

2016–2017

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.

Associated Students, Inc

California State University, Sacramento
6000 J Street
Sacramento, CA 95819

Phone: 916-278-6784
Fax: 916-278-6278

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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

ASCUS will work to ensure that students at the University have the ability to contribute to the governance of the University.

ASCUS 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.

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

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

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

ASCUS 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 co-op 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: 2016-2017

- 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 provide experiential education with employment opportunities for Sacramento State students, providing mentorship and career growth, while aiding retention until graduation.
- 4.0 We will utilize the newly installed security camera system to ensure a safer and more secure environment for all of our guests.
- 5.0 We will secure contracts to host the following rowing championships: WIRA, SWJR, PAC-12, Gold Rush Masters, IRA Men's National Championships, and the Head of the American.
- 6.0 We will define and prioritize facility maintenance and upkeep projects to be completed, including deck replacement, painting, men's and women's shower repair, dock repair, and artificial turf installation.

ACTION PLAN:

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 Continue to collaborate with our partners for mutual benefit, supporting one another's missions, while providing safe, educational, recreational, and competitive programs.				
State Parks Meeting	Management Staff	State Parks Meeting-	Fall 2017	Completed, all requested special events approved, State Park Parking Fee, outside our outer lot needs further discussion of loss of revenue
Meeting with Bureau	Management Staff	Bureau Meeting Scheduled-Nov	Fall 2017	No formal meeting was scheduled however numerous phone and email communications took place for cooperative

				partnership and assistance
Attend- DBAW semi-annual meetings	AC Director	Fall-October Meeting-Grant application presented	October/March 2017/2018	Attended both; secured maximum grant funding of \$20k Scholarships, \$20k Equipment, & \$2k supplemental
AC Advisory Committee Meeting	AC Director	Fall-October Meeting-Cross Dept. Collaboration	Fall 2017	Meeting took place to reestablish open communication among departments for future opportunities
2.0 Consult and work with the Dept. of Interior (Bureau of Reclamation) and California State Parks for strategies for milfoil weed eradication in Lake Natoma.				
Follow Parks Lead	Bureau, State Parks, DBAW	Weed elimination/control	Fall 2017	Due to the increased runoff and flows through Lake Natoma, weeds were not an issue this spring. However, a tremendous amount of wood debris impacted programming
3.0 Provide experiential education with employment opportunities for Sacramento State students, providing mentorship, career growth, while aiding retention until graduation.				
Conduct hiring process - prepare job announcements; recruit, interview; hire, train and evaluate	Associate Director	# of Sacramento State student employees	Fall 2017 Spring 2017	Mass university announcement for employment opportunities was sent; approximately 90 part-time seasonal student staff are employed
4.0 Utilize newly installed security camera system to ensure a safer and more secure environment for all of our guests.				
Work with Campus Police on utilization of security camera system; implement	AC Director, Facilities, IT Manager, Campus Police,	Installation complete, tested, and evaluated; protocols in place; use of data to	Fall 2017	Cameras are installed and operational; we still are determining the minute adjustments

protocols on data retrieval and use	Security Company	apprehend perpetrators and curtail incidents of theft		of cameras for best coverage. They haven't led to apprehension of smash and grab violators; however, we hope they will
5.0 Secure contracts to host the following championships: WIRA, SWJR, PAC-12, Gold Rush Masters, IRA Men's National Championship, Head of the American Regatta.				
Submit bid/contract to WIRA	AC Director	Secure Bid	Spring 2017	Bid secured, WIRA was well attended and a success, will host again in 2018
Submit bid/contract to US Rowing SWJR	AC Director	Secure Bid	Spring 2017	Bid secured, largest junior event held to date, has expanded to a 3-day event. Will host again in 2018
Submit bid/contract to Pac-12 Conference	AC Director	Secure Bid	Spring 2017	Bid secured WCC/PCRC/Pac-12 participants very pleased with event. Expectation is to host again in 2018, PCRC events may be eliminated on Saturday due to lack of participation
Submit bid/contract for Gold Rush Masters	AC Director	Secure Bid	Spring 2017	This event is proprietary to the AC; not a big profit maker; however, gives our masters community an opportunity to compete on a championship course. Will host in 2018
Bid awarded for 2017 IRA Men's National Championships; complete contract	AC Director	Secured Bid	Spring 2017	Bid secured; IRA's a tremendous success, fantastic conditions, competition was at the highest level, over 102,872 watched the event

				live on webcast. IRA plan on coming back in 2018
6.0 Define and prioritize facility maintenance and upkeep projects to be completed, including deck replacement, painting, men's and women's shower repair, dock repair, and artificial turf installation.				
Work with Facilities Staff project timeline	AC Director Facilities Staff	Prioritized Itemized project list completed	Fall 2016	Facilities Manager has done a fantastic job of coordinating his staff and maintenance schedules. Facility, grounds and equipment are being maintained at a better level

