

2013-2014 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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Inc. at California State
University, Sacramento**

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Table of Contents

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.

Table of Contents	2
Associated Students, Incorporated	4
California State University Auxiliary Organizations.....	4
University Strategic Priorities.....	4
Statement of Purpose.....	5
Mission.....	5
Core Values.....	6
Long Term Directional Statements.....	7
asi aquatic center	8
About.....	8
Annual Priorities: 2013-2014.....	9
Action Plan.....	9
asi business & administration	12
About.....	12
Annual Priorities: 2013 – 2014.....	13
Action Plan.....	13
asi children’s center	16
About.....	16
Annual Priorities: 2013 – 2014.....	17
Action Plan.....	17
asi marketing	19
About.....	19

Annual Priorities: 2013 – 2014	19
Action Plan	19
asi peak adventures.....	22
About	22
Annual Priorities- 2013 – 2014	23
Action Plan	23
asi student government.....	29
About	29
Annual Priorities: 2013-2014	30
Action Plan	30
asi student life & services	34
About	34
Annual Priorities: 2013 – 2014	35
Action Plan	35

Associated Students, Incorporated

California State University Auxiliary Organizations

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

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

University Strategic Priorities

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

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

Statement of Purpose

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

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

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

Mission

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

Core Values

Integrity

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

Team Work

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

Commitment

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

Passion & Purpose

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

Community Support

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

Excellence In Service

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

Diversity

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

Long Term Directional Statements

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

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

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

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

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

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

asi aquatic center

About

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

“You’ll Enjoy the Experience”

Department Mission:

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

Long Term Goals: 2010 - 2015

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

Annual Priorities: 2013-2014

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.

2.0 We will implement ParkPro, a new program management software system, which will streamline class registrations, produce substantive reports, and assist in scheduling, evaluation and feedback for future strategic decisions.

3.0 We will continue our aggressive school outreach program to increase 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 host for the first time the U.S. Rowing Youth National Rowing Championships June 13-15, 2014.

6.0 We will continue to pursue the renewal of our long term operating agreement with California State Parks, which will include an updated sign on Hazel Ave.

7.0 We will consult and work with the Department of Interior (Bureau of Reclamation) and California State Parks for strategies for milfoil weed eradication in Lake Natoma. Left untreated it has detrimental consequences to activity on the lake.

Action Plan:

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
1.0 We will continue to cultivate sound partnerships which allow our existence.				
<ul style="list-style-type: none"> Meeting with California State Parks 	Management Staff	State Parks Meeting – Completed	Fall 2013	Parks- We had numerous meeting with State Parks, related to Special Events, We had paid an increase in special event fees related to our regatta's this year. We will continue to maintain a working relationship. Repetitive requests have been made for update on operating agreement. State Parks staff realignment has stalled progress. Bureau- Met with Dan Holsappsle from Bureau with updates. DBW - attended
<ul style="list-style-type: none"> Meeting with Bureau 	Management Staff	Bureau Meeting Scheduled – Nov	Fall 2013	
<ul style="list-style-type: none"> Attend – California Department Boating and Waterways semi-annual meeting 	Center Director	Fall- October Meeting already attended- Grant Application presented	October 2013/March 2014	

				meeting and will be receiving requested grant funding.
2.0 We will implement Bockyn, a new program management software system, which will streamline class registrations, produce substantive reports, and assist in scheduling, evaluation and feedback for future strategic decisions.				
<ul style="list-style-type: none"> Software Implementation, load, hardware, test 	ASI, IT, Software Committee AC Office Manager	Completion and test run	October, 2013	Bockyn- software implemented, As with new implementation, a few bugs are still being worked out. Due to demand we have had to increase the number of terminals outside during our busy days to expedite the registration process.
<ul style="list-style-type: none"> Going "Live" Nov. 10 	ASI, IT, Office Manager	Work out bugs prior to 2014 schedule layout	November, 2013	
3.0 We will continue aggressive school outreach program to increase summer camp, youth group, and Capital Crew participation.				
<ul style="list-style-type: none"> Define target pilot schools for initial implementation 	Center Director, Instructors, Coaching Staff	# of program outreach bookings	Sept. 2013- May 2014	We have had tremendous success with the school outreach, not only for increased enrollment for Capital Crew and CCAP, but we had record number of summer camp participants 2013-2014.
<ul style="list-style-type: none"> Use available resources to adequately promote AC programs 	Staff conducting outreach	Enthusiasm of participants engaging in outreach activities	Sept. 2013- May 2014	
<ul style="list-style-type: none"> Participate in the PECC (Physical Education for the Capital City) Workshops 	Aquatic Center Director, Program Managers, Coaching Staff	Evaluate enrollment numbers vs. previous years	Oct., Nov., Dec. 2012	
4.0 We will install a new security camera system, enhancing the safety and security of our patrons, our equipment, and our facility.				
<ul style="list-style-type: none"> Consult with camera rep for feasibility needs Install Cameras software 	ASI IT, IRT, ASI IT Director,	Locations identified and installation completed	December 2013	Monitors have been installed; we are still waiting for installations of actual video cameras. The Children's Center was to have first priority in the security monitoring system.
5.0 We will host the first ever U.S. Rowing Youth National Rowing Championships June 13-15, 2014.				
<ul style="list-style-type: none"> Bid Submitted to U.S. Rowing Bid Accepted Successful event 	Aquatic Center Director, U.S. Rowing Rep, RCTT	Bid received	June 2014	We hosted Youth Nationals with tremendous success. Over 7,000 spectators, 1500 athletes, and close to \$150K revenue. US Rowing officials have stated they would like to return in 2018. Two Capital Crew boats qualified for
		Bid accepted as submitted		
		Safe Success event		

