KSS “U” campaign and feed to pull recent blog articles. Updated blog to match website.
Assess the station and its impact on the Sac State community	KSSU Advisor and KSSU Staff	Listener tracking and monthly reports	Assess progress at mid-year and completion at end of academic year	Listener tracking was difficult due to the streaming setup. We averaged around 150 listeners a month.
<b>2.0 We are working to solidify the operations of the ASI Food Pantry specific to managing inventory,</b>				

**volunteer opportunities, and educating the campus community about the purpose of the pantry.**

Maintain the availability of items on days of food pantry operation.	SEO Director and A Team Food Pantry Coordinator	Identify a shopping schedule that assists with managing the need and availability of food and toiletries.	Mid-year completion	Shopping days were identified as Fridays and Mondays with Fridays being the priority and Monday being the day of inventory/secondary shopping day if needed so as to maintain stock for Tuesday thru Thursday days of operations.
Work with departments such as housing to increase education around student hunger and appropriate use of the pantry.	SEO Director	Realized events specific to Food Pantry purpose and education	Assess progress at mid-year and completion at end of academic year	Communicated with Director of Housing and Sr. Associate Director the purpose of the pantry. Realized that 10% of pantry users are residential students as a result of their selected meal program not meeting their needs.
Create volunteer opportunities that support the Food Pantry.	SEO Director, A Team Service Events	Launch an online volunteer sign up database that promotes volunteer opportunities and tracks volunteer involvement.	Assess progress at mid-year and completion at end of academic year	Online volunteer sign up was implemented; volunteer slots filled quickly. Welcomed PHE and registered dietician into pop up pantry initiatives to support students with meal prep ideas with items secured through the pantry.

**3.0 We will work directly with Safe Rides to enhance efficiency of the service.**

Increase the number of volunteers on high demand nights of operation.	SEO Director, Safe Rides Coordinator	Number of volunteers on high demand nights is increased.	Assess progress at mid-year and completion at end of academic year	Added one extra student organization to increase volunteer numbers on Friday and Saturday nights.
Research technology	SEO Director, Safe Rides Coordinator	Potential technology	Assess progress at mid-year and	Researched ride call application options

<p>options that will increase ease and efficiency of ride request and response.</p>		<p>options are researched and assessed for feasibility.</p>	<p>completion at end of academic year</p>	<p>and cost. Worked in partnership with Computer Engineering faculty on a project where software engineering students developed a safe rides app for possible use in the future.</p>
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