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 52 full-time staff, 435 part-time staff, six internal programs, approximately 300 clubs and organizations, the University Union, University IRA's and External Grants 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, fax services, notary, 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: 2015 – 2020

- 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 internal accounting software, club agreement forms, and other areas based on customer need.
- 2.0 We will continue to offer superior student employment opportunities. The ASI office of Business and Administration will emphasize a hands-on learning environment giving students a well-rounded educational experience while in attendance at Sacramento State and mentor our students to learn the accounting and finance to become more marketable outside of 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: 2016 – 2017

- 1.0 We will review and update ASI Financial Polices.
- 2.0 We will manage a successful “temporary” move for the ASI business and government departments during the expansion of the University Union.
- 3.0 We will implement new CO policy 1401 regarding student clubs.
- 4.0 We will secure a third party to host accounting software MIP in the cloud.
- 5.0 We will search for a new cap and gown vendor to ensure our current vendor is competitive and implement a new gown to align with Sacramento States sustainability initiative.
- 6.0 We will continue to increase student awareness of BO/Student Shop services through our current social media platforms.
- 7.0 We will update the ASI Injury and Illness Prevention Program (IIPP) policies and add new policies when needed.

ACTION PLAN

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 Review and update ASI Financial Polices.				
Financial policies will be distributed at staff meetings with due dates assigned for review. Managers will review updated changes made by assigned staff member	Business Office managers, supervisors, and staff	ASI Financial policies have been reviewed by related business office staff, approved by management and Board of Directors	End of Spring 2017	Complete – ASI financial policies have been updated and approved by the ASI BOD on May 10, 2017
2.0 Manage a successful “temporary” move for the ASI business and government departments during the expansion of the University Union.				
Work with Union moving coordinators and hold planning meetings to create a process and timeline to accomplish a successful department move to a temporary new location	Business Office managers and DFA	Move has been completed and all department functions are fully operational	February 2017	Complete – Temporary move to Sequoia Hall 311 has been accomplished. The move was successful with minimal down time of services to students and staff

3.0 Implement new CO policy 1401 regarding student clubs.				
Will work with campus Financial Services to determine requirements to conform to new CO policy 1401	Operations Manager, Senior Accounting Technician, DFA	All points of CO policy 1401 have been addressed and in place	Dec. 2016	Majority Complete – implementation of club accounting has been accomplished. Met with campus Financial Services dept. to establish reporting requirements. Club financial reports have been created and are usable
4.0 Secure a third party to host accounting software MIP in the cloud.				
Work with MIP vendor Abila to move the MIP accounting software to a sustainable platform for disaster recovery	IT Manager, Accounting Manager, DFA	Implemented program and fully functional for MIP users	Dec. 2016	Complete – saved approx. \$15k/yr. by using the campus back-up server at CSU Stanislaus. MIPS cloud solution became too “pricey”
5.0 Search for a new cap and gown vendor to ensure our current vendor is competitive and implement a new gown to align with Sacramento States sustainability initiative.				
Identify possible cap and gown vendors and perform a cost and product comparison. Look for the possibility of a sustainable product	Operations Manager, Student Services Supervisor, DFA	Cost comparisons have been performed with information on vendors with best prices and services and signed contract is in place	Fall 2016	Complete – Signed a 3 year contract with Josten’s as our cap & gown vendor using a quality, recycled material manufactured from plastic bottles
6.0 Continue to increase student awareness of BO/Student Shop services through our current social media platforms.				
Increase the number of postings on the B.O. Facebook account and market the page to all students coming into the office	Operations & Accounting Managers, Student Services Supervisor & student staff	Increase the number of “Likes”	June 2017	Complete and On-going - We have seen an increase in Facebook likes, as we continue to promote our page to students coming into our office. We currently have 98 likes compared to 59 last year