				Youth Nationals, with the Men's Pair and Men's lightweight 4, 5 th place for the pair, and bronze for the Lightweight 4.
6.0 We will continue to pursue the securing of our long term operating agreement with California State Parks, which will include an updated sign on Hazel Ave.				
<ul style="list-style-type: none"> Secure Long Term Operating Agreement Update Plan Design Solicit Bids from contractors Establish Timeline for completion 	<p>State Parks, ASI DOF, AC Director</p> <p>Facilities, AC Management Staff, AC Director</p> <p>AC Director, Facilities</p>	<p>Signed Agreement</p> <p>Updated design sketches</p> <p>Evaluate Bid proposals</p> <p>Spring 2014</p>	<p>November , 2013</p> <p>February 1, 2014</p>	We continue to operate as we have for the last several years without a formal operating agreement. I have been told that we are being reviewed within the concessions dept. There have been numerous administrative changes within State Parks; therefore, we will continue to inquire. The sign project is on hold until we secure agreement.
7.0 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 that has detrimental consequences to lake activity if left unaddressed.				
<ul style="list-style-type: none"> Assess impact of milfoil weed on Aquatic Center Consult with specialist Define strategy Establish timeline 	Bureau, State Parks, AC Director, Facilities Staff	October , 2013	2013-2014 fiscal year	We have met with Cara Allen State Parks Environmental Scientist and did some weed removal short term before the rowing regattas; weeds did not have a negative impact on the regattas. However, a long term solution needs to be implemented.

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: 2013 – 2014

- 1.0 Implement a new POS (Point-Of-Sale) system for ASI departments.
- 2.0 Install a new security system at the ASI's Children Center and Aquatics Center.
- 3.0 Update the ASI Disaster Recovery plan.
- 4.0 Research the need and feasibility of an HR/Time Entry/Payroll system.
- 5.0 Graduating ASI student employees will be offered Resume Writing and Mock Interview trainings.
- 6.0 Student employees' progress will be tracked and analyzed while working at ASI.
- 7.0 ASI Injury & Illness Prevention Plan will be reviewed and updated and safety information included in "New Hire" paperwork.

Action Plan

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
1.0 We will implement a new POS (Point-Of-Sale) system for ASI departments.				
<ul style="list-style-type: none"> • Install, test, and begin using the new ParkPro POS system for Peak, Aquatics, and the Student Shop. 	Operations Supervisor, IT Manager, and POS committee.	On site testing being performed by each department with over-site by committee members and responsibility to IT director for report out to Park-Pro. Site visits and training by vendor will provide for immediate feedback.	System should be fully functional and in use by November 2013.	The new ParkPro POS system is in place and being used by 3 ASI depts.; testing and updates to functionality and report writing are on-going.
2.0 We will install new security system at the ASI Children's Center and Aquatics Center.				
<ul style="list-style-type: none"> • Install multiple cameras throughout the exterior of the Children's Center and multiple locations on the grounds of the Aquatics Center. • Coordinate with IRT and Facilities departments to have cameras installed at these locations. • Create security procedures and work with Public 	Operations Supervisor, IT Manager, IRT, Facilities, Public Safety, and Director of Finance & Admin.	Will work with IRT and their 3 rd party vendor to ensure the camera system is functioning properly and is highly efficient for the intended use.	By the end of the fiscal year should have cameras installed and processes and procedures in place.	This project has "stalled" due to campus protocol and making sure they have the processes in place for the installation of new cameras with the coordination of Public Safety. We will pursue this in 2014/15 and is an on-going project for the Children's and Aquatic Centers.