Post weekly messaging that highlights events, deadlines, and featured service		Weekly postings are done	Throughout the year	Success this year: students utilized Facebook messenger to ask questions in regards to cap/gown and other daily posts. The ASI BO/Student shop Facebook page provides another source of communication
7.0 Update the ASI Injury and Illness Prevention Program (IIPP) policies and add new policies when needed.				
Review, update and revise (when necessary) the Injury and Illness Prevention Program and policies related to safety and add new policies when needed	Department Directors and Associate Directors, HR, EAC, & Safety Committee	Provide a timeline for review that is broken down by each policy with deadlines for feedback. Include in various EAC, safety committee meetings	Present to the BOD by December 2016 and finalize new manual by January 2017	Complete – Project completed by October 2016; determined prior IIPP had not gone through Board review and approval; thus, did not pursue; implemented immediately

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: 2015 – 2020

- 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 through sustainable approaches to all aspects of the Children's Center program.

ANNUAL PRIORITIES: 2016 – 2017

- 1.0 We will achieve a successful Contract Monitoring Review (CRM) from the California Early Education and Support Division.
- 2.0 We will successfully launch and utilize CenterTrack as our new enrollment software system.
- 3.0 We will participate in Sacramento County Office of Education’s newly developed “Raising Quality Together” program and earn a performance rating score of 4.

ACTION PLAN

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 Achieve a successful Contract Monitoring Review (CRM) from the California Early Education and Support Division.				
Attend the CMR training session	Director and Office Administrator	CMR training session is attended	September 14, 2016	April 26, 2017 Director and Operations Manager attended the CMR webinar
Review all CMR components	Director Associate Director, all teachers	Review has been conducted	January 2017	CMR was postponed to fall 2017
Prepare documentation following CMR Component Guidelines	Director and Office Administrator	Documentation is prepared in accordance with Guidelines	January – February 2017	Document preparation is scheduled for July 2017
Coordinate staff readiness for CMR visit	Business Office staff, as needed	Staff training and preparation complete	January – February 2017	Staff training is scheduled for August 2017
2.0 Successfully launch and utilize CenterTrack as our new enrollment software system.				
Schedule and attend CenterTrack trainings	Director and Office Administrator	Engaged in training	Ongoing through fall semester	Completed in fall 2016 by Operations Manager
Enter all family data from EZ Care into CenterTrack	Office Administrator and office staff	Child and family data entered	September – October 2016	Completed in fall 2016 by office staff

Enroll new subsidy program families using CenterTrack	Office Administrator and office staff	Enrollment completed	August – October 2016	Completed in fall 2016
Fully utilize the many features available in CenterTrack		CenterTrack is utilized by staff	Ongoing throughout year	January 2017, went live with CenterTrack using invoicing, subsidy, immunization, and daily enrollment features

3.0 Participate in Sacramento County Office of Education’s newly developed “Raising Quality Together” program and earn a performance rating score of 4.

Meet with RQT Program Consultant	Director, Associate Director	Meeting held with RQT Program Consultant, Ramee	September 2016	Associate Director met with RQT consultant, fall 2016
Invite RQT consultant to observe classrooms	Director and RQT consultant	Observations completed and improvements made	Fall 2016 Semester	Consultant (Irene Ladd) observed classrooms in both fall 2016 and spring 2017 semesters
Implement Professional Development Pathway plan to be eligible for CSPP QRIS Block Grant	RQT consultant, All staff	Staff have attended classes and completed trainings	Ongoing throughout year	Staff attended selected professional development trainings
Obtain overall assessment rating score of 4 or higher	All staff	Achieve a performance rating score of 4 or higher	May – June 2017	April 2017, Center achieved a ranking of Tier 5

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: 2015 – 2020

- 1.0 We will increase by 15% student participation in outdoor trips and equipment rentals by 2020.
- 2.0 We will provide student employees with leadership skills and practical skills-based training that give them an advantage in their post college endeavors.
- 3.0 We will educate, promote and support the campus communities' use of bicycles as alternative transportation in order to decrease traffic and parking congestion, contribute to the campus "Carbon Neutral Commitment," and promote individuals' health and well-being.

4.0 We will pursue opportunities that allow the expansion of the Challenge Center's teambuilding services in order to serve over 10,000 people annually.

5.0 We will maximize the collaboration opportunities with campus and community entities.

6.0 We will develop a plan to make a smooth transition to The University Union.

ANNUAL PRIORITIES - 2016 – 2017

- 1.0 We will complete the update of the Operations Manual for the Challenge Center.
- 2.0 We will add pictures and/or video clips of each low and high element at the Challenge Center to the website.
- 3.0 We will create a consistent email marketing schedule using Robly that includes all areas of Peak Adventures services (Bike Shop, Challenge Center, Outdoor Trips, and Equipment Rentals).
- 4.0 We will create instructional sheets for the Bike Shop Manager position.
- 5.0 We will develop reference sheets for the sales team to assist them in booking custom outdoor trips.
- 6.0 We will create a youth camp intern specific job application and a volunteer application.
- 7.0 We will collaborate with the Alumni Center to host an Alumni event at the Challenge Center.
- 8.0 We will increase the efficiency of our equipment rental systems as well as establish a vision and plan for the expansion of our equipment rental inventory.
- 9.0 We will assess the ACCT accreditation process as well as other ACCT certifications in order to determine which certification process best serves the future business needs of the Challenge Center.

ACTION PLAN

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 Complete update of Operations Manual for the Challenge Center.				
Updates will include top 10 necessary changes that were identified last year. Update document format.	Challenge Center Manager supported by the Challenge Center Program Assistant	Updated format completed All 10 updates will be completed Updated manual uploaded to the staff website	August 2016 January 2017 February 2017	Format has been updated All 10 updates have been added Has not been uploaded to the staff website. This part has been a bigger challenge than originally thought. CC Mgr. is working with the Marketing Specialist to find a solution to make the online manual more user friendly for the staff

2.0 Add pictures and/or video clips of each low and high element at the Challenge Center to the website.				
Schedule photo shoot times for each element Edit all files and add captions to pertinent photos Post on website	Marketing Specialist and Challenge Center Manager supported by Graphics Assistant	Videos and pictures will be completed. All new photos and videos will be posted on website	March 2017	Photos are on website with their names Captions have been written and emailed to Marketing Specialist
3.0 Create a consistent email marketing schedule using Robly that includes all areas of Peak Adventures services (Bike Shop, Challenge Center, Outdoor Trips, and Equipment Rentals).				
Create schedule Implement schedule Track and analyze 'open rate' results	Marketing Specialist and Graphic Design Assistant	New schedule will be implemented and adhered to Analysis report completed	September – December 2016 January 2017	A calendar was created by the Graphic Design Specialist to keep Robly emails on schedule. Schedule was implemented Data has been tracked. Analysis of open rate results is still needed
4.0 Create instructional sheets for the Bike Shop Manager position.				
Documentation of 8 different managerial functions	Bike Shop Manager	Scheduling of employees Opening and closing procedures Receiving and entering inventory items in Park Pro Inventory Adjustments Creating special orders and contacting special order customers	August 2016 August 2016 September 2016 December 2016 January 2017	Detailed instructional sheets were created for all of the listed items except for the 'scheduling of employees' With the recent implementation of Ceridian software, scheduling of employees will be done in the new system. Once the details of the new process are mastered, the

		Ordering and payment process (top 5 distributors)	February 2017	instructional sheet can also be completed
		Credit Card statement reconciliation	March 2017	
		Inventory counts	July 2017	
5.0 Develop reference sheets for the sales team to assist them in booking custom outdoor trips.				
Develop reference sheets for the following custom trip types: Camping, Backpacking, Rafting, Day Hiking, Snowshoeing, Ski/Snowboarding, Cross Country Skiing, Rock Climbing, Biking, Wine Tasting, Zip Lining, Caving	Operations Specialist	Rafting, Camping and Backpacking completed	November 2016	Instead of attempting to train the sales team on the intricate details of each outdoor trip, it was decided that training the Operations Specialist on drafting contracts would be more efficient. The Ops Specialist now oversees custom OT bookings from start to finish
		Day Hiking, Snowshoeing, Ski/Snowboarding, Cross Country Skiing completed	January 2017	
		Rock Climbing, Biking, Wine Tasting (Lodi), Zip Lining, Caving completed	May 2017	
6.0 Create a youth camp intern specific job application and a volunteer application.				
Create specific applications for both the youth camp intern position as well as the youth camp volunteer positions	Program Specialist	Both applications completed	January 2017	After meeting with HR these were deemed unnecessary However, both positions were posted on time this year and we do have our first RPTA volunteer this summer