Safety for correct protocol.				
3.0 We will update the ASI Disaster Recovery Plan.				
<ul style="list-style-type: none"> Update Disaster Recovery Plan and Business Continuity Plan using campus system. 	IT Manager, MWT, Managers and Supervisors.	This effort requires most ASI staff for input and necessary information needs to be formally disseminated to all directors and managers so updates can be made by department.	By the end of the fiscal year should have working documents by department to have a draft plan in place.	This process has begun as of Spring 2014 and will continue into the new FY 2014/15 under the coordination of the IT Manager.
4.0 We will research the need and feasibility of an HR/Time Entry/Payroll system.				
<ul style="list-style-type: none"> Research the cost and feasibility to implement and upgrade a compatible HR/Time Entry module with the MIP accounting software. 	IT Manager, Accounting HR Manager, Payroll Technician, Director of Finance & Admin.	Will review proposals of features and costs by vendors and by MIP to upgrade the HR system which interfaces with the MIP Accounting and Payroll systems.	Will assess information (RFI's) by the end of the FY year. Implementation may not happen this fiscal year based on project prioritizing.	The project began in Fall 2013 and is continuing into 2014/15. The committee has narrowed the recommendation down to 2 companies with viable programs to pursue.
5.0 Graduating ASI student employees will be offered Resume Writing and Mock Interview trainings.				
<ul style="list-style-type: none"> Gather a list of graduating students from MWT for Fall and Spring Schedule trainings for resume writing and mock interviewing Conduct a post training survey Survey graduates' status 6 months after graduation 	Human Resources and Directors/Managers	<p>Training is scheduled and conducted each semester; Pre and post- training resumes are compared</p> <p>Post training surveys are completed</p> <p>Graduates' status has been surveyed</p>	<p>Training will be held 60 days prior to anticipated graduation date</p> <p>At the close of each training session</p> <p>6 months after graduation</p>	<p>Graduating students were identified each semester.</p> <p>Resume workshops were offered; however, only a few individuals responded and received assistance.</p> <p>Formal training surveys were not conducted</p> <p>Follow up was made with graduates that provided us with current contact information.</p>

6.0 Student employees' progress will be tracked and analyzed while working at ASI.

<ul style="list-style-type: none"> Run a list of all active students Track progress that includes, raises, promotions, transfers and/or any other type of job changes 	Human Resources and Payroll (Data Change Forms)	Active list has been run Progress is tracked and data remains updated monthly MWT will receive a report annually	Each semester Each August	Lists were prepared; discrepancies in student status were found. Some data was tracked. Updated reports are yet to be prepared.
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7.0 ASI Injury & Illness Prevention Plan will be reviewed and safety information included in "New Hire" paperwork.

<ul style="list-style-type: none"> Update IIPP Establish safety information into new hire orientation/paperwork also includes evacuation procedures and ENS. 	Human Resources, Department Managers and Department Directors.	IIPP is reviewed and brought current Pieces of IIPP are included in "New Hire" paperwork	On-going	ASI IIPP has been reviewed and information is now in "New Hire" paperwork.
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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: 2013 – 2014

- 1.0 We will enhance Family Involvement/Engagement with the Children’s Center.
- 2.0 We will support student families and staff with understanding Covered California.
- 3.0 We will participate in Race to the Top Early Learning Challenge as a selected site.

Action Plan

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
1.0 We will enhance Family Involvement/Engagement with the Children’s Center.				
<ul style="list-style-type: none"> Responding to last year’s family surveys, plan additional opportunities for families to connect in a social setting 	Director and Teachers	Fall and Spring semester events planned and implemented	Fall and Spring semesters	A “Fall Family Night” was added to our events this year Oct 3, 2013 attendance was by approximately 150 people. It included a potluck dinner, dancing and music under the redwoods. Our traditional Spring event held on May 16 was equally well attended.
2.0 We will support student families and staff with understanding “Covered California.”				
<ul style="list-style-type: none"> Work with community and campus partners to plan info sessions for CC families and student staff Provide multiple opportunities for CC families and student staff to gain understanding of Covered California 	Director Director	Meetings planned for both CC families and student staff Meetings presented for both CC families and student staff	October 15, 2013 May 23, 2014	Multiple workshops and individual appointments were held here Oct 9 by Child Action staff who are certified <i>Covered California</i> consultants. We promoted the campus <i>Covered California</i> meetings and info sessions throughout the spring semester through flyers in our student staff lounge and postings for parents.

3.0 We will participate in Race to the Top Early Learning Challenge as a selected site.

<ul style="list-style-type: none"> • Complete the Program Self-evaluation and meet with RTT Program Consultant 	Director, Associate Director	Meeting held Quality Continuum Framework Completed	September, 2013	Completed and submitted September 2013
<ul style="list-style-type: none"> • Arrange for RTT consultant to observe program 	RTT consultant, All staff	Observations completed	December 27, 2013	November, April and May 2013, RTT consultants observed and evaluated the program.
<ul style="list-style-type: none"> • Create Professional Development Pathway (plan) 	RTT consultant, Director, associate Director	PD Pathway established	December 27, 2013	Draft plan established September 2013, had follow-up with new consultant July 2013
<ul style="list-style-type: none"> • Participate in available professional development activities 	Director, Associate Director and Teachers	PD Activities completed Fall and Spring semesters	May, 2014	Four Children's Center teachers participated in available RTT trainings and Community College coursework at no cost
<ul style="list-style-type: none"> • Provide periodic progress updates to PAC 	Director	Updates provided	December 18, 2013 and May 21, 2014	

asi marketing

About

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

Department Mission:

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

Annual Priorities: 2013 – 2014

- 1.0 We will increase inbound marketing to enhance campus awareness of ASI.
- 2.0 We will enhance ASI's visibility around campus.
- 3.0 We will continue to serve as a marketing and graphic design resource for members of the campus community.
- 4.0 We will produce an Annual Report that highlights the past academic year.