7.0 Collaborate with the Alumni Center to host an Alumni event at the Challenge Center in spring 2017.

<p>Continue communications with Alumni Center to establish the implementation details for hosting an Alumni event at the Challenge Center</p>	<p>Director supported by Challenge Center Manager</p>	<p>Alumni event is scheduled and happens in spring 2017</p>	<p>March or April 2017</p>	<p>Met with Alumni Center staff in February 2017</p> <p>An event date was selected and logistics were determined</p> <p>Unfortunately, the Alumni Center was unable to add the event in their calendar in time and we had to reschedule for a future date, yet to be determined</p>
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8.0 Increase the efficiency of our equipment rental systems as well as establish a vision and plan for the expansion of our equipment rental inventory.

<p>Analyze the equipment rental historical numbers</p> <p>Determine plan for expansion based on the numbers and forecasted market</p> <p>Review and make changes to the rental procedures that will increase customer service and efficiency of check out process</p> <p>Update operational and marketing documentation to match any changes</p>	<p>Director supported by Operations Specialist and Programs Specialist</p>	<p>Historical numbers reviewed</p> <p>Areas for expansion identified</p> <p>Internal and external documents updated to reflect changes in rental procedures</p>	<p>November 2016</p> <p>November 2016</p> <p>January 2017</p>	<p>There is not yet a report for identifying historical equipment use in Park Pro</p> <p>We have identified several items of high use or interest that have been added to our current inventory (10 additional snowshoes; 6 additional bear canisters; new snowboards/boots)</p> <p>Rental rates and rental pick up and return times were revamped. Updates were included in the 2017 brochure and the website</p>
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Communicate with RPTA Department for further collaboration on ideas for sharing equipment and RPTA equipment storage		MOU agreement updates prepared for the June 30, 2017 renewal date	May 2017	Plans to meet with RPTA department to further discuss MOU updates is still in progress
9.0 Assess the ACCT accreditation process as well as other ACCT certifications in order to determine which certification process best serves the future business needs of the Challenge Center.				
Review all pertinent ACCT documents	Director supported by Challenge Center Manager and Challenge Center Program Assistant	Contact made with ACCT and other industry contacts	October 2016	Challenge Center Manager and Program Assistant attended the ACCT Conference ACCT is not ready to roll out the anticipated Accreditation Program. Not much information available at this time
Reach out to industry contacts to learn more about the various certification routes		Findings discussed	October 2016	
Attend the ACCT conference		Attend ACCT conference	February 2017	
Meet internally to discuss findings				
Make plans to attend pertinent trainings		Training and or certification opportunities identified and planned for in budget	February 2017	
Make budgetary forecasts for certification pursuit				

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 at the University have the ability to contribute to 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 opportunities outside the classroom 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: 2016-2017

- 1.0 We will expand and bring awareness to the need for social welfare programs on campus.
- 2.0 We will foster a sense of pride in the Hornet family.
- 3.0 We will support student success efforts.
- 4.0 We will raise awareness of ASI.

ACTION PLAN

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 Expand and bring awareness to the need for social welfare programs on campus.				
1.1 Coordinate housing and food insecurity awareness and efforts with a University Task Force				
In coordination with campus president, establish a University Task Force for Housing & Food Insecurities	President SSIS	Task Force is established	Mid-Year	September 22, 2016 President Nelsen announced establishment of Task Force
Hold a community event that will raise awareness of housing and food insecurities	President EVP VPAA A&L Edu	Event has been planned and implemented	End of Year	Task Force assumed the responsibility for hosting an event. The ASI President collaborated with several possible partners, but it became apparent that due to the amount of activities the Task Force and the ASI Board were engaged in, the event needed to be postponed. The Task Force will keep this on their strategic priorities for next year
Increase awareness of Calfresh partnership	VPAA	Promotional efforts and events have been completed	Mid-Year	Task Force supported the development of Cal fresh partnerships, while engaging students and the

				campus community in sign-ups
Advocate for and support the development of on-campus emergency housing	President	Participated in planning and creating on-campus emergency housing	End of Year	Task Force secured on-campus emergency housing, spring 2017. The housing is partnership between ASI, Student Affairs, Residential Life, and UEI Dining Services. Four students can be served at a time and two are provided meal plans. Wells Fargo donated to ASI \$5,000 to support dining cost
Explore crisis housing voucher options for non-traditional students	President VPAA	Voucher options have been assessed with campus partners	Mid-Year	Student Affairs' Case Manager secured a partnership with a local hotel to provide students with a voucher. It will be paid for through the new Housing Fund
Partner with Housing & Residential Life for food donations from students in the residence halls	A&L HHS SSIS	Established meetings with Housing & Residential Life Organized donation events in collaboration with Residence Hall Association	Mid-Year End of the Year	Food donations were collected in fall 2016
Foster relationships with campus partners to spearhead future sustainability efforts with	EVP SSIS	Sustainability efforts toward food insecurity have been	Mid-Year	Relationships established and campus partners are working on grant application

food insecurity, e.g., dining app		assessed with campus partners		
Explore and identify a web-based resource for affordable housing options	President	Feasible web resource(s) have been identified	Mid-Year	After a year of hard work, ASI SEO Associate Director and ASI President solidified a partnership with IRT and Students Affairs to update the Housing Website and create a roommate finding system exclusively for students. Jody Nelsen, Kelly Thompson, and the Task Force provided support for the project that is anticipated to be available, fall 2017
2.0 Enhance a strong sense of Hornet pride on campus and in the Sacramento community.				
2.1 Collaborate with faculty to promote student-faculty accomplishments				
Work with campus entities to promote student-faculty collaborations <ul style="list-style-type: none"> Collaborate with Public Affairs to create student-faculty video and media coverage 	EVP Grad	At least two promotional efforts have been completed At least one video has been completed	Mid-Year Mid-Year	Initial conversations were held, but due to BOD turnover, no further action was taken. Public Affairs has increased promotion of faculty/student collaborations
Collaborate with campus entities to support and promote Graduate and Professional Student Appreciation Week, with efforts for an evening event	President Bus Edu Grad	Support efforts have been identified At least one evening event held	Mid-Year End of the Year	ASI Graduate Director coordinated and implemented a successful appreciation week

2.2 Collaborate with campus partners to explore development of traditions				
Collaborate with Student Affairs & Alumni Association to explore development of campus traditions Assist Senior Experience Committee – Alumni Center	Bus ECS NSM Grad	Identified and participated in at least one tradition to implement this year Students have been recruited to participate in the tradition	Prior to Winter Commencement Mid-Year	Initial conversations were had, but due to Alumni student group being inactive, they did not continue
2.3 Support and promote campus centers & institutes				
Attend and/or participate in events in support of research institutes	ECS NSM Grad	At least two events have been attended and/ participated in	End of the Year	NSM Director participated in the College of NSM Undergraduate Research Reception, October 13 th ; and ASI promoted the Provost’s Student Research Fall Forum on November 7 th
2.4 Support and promote the establishment of a Downtown Location				
Advocate for student representation on decision-making committee(s)	President SSIS	Student representative(s) are included on committee(s)	End of the Year	SSIS Director represented students’ interest to College Dean, fall 2016
3.0 Support student success efforts.				
3.1 Promote diversity and inclusion				
Partner on a student diversity event	VPUA VPAA A&L Edu HHS, SSIS	Student diversity event has been held	Mid-Year	Participated with student-focused ADA forum
Participate in faculty diversity efforts Support new faculty orientation and events (ie: End of the Year Picnic)	VPAA A&L	Participated in new faculty events Ensure student participation on search	End of the Year	President and VPAA presented in new faculty orientation; board/student