Action Plan

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
1.0 We will increase inbound marketing to enhance campus awareness of ASI.				
<ul style="list-style-type: none"> • Develop more video for YouTube and the website. 	ASI Marketing Staff/ASI Videographer	Increased views and uploads. Using YouTube Analytics.	November 2013	Hired a videographer/photographer who produced over 25 videos
<ul style="list-style-type: none"> • Increase presence on Instagram and other new social media tools. 	ASI Marketing Staff	More social media engagement with students.	November 2013	Posted 200 Instagram photos with 317 followers
<ul style="list-style-type: none"> • Continue to write more articles for 	ASI Marketing Staff	WordPress analytics	November 2013	Wrote 107 articles and shared on Facebook and

<p>the WLP online magazine that engage and interest the student body.</p> <ul style="list-style-type: none"> Enhance the monthly e-newsletter to highlight all ASI programs and services. 	ASI Marketing Staff	MailChimp tracking and analytics	November 2013	<p>through the e-newsletter. Did a series of articles titled “ I am ASI”, which highlighted ASI employees.</p> <p>Sent an e-newsletter out each month to 1200 subscribers, with a total of 10 editions. Average open rate of 20%.</p>
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2.0 We will enhance ASI’s visibility around campus.

<ul style="list-style-type: none"> Increase outreach through table and booths on campus and in the University Union. 	ASI Marketing Staff	Marketing Staff monthly updates/reports	November 2013	<p>Tabled on campus a total of 35 times, mostly in the University Union.</p> <p>Hosted a “Like Us, Like You” event at the front of campus, where free coffee and doughnuts were given away to those who “like” ASI on social media.</p>
<ul style="list-style-type: none"> Collaborate with other areas for cross promotion of events, programs, and services. 	ASI Marketing Staff	Visibility around campus	January 2014	<p>Cross promoted with UEI, the WELL and the University Union. Began to distribute postcards and promotional materials to specific locations around campus that serve as student access points.</p>
<ul style="list-style-type: none"> Develop “I am ASI” shirts to giveaway throughout the year. 	ASI Marketing Staff	More engagement and program participation	January 2014	<p>I am ASI shirts were developed as part of a Board Strategic Priority.</p>
<ul style="list-style-type: none"> Utilize a button machine to make “Ask Me About...” buttons that spark conversation. 	ASI Marketing Staff		November 2013	<p>Purchased button machine with little success of actually using it. Purchased small buttons to give out during orientation.</p>

3.0 We will continue to serve as a marketing and graphic design resource for members of the campus community.

<ul style="list-style-type: none"> Continue to promote our services to the Sac State community. 	ASI Marketing Staff	Marketing Staff monthly updates/reports	September 2013 – May 2014	Worked with 3 clubs on their design projects. Decided to stop the service after realizing that it wasn't a good use of our time and resources.
<ul style="list-style-type: none"> Find opportunities to do outreach to organizations and clubs. 	ASI Marketing Staff	Marketing Staff monthly updates/reports	September 2013 – May 2014	Presented a workshop at the organization/club Conference on Social Media use.
<ul style="list-style-type: none"> Utilize a client feedback form to assist with making sure that we are meeting the needs of our campus clients. 	ASI Marketing Staff	Turn in rate for form	September 2013	N/A

4.0 We will produce an Annual Report that highlights the past academic year.

<ul style="list-style-type: none"> Finish gathering info for 2012-2013 report. 	ASI Marketing Staff	Production and publication of annual report.	September 2013	Successfully released the first Annual Report.
<ul style="list-style-type: none"> Oversee design, publication, and distribution of 2012-2013 annual report. 	ASI Marketing Staff		December 2013	
<ul style="list-style-type: none"> Begin to gather information and photos to compile the 2013-2014 annual report. 	ASI Marketing Staff		April 2014	

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- 2013 – 2014

- 1.0 Create structures for intentional outcomes for outdoor trips.
- 2.0 Develop curriculum, campus collaborations and marketing for New Student Orientations (Wellness Independence Learning Discovery – WILD).
- 3.0 Create new teambuilding product for Challenge Center that includes a campus scavenger hunt.
- 4.0 Provide a written proposal that outlines connection between Challenge Center experience and First Year Experience (FYE) curriculum.
- 5.0 Develop an indoor teambuilding product that can be utilized during rainy season.
- 6.0 Add 8 – 10 videos that showcase outdoor trips into various marketing campaigns.
- 7.0 Implement the CRM software tool to enhance our sales processes.
- 8.0 Create a rewards card for bike shop customers that tracks purchases, encouraging customer loyalty.
- 9.0 Implement Park Pro POS database system.
- 10.0 Conduct an internal risk management review utilizing the NOLS Risk Management workshop curriculum.