Support the hiring of diverse faculty and new Office of Diversity		committees Consult with Dr. Robin Carter		representation was in place for Provost, Vice Provost, Deans of Education, NSM and Arts & Letters, and Associate Dean for A&L search committees
3.2 Advocate for increased study resources				
Advocate for additional library resources Advocate for an increase in electrical outlets in the library Advocate for extended library hours	VPUA Bus Grad	Have met with Library Dean UAAC has assessed and addressed this issue	Mid-Year	Student Voice survey was conducted, spring 2017. Students indicated a need for more electrical outlets and study spaces. College of Business Director partnered with Library for opening ceremony for new Library Breezeway seating/study space
Assess feasibility of Scantron & Blue Book vending machines	EVP Education	Assessed feasibility of vending machines	Mid-Year	VPAA advocated for UEI to provide additional Scantron & Blue Book vending machine; UEI will add new machine in University Library, summer 2017
Advocate for increased study spaces	VPUA NSM SSIS	Assessed feasibility of more and/ or extended hours of study spaces	End of the Year	BOD promoted creation of additional study space in discussions with Dean of the Library; designated study space was ear-marked for graduate students

3.3 Promote online campus resources				
Promote use for the newly updated Sac State mobile app	All of BOD	Board members have promoted use of app	Mid-Year	Board members promoted the mobile app in their social media
Advocate for online course evaluations	VPF VPAA Bus ECS NSM	Conducted meetings and discussions with other university stake holders Prepared appropriate recommendations for Board action	Mid-Year	No progress was made
Advocate for online course syllabi	VPF VPAA Bus ECS NSM	Conducted meetings and discussions with other university stake holders Prepared appropriate recommendations for Board action	Mid-Year	VPAA re-introduced proposal to Faculty Senate Executive Committee; no further progress was made
3.4 Advocate for additional transfer student support				
Assess the feasibility of a partnership with orientation staff to better support incoming transfer students	VPAA VPF Bus Edu HHS	Meetings have been held in conjunction with orientation staff to explore partnerships for spring semester	Mid-Year	Director of Business worked closely with transfer students to enact changes in the orientation process; Director of Business made a transfer orientation video to familiarize students with ASI
Initiate campus-wide discussion in implementing a transfer student network	VPF VPAA Bus HHS	Discussions have been held	End of the Year	Undeclared Director began discussions with Dean of Graduate & Undergraduate Studies to create a

				<p>tool kit for incoming students</p> <p>Strong working relationship was developed with newly founded Transfer Student Association</p>
4.0 Raise awareness of ASI.				
4.1 Strengthen student engagement in shared governance				
Identify and resolve gaps in campus representation and communication with University committees	VPUA	Identified committees which lack student representation and openings have been filled	Mid-Year	VPUA in partnership with staff support assessed vacancies and worked to recommend student representatives for Board approval; 83% of student representative positions were filled
Engage in outreach to centers of diversity and inclusion to promote interest or engagement in student representation on committees	All BOD	Outreach to various centers has been completed	Mid-Year	EVP coordinated BOD visits to various diversity, inclusion and support centers throughout campus; Board members increased their knowledge about centers and promoted to student constituents
Strengthen communication between student representatives on University committees & BOD	VPUA VPAA HHS	Developed alternatives for improving communications between students and the Board	Mid-Year	VPUA created a committee feedback form to provide student representatives a method to apprise the BOD of significant

				committee issues or initiatives
Increase BOD presence at Faculty Senate meetings	All BOD	Board members have attended Faculty Senate meetings	Mid-Year	Majority of Board members attended at least one Faculty Senate Meeting
4.2 Increase BOD visibility				
Have ASI presence at 60 Clubs/Orgs in 60 Days	All BOD	BOD have visited 60 Clubs/Orgs in 60 Days	Mid-Year	Under the leadership of Graduate Director, Board members visited over sixty clubs in sixty days
Foster a greater relationship with students at large				
Coffee with Commuters	President EVP	"Commuters to Community" has been established	Mid-Year	BOD delivered coffee and treats, December 1
Hold office hours outside of the ASI office (e.g., Quad, AIRC, etc.)	All BOD	Office hours have been held outside of the ASI Government Office	Mid-Year	Director of Undeclared held office hours in the First Year space and Director of Business held hours in Tahoe
Educate students on ASI programs, services, and representatives	All BOD	Connected with campus videographer to convey information Continued "Talks with the Board" on KSSU	End of the Year	Determine to take no action; ongoing efforts provided by staff in SEO department Director of Business highlighted various board members; ASI President identified potential marketing ideas for incoming board
4.3 Increase awareness and availability of ASI financial resources				
Hold DOC Workshop(s) to help assist students with DOC process	VPF Bus	DOC workshops have been held	Mid-Year	VP of Finance held numerous