Action Plan

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
1.0 We will create structures for intentional outcomes for outdoor trips.				
<ul style="list-style-type: none"> • Create template for outdoor trip specific itineraries that will cater to achieving intended outcomes as determined by individuals on the trip, the group representative and/or the trip leader 	Operations Specialist, supported by Director	<p>Itinerary effectiveness will be “tested” on trips designed for RPTA 122 (veteran’s section)</p> <p>Post trip evaluations will be utilized to assess participants’ perspectives of outcomes and the offering’s effectiveness</p>	<p>October – Sample itinerary created for backpacking & rafting</p> <p>November – Sample itinerary created for specialty trips</p> <p>December – Sample itinerary created for rock climbing</p>	<p>Sample itineraries created for backpacking and rafting. Utilization of these intentional activities proved difficult on the targeted RPTA 122 trips due to bad weather and unexpected changes to logistics.</p> <p>Determined template does not provide leaders</p>

				with needed flexibility. Instead, a list of outdoor trip friendly ice-breakers, name games and initiatives will be a better solution.
4.0 We will develop curriculum, campus collaborations and marketing for New Student Orientations (Wellness Independence Learning Discovery – WILD).				
<ul style="list-style-type: none"> Identify campus resources for effective implementation and marketing Design physical promotional material Create four new trip offerings for new Sac State Students (Freshmen, Transfers, Graduate Students, Veterans) Design curriculum for trips, derived from scholarly research from no less than three sources 	<p>Operations Specialist, supported by Marketing</p> <p>Specialist and Outdoor Trip Program Assistant</p>	<p>Able to clearly identify at least three campus partners</p> <p>Promotional material is completed and implemented or distributed</p> <p>Curriculum is documented and complete</p> <p>Registrations for each trip offering meets its minimum numbers</p>	<p>October - Have met, or set up meetings with other campus programs</p> <p>Sept to Nov - offering details (dates, prices, etc.) have been determined</p> <p>Nov - marketing materials are produced</p> <p>March – July- begin accepting registrations</p> <p>June –curriculum is complete</p>	<p>Collaborations with Veteran’s Services, Women’s Resource Center, and HHS College have been established.</p> <p>Promotions will be delivered in an electronic format and will be finished and emailed to lists provided by early July.</p> <p>Offerings will be customized for each target group: freshman, transfers/graduate, veterans</p> <p>Curriculum is in final stages and will be completed by end of July 2014.</p>
3.0 We will create new teambuilding product for Challenge Center that includes a campus scavenger hunt.				
<ul style="list-style-type: none"> Design a campus scavenger hunt for Challenge Center clients interested in learning about Sac State, college life, teambuilding. This program will be able to support large groups (60+ people) Create itineraries and scavenger hunt “booklets” that can be easily updated for any group of any size. Create a pricing structure Train Team Leads on leading the scavenger 	<p>Challenge Center Manager, supported by Marketing Specialist and Team Leads</p>	<p>Implementation of new product is complete</p> <ul style="list-style-type: none"> Booklets and itineraries will be created Challenge Center Team Leads have received training 	<p>December - Scavenger Hunt booklets complete</p> <p>February - Pricing determined and marketing starts</p> <p>March - Train Team Leads at the quarterly</p>	<p>Booklet and itinerary were created and implemented for the Way Up Sacramento Program. There has not been any proactive marketing yet for this product type. This product can support varying group sizes but due to change over in our design specialist position, we did not have someone that could make adjustments to the booklets. Our</p>

<p>hunt product</p> <ul style="list-style-type: none"> • Work with the Marketing Specialist to advertise the new offering (website, Constant Contact emails, Facebook etc.) 		<ul style="list-style-type: none"> ○ Marketing tools have been implemented 	<p>Team Lead Meeting</p>	<p>new graphic design specialist is fluent in InDesign and the remaining steps for this goal will be pursued.</p>
<p>4.0 We will provide written proposal that outlines connection between Challenge Center experience and First Year Experience (FYE) curriculum.</p>				
<ul style="list-style-type: none"> • Connect with FYE director and other staff to better understand the FYE curriculum • Interview FYE professors that use the Challenge Center and find out why they choose to use us and how it benefits their classroom. • Write Proposal 	<p>Challenge Center Manager, supported by Director</p>	<p>Information from FYE professors and FYE coordinator is received</p> <p>Proposal is written</p>	<p>November - email professors requesting information regarding their experience; compile responses Dec/Jan - meet with FYE director to learn more about FYE curriculum</p> <p>Feb - create 1st and 2nd draft of proposal</p> <p>March - have finalized proposal for FYE to use to help them request future funding</p>	<p>Once this idea was presented to FYE Director, she took ownership over creating something for their grants. We provided her survey information that we gathered from the Residence Hall programs from summer 2013. FYE's pursuit has made further effort on our part unnecessary at this juncture. We will continue to meet with FYE Director and provide any information needed in order to articulate the connection between FYE curriculum and ropes course activities.</p>
<p>5.0 We will develop an indoor teambuilding product that can be utilized during rainy season.</p>				
<ul style="list-style-type: none"> • Brain storm product ideas for different scenarios and locations. Get Team Lead input. • Research locations on campus as rainy day options. • Create a mobile option with different programming features depending on location. (Boardroom, empty MPR's, auditorium, etc.) • Create itineraries and train staff. 	<p>Challenge Center Manager, supported by Team Leads</p>	<p>Implementation of new product</p> <p>Locations are identified</p> <p>Itineraries are written</p>	<p>December – March 2014</p> <p>Dec – Jan (and beyond) - brainstorm ideas, research locations, and get input from TL's via emails and Team Lead Meetings</p> <p>Summer 2014 – create itineraries</p>	<p>Brainstorming conducted via email with other staff to collect appropriate activity ideas that could be plugged into a basic itinerary. Campus locations were identified for when we could forecast rain in advance. Some mobile activities have been selected as good indoor activities (especially in smaller board rooms). No proactive</p>

<ul style="list-style-type: none"> • Review/create pricing structure, if needed. • Market to our clients via website, constant contact, Facebook, etc. 		<p>Challenge Center Team Leads trained</p> <p>Marketing tools have been implemented</p>	<p>Fall 2014 – begin marketing and Training of Team Leads</p>	<p>marketing has taken place other than our normal mobile programming option.</p>
<p>6.0 We will add 8 – 10 videos that showcase outdoor trips into various marketing campaigns.</p>				
<ul style="list-style-type: none"> • Gather video footage from multiple types of outdoor trips • Create videos • Edit videos • Place videos on website and include in class presentations 	<p>Marketing Specialist</p>	<p>Videos will be viewable on the Peak Adventures website, as well as incorporated into class presentations</p>	<p>April 1st 2014 - Videos will be in use</p>	<p>Video footage has been gathered for youth camp, challenge center, snowshoeing, backpacking and rafting. Some editing did occur, but IT issues have prevented the ability to finish editing and posting videos. New computers are planned for marketing that will allow for the completion of this goal by end of July.</p>
<p>7.0 We will implement the CRM software tool to enhance our sales processes.</p>				
<ul style="list-style-type: none"> • Create and send RFP • Determine vendor • Installation of updated software • Import client contact data • Work with vendor to set up customization • Set up training schedule • Enter client history 	<p>Marketing Specialist, supported by Director and Information Technology Manager</p>	<p>CRM installed on all core staff computers Data import will be complete</p> <p>Training will be completed Client history entered</p> <p>All applicable staff are using new CRM tool</p>	<p>Sept. 2013 - create and send RFP Oct 2013- determine vendor Nov/Dec - Installation of updated software; import client data</p> <p>March- customization and training will be complete</p>	<p>This goal has continued to be held up by installation issues between IRT and the CRM vendor. Consistent slow response time by campus IRT has severely impacted the progress of this goal. ASI IT and IRT and CRM continue to work together to install software so that we can move to implementation and training.</p>

8.0 We will create a rewards card for card for bike shop customers that tracks purchases, encouraging customer loyalty.

<ul style="list-style-type: none"> • Create a 16 stage rewards card • Create reward for completion of rewards card • Implement Park Pro for better customer purchase tracking • Present customer base with rewards cards • Track transactions in Park Pro 	<p>Bike Shop Manager, supported by Marketing Specialist</p>	<p>Success of the rewards card will be based on the frequency of card punches and discounts used from fully punched rewards cards</p>	<p>Nov - Park Pro will be live (Park Pro is needed to support rewards program)</p> <p>October- rewards cards will be presented to customers</p> <p>May- gauge frequency of rewards cards usage</p>	<p>16 stage rewards card has been created; it provides a 40% discount, once card is complete (no discounts have been redeemed thus far). Customers are using cards. Customer spending is being tracked in Park Pro.</p>
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9.0 We will implement Park Pro POS database system.

<ul style="list-style-type: none"> • Create organizational structure & all items needed for Park Pro set up • Testing of systems • Rewrite existing “How To” one sheets for key operational areas or create new ones where there are gaps • Park Pro is in operations for all of its functions • Review and check off “Punch List” 	<p>Programs Specialist</p>	<p>Data entry is complete</p> <p>One sheets exist for- POS Sales, Program Registration, Equipment Rental, Bike Locker Rental, Sac TMA Rental</p> <p>POS project punch list items are checked off</p>	<p>Oct 30- Org structure & item creation and testing complete</p> <p>Nov 11 (Launch Date)- One sheets completed</p> <p>Nov 11 (Launch Date)- completed punch list</p>	<p>Org structure & items were created. Testing occurred but did not highlight issues that occurred at launch. Testing is ongoing for all areas of the system. 5-6 “How To” sheets have been created. Park Pro is in operation. There are still many outstanding issues. All modules are in use. Reporting has been minimally used at this point. Nothing has been done with punch list due to the ongoing issues.</p>
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asi student government

About

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

Department Mission:

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

ASCSUS Long Term Directional Statements

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

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

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

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

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

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

Annual Priorities: 2013-2014

- 1.0 We will advance ASI awareness and visibility.
- 2.0 We will support and participate in student activities to promote a campus community.
- 3.0 We will assess feasibility of philanthropic community efforts.
- 4.0 We will promote student opportunities and achievements.