				workshops fall and spring
Increase awareness of ASI scholarships	All BOD	Scholarships have been promoted	Mid-Year	Board members and SEO promoted scholarship application opportunity; high numbers of applications were received for all scholarship offerings
Assess the feasibility of increasing the ASI Scholarship fund	VPF VPUA ECS NSM	Feasibility has been assessed	Mid-Year	BOD utilized Strategic Priority Funds to add 2 more Dreamer Scholarships each semester and instituted a Students with Disabilities Scholarship and US Armed Forces Scholarship offered each semester, beginning fall 2017
4.4 Increase student participation in Green Team & campus sustainability efforts				
Appoint 4-6 students to Green Team	EVP ECS	Appointed students to Green Team	Mid-Year	Green Team was fully constituted in fall 2016
Participate in Earth Day	EVP NSM SSIS CSSA Liaison	Participated in Earth Day	End of the Year	Green Team sponsored environmental film showing for Earth Day
Apply for CSSA Greenovation Fund	EVP NSM SSIS	Applied to CSSA Greenovation Fund	Mid-Year	CSSA awarded Green Team \$2500 to support creation of the ASI Student Planters Garden

<p>Coordinate with food and housing insecurity task force on dining app project</p>	<p>EVP ECS</p>	<p>Partnered on assessing feasibility of food insecurity dining app</p>	<p>End of the Year</p>	<p>Relationships established and IRT and UEI are working creation of a dining app; Task Force is working on grant application</p>
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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: 2015 – 2020

- 1.0 Continue to provide employment opportunities to students that develop leadership skills, promote student engagement and assist in effectively preparing students for their next steps.
- 2.0 Continue to work collaboratively with campus partners on projects that will increase campus life and enhance the educational experiences of students.

ANNUAL PRIORITIES: 2016-2017

- 1.0 We will actively pursue the implementation of an off campus housing site/database that will assist in eliminating issues of housing displacement for students.
- 2.0 We will remain consistent with our departmental marketing plan; Safe Rides will be reintroduced to the campus with the development of a new promotional campaign.
- 3.0 We will identify a Spring Semester signature event that encourages student engagement and celebrates the completion of the academic year.

ACTION PLAN

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 We will actively pursue the implementation of an off campus housing site/database that will assist in eliminating issue of housing displacement for students.				
Conduct research on existing databases used by other campuses	Director, Associate Director, ASI President	Research analyzed then determined what approach can suit the needs and budget of ASI	Mid-year completion	Research was completed at the mid-term
Increase student awareness of and access to off campus housing options	Director, Associate Director, ASI President	Launch and promotion of a live and active website	Assess progress at mid-year and completion at end of academic year	Site developed by the university and maintained by Student Affairs is slated to launch for Fall 2017
2.0 We will remain consistent with our departmental marketing plan; Safe Rides will be reintroduced to the campus with the development of a new promotional campaign.				
Assign project to Graphic Designer for new approach to concept and development	SEO Assoc. Director	Presentation of new design concepts, etc.	Mid-year completion	Designed a four-part campaign to promote Safe Rides, combining photography and graphic design Shifted to a focus of Safe Rides app development.
Develop a new promotional campaign, which seeks to get out the word about Safe Rides on campus	SEO Assoc. Director	Launch new a-frames, social media, and digital signage to promote the Safe Rides program	Mid-year completion	Resulted in partnership with Computer Science students for an interactive app slated to launch for Fall 2017 with pending

				promotional support from UTAPS
3.0 We will identify a Spring Semester signature event that encourages student engagement and celebrates the completion of the academic year.				
Enhance campus life and engagement opportunities for students during Spring Semester	SEO Director, SEO Assoc. Director, ASI Special Events Coordinator	Identify and implement a Signature Spring event	Assess progress at mid-year and completion at end of academic year	Enhanced campus life via KSSU planning four new events (Speed Friending, Trivia Night, Poetry Night, and Study Session) while also hosting four "Listen Live" events
Increase the number of SEO events offered during the Spring Semester	SEO Director, SEO Assoc. Director, ASI Special Events Coordinator	An identified increase in the number of events held during spring semester	Assess progress at the end of academic year	The A-Team promotional arm planned an Amazing Race engaging more than 100 students visiting the different ASI departments to collect stamps and win a prize. Hosted a Boba Tea giveaway during the last few weeks of school for 150 students