Action Plan

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
1.0 We will advance ASI awareness and visibility.				
1.1 Establish ASI Week <ul style="list-style-type: none"> • Participate and promote • Assess the success of the week 	All elected board members	Each elected board member shall attend at least 1 ASI week event Each elected board member will utilize ASI marketing department tools to promote the ASI week Evaluate attendance and participation to determine feasibility of future ASI week	September 20, 2013 Midyear	Completed September 20, 2013 Completed September 26, 2013 Successful week; recommend continuation
1.2 Establish ASI bulletin boards in academic colleges <ul style="list-style-type: none"> • Identify available spaces • Consult with ASI Marketing to determine board content and cost • Input into Operating Rules for maintenance and upkeep 	College directors Executive Vice President	Meetings have been held with the facility services Meetings have been held with ASI Marketing Director Operating rules reflect additional board responsibilities	November 1, 2013 November 5, 2013 First regular spring ASI Board meeting	4 of 9 directors have designated bulletin board space in their College
1.3 Enhance ASI's visibility on campus <ul style="list-style-type: none"> • Wear ASI apparel one day a month 	All board members	Board members wear ASI apparel the first Wednesday of each month	End of the year	Removed from Plan at the mid year review

<ul style="list-style-type: none"> Hold a t-shirt exchange and charity donation 	EVP, VPF Directors of Education, HHS, Business, and Undeclared	Purchase and exchange up to 500 shirts based on budget constraints	End of the year	A t-shirt exchange was held during April 2014; Exchanged shirts were donated to United Way
<ul style="list-style-type: none"> Tabling at least once a month 	All board members	Each elected board member tables and documents in their board report	End of the year	Tabling in the Quad occurred on regular basis
<ul style="list-style-type: none"> Contact resident advisors about meetings in residence halls 	VPAA, Directors of Undeclared and HHS	Elected board members will present once a semester in the residence halls	End of the year	Board members held 2 events: Fall "Meet & Eat" and Spring "ASI Goes to Dining Commons"
2.0 We will support and participate in student activities to promote campus community.				
2.1 Explore a campus wide mobile application				
<ul style="list-style-type: none"> Survey student interest in a campus wide mobile app 	EVP, VPUA, Directors of SSIS and A&L, CSSA Rep	Student survey was conducted	October 11, 2013	Student survey completed with high student interest
<ul style="list-style-type: none"> Research mobile app options 		Results are used to determine next step	Midyear	
		List of mobile app options is created	March 1, 2013	Board deferred further action to support Student Engagement & Success priority; IRT is upgrading campus mobile app
2.2 Create new traditions				
<ul style="list-style-type: none"> Initiate 	President, EVP, VPUA, VPAA, Director of Undeclared, and Director of OGA	One tradition has been created and implemented	End of the year	No substantial progress was made on this priority
<ul style="list-style-type: none"> Advertise Participate 	All Board members			

2.3 Participate in Homecoming Week				
<ul style="list-style-type: none"> Participate in two events minimum per member 	All elected board members	Elected board members indicated on board reports	October 5, 2013	Completed on October 5, 2013
3.0 We will assess feasibility of philanthropic community efforts.				
3.1 Explore other campus pantry models to create student survey				
<ul style="list-style-type: none"> Utilize Student Relations & ISR to develop and conduct student survey 	EVP, VPAA, Directors of SSIS, A&L, and Graduate	<p>Survey has been developed</p> <p>Survey has been distributed</p> <p>Results are analyzed</p>	<p>September 30</p> <p>October 28</p> <p>December 13</p>	Student survey completed October 2013; high student interest & need
3.2 Identify pantry space options				
<ul style="list-style-type: none"> Contact facilities Determine space needs and security 	President and President's Designee	Space has been identified	Midyear	Potential spaces identified; pursuing University support through SPAG
3.3 Create list of potential pantry partners				
<ul style="list-style-type: none"> Reach out to potential partners Identify potential donors 	EVP, VPUA, VPAA, and Director of SSIS	List has been created for partners and donors whom have been identified	Midyear	A PowerPoint presentation has been prepared identifying needed partnerships
3.4 Partner with interested campus parties to explore an urban garden				
	President, EVP, VPAA, Directors of SSIS and NSM	Green Team has added this onto their priorities and has reached out to other interested parties	End of the year	Student survey results, October 2013 determined hold on further action until campus location is identified and available

4.0 We will promote Student Opportunities and Achievements.				
<p>4.1 Promote existing scholarships, internships, and research</p> <ul style="list-style-type: none"> College directors discuss with Deans about scholarships, internships, and research Expand I am ASI campaign to profile student accomplishments Schedule Marketing Manager to do a presentation to introduce web media resources to the Board 	<p>College directors</p> <p>EVP Directors of Education, ECS, Business and Director of OGA</p> <p>EVP</p>	<p>Scholarships, internships, and research opportunities have been identified</p> <p>ASI scholarship page has been updated</p> <p>Presentation is conducted</p>	<p>End of the year</p> <p>End of the year</p> <p>Midyear</p>	<p>Scholarships and internships were identified and promoted in individual departments</p> <p>Completed on October 16, 2013</p>
<p>4.2 Identify ways to publicize and/or recognize ASI scholarship recipients</p> <ul style="list-style-type: none"> I am ASI Campaign Research cost & availability for screens around campus Research cost of recognition events 	<p>VPAA, VPF Directors of SSIS, Education and Business</p> <p>VPUA, Director of Business</p>	<p>Scholarship recipients are recognized as part of I am ASI Campaign</p> <p>Meeting with IRT has been conducted to determine future steps</p>	<p>End of the year</p> <p>March 1, 2014</p> <p>Midyear</p>	<p>Completed; EVP met with Marketing team; some recipients featured in WLP Magazine</p> <p>Cost estimates were acquired by Director of Business</p> <p>Completed; ASI partnered with Dreams to Degrees scholarship recognition event</p>

asi student life & services

About

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

Department Mission:

KSSU

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

SAFE RIDES

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

A TEAM

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

Long Term Goals: 2010 – 2015

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

Annual Priorities: 2013 – 2014

- 1.0 In partnership with the Marketing Manager, develop a new organizational structure that identifies marketing as a program of Student Life and Services. The purpose of this effort is to increase the productivity and communication of the marketing and A Team staff in an effort to provide more support to student staff as well as enhance the quality of student engagement opportunities offered through ASI.
- 2.0 Increase opportunities for collaboration with new campus departments for the sake of capturing new audiences and developing positive work relationships with other departments who encourage student involvement.
- 3.0 Continue to provide oversight of the Farmers Market, exploring opportunities for growth that provide parking conveniences for vendors and product variety for the campus community.

Action Plan

Action plan	Responsible position	Assessment indicator	Time frame	Progress Report
1.0 We will develop a new organizational structure that identifies marketing as a program of Student Life and Services.				
<ul style="list-style-type: none"> • Work with the ASI Marketing Manager to develop a proposal for the restructure. • Pilot the effort as early as January 2014. 	SLS Director and Marketing Manager with approval from the Executive Director	Hold Standing meetings between the SLS Director and the Marketing Manager	Assess progress at the completion of the academic year as this effort is not scheduled to be in place until January 2014 at the earliest.	Completed. July 1, 2014 The Student Engagement and Outreach (SEO) Department begins operation. New physical location for all SEO programs has also been established.
2.0 We will increase opportunities for collaboration with new campus departments.				
<ul style="list-style-type: none"> • Expand on the new A Team/Unique collaboration efforts to include both Fall and Spring semester annual events. • Identify opportunities to increase partnerships with other campus departments such as UEI, Pride Center, etc. 	SLS Director	Hold event assessment meetings with the SLS Director, the A Team member assigned to the event and the staff person within the collaborating department.	Assessments will be managed per event throughout the academic year.	<p>- Completed. Fall 2013 and Spring 2014 collaborative events with Unique were executed successfully. Planning for a possible change to the Spring 2015 collaborative event to be more inclusive of the larger campus community.</p> <p>-UEI Mobile Food Truck partnership for Block Party 2013 was a huge success and will continue for Block Party 2014 with exploration of a</p>

				<p>possible Spring 2015 mobile event.</p> <p>-Pride Center support for Fall 2013 Finals Stress Relief Event for Students.</p> <p>-Successful Leadership Initiative (LI) partnership with SOAL securing volunteers for events and providing engagement opportunities for LI students.</p>
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3.0 We will continue to provide oversight of the ASI Farmers Market.

<ul style="list-style-type: none"> • Solidify the existence of an ongoing market. • Determine the reality of a yearlong market or a seasonal market and finalize the assessment in a document provided to the Executive Director. 	SLS Director	Will be managed on an ongoing basis during the academic year based on campus and vendor response.	Assessments will be managed at the mid-term as well as at the completion of the academic year.	Completed. Market set to continue as a yearlong effort with dates through December 2014. All required permits are up to date. Parking solidified and 6-8 regular vendors solidified. One concern still exists regarding the impact that summer market customer declines will have on the potential of Fall market vendor participation.
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