

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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BUSINESS AND ADMINISTRATION

ABOUT

The ASI office of Accounting Services and HR serves as the corporate accounting, payroll, human resource and information technology departments for ASI. We service 53 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, theater tickets, money orders, fax services, notary, stamps for sale, 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.

ANNUAL PRIORITIES

- 1.0 Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.
- 2.0 Intentionally integrate a cohesive ASI culture for all employees to foster a sense of community and oneness.
- 3.0 Create sustainable organization for the future through the optimization of ASI business processes and through innovative programming.
- 4.0 Identify and implement assessment strategies for ASI programs and services to analyze and articulate their value and benefits.

ACTION PLAN:

Identify and implement assessment strategies for ASI programs and services to analyze and articulate their value and benefits. Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.				
Meet, inform, and assist in training the new Director of Finance of the Accounting Services tasks and responsibilities.	Operations, IT and Accounting Manager	Successfully transition the new DF into position	June 2024	Completed. Hoan Nguyen serves as the Director of Finance since October 2023. He provides support and guidance for the IT, Student Services and Accounting teams.
Reiterate ASI mission, vision and values by basing applicable employee trainings and gatherings on these fundamental concepts.	HR Director; HR Coordinator; Benefits & Safety Mgr; Payroll Technican	Measure the percentage increase in employee awareness and understanding of ASI's mission, vision, and values based on pre- and post-training surveys. Aim for a 20% or higher increase in awareness.	Ongoing	<p>ASI HR completed an employee engagement survey to reiterate the organizations values for FT. Participation for FT staff was 61%.</p> <p>ASI HR instituted organization-wide birthday celebrations. Employee engagement exceeds 20%, as some FT and PT staff at Peak Adventures, SEO and Accounting often attend, however, offerings are delivered to the Aquatic Center and the Children's Center for their staff to be included in the events.</p> <p>New employee benefit offerings were instituted to increase employee engagement. Of particular interest to employees was the employee educational assistance which saw a 20% increase in usage. We had two employees in the spring of 2022 and zero employees in Spring 2023 utilize the program. In Fall 2023 we had 7</p>

				employees utilize ASI's educational assistance program.
Annual FT and PT employee retreat focused on the values of Personal Wellness (wellbeing) and Development	HR Department	Evaluate the retreat satisfaction through participant surveys. Aim for an average satisfaction rating of 4 out of 5 or higher from attendees.	Fall 2023; Spring 2024; ongoing	The 2023 FT Staff Retreat was based on the Core Value of Personal Wellness and Development. Feedback on the retreat boasted that it was the best yet, as it emphasized the organizations value on ASI employees' social, financial, occupational, holistic, mental and physical wellbeing. PT retreat postponed until Fall of 2024 due to campus strikes in Fall of 2023;
New Hire Orientation will be updated to include information that educates new employees on what an auxiliary is and the difference between being an ASI employee and a campus employee; Showcase ASI's support of students & Sac State campus at oncampus events such as hiring faires and celebrations while at the same time using visual branding to showcase who we are.	HR Coordinator	Monitor the increase in event attendance and engagement metrics (e.g., booth visitation, social media interactions) compared to previous years without visual branding. Aim for a 15% increase in engagement.	Ongoing	New Hire Orientation was updated to emphasize ASI as an auxiliary of Sacramento State; New Hire Orientation is now in the process of being updated to improve the employee experience and alleviate department training requirements post orientation. The HR Coordinator has attended all tabling opportunities with the campus. While we have noticed an increase in student applicants, specific data regarding tabling engagement is not available to the HR department.
2.0 Intentionally integrate a cohesive ASI culture for all employees to foster a sense of community and oneness.				

Support and engage with ASI's Finance & Budget Committee	Accountant I and Accounting Manager	Successful support to the committee	Fall 2023	Completed. Elizabeth Juarez-Lopez supports the Board Finance and Budget Committee throughout the 2023-24 Academic Term. She engages with the VPF and DF to make preparation and coordinate all F&B meetings.
Assist the new DF in the preparation and completion of ASI's annual budget	Accounting Manager, Operations Manager & Accounting Services Team	Successful budget cycle completion	Spring 2024	Completed. DF presented and received ASI Board approval for the FY24/25 Operating and Capital Budgets on 4/9/2024. The operating budget was approved by the Campus CFO on 4/16/2024 and Campus President on 6/24/2024. The budget was uploaded and commenced on 7/1/2024.
Design/print an ASI T-shirt that visually represents the ASI community – present that shirt as a reward for participating in the ASI employee engagement survey	HR Department	Measure the response rate to the employee engagement survey and the percentage of employees who claim their ASI T-shirt reward. Aim for a survey response rate of 80% or higher and T-shirt redemption rate of 90% or higher.	Fall 2023	The T-shirt was completed and provided to full and part-time staff as a reward for completing the employee engagement survey. The survey response rate was 68% among FT staff. The rate was lower among PT staff; however, we offered the T-shirt to employees attending NHO post-survey to assist with ASI brand awareness on the campus.
ASI Directory w/in the HRIS system;	HR Director	Track the number of employees who actively use the ASI online Directory. Aim for at	Fall 2023 (Directory)	The Directory was completed and is

ASI Intranet	Payroll Technician	least 90% of employees to use the directory within the first year of its implementation.	Spring/Summer 2024 (Intranet)	available on the Dayforce HUB (intranet).
Create a cross-functional DEIB team that allows a spectrum of ASI employees to participate without taxing department staffing requirements	HR Director	Aim for participation from at least 30% of ASI employees across diverse backgrounds.	Spring/Summer 2024	This goal has been tabled due to turnover at the ASI and campus level.
3.0 Create sustainable organization for the future through the optimization of ASI business processes and through innovative programming.				
Research viable and cost-effective solutions to stream regattas at the Aquatic Center, with coverage throughout the lake. Contact IRT for any new solutions, third party vendors that stream events, Cellular service and other services that we may not be aware	IT Manager AC Director	Implementation of a cost-effective solution and successfully stream an event without or with minor issues	Testing by early 2024 and put in production by the first regatta of 2024	Completed. IT streamed a Verizon device during PAC 12 Regatta in May 2024, and it is a viable option with limitations. The device is similar to what PAC 12 used but our data plan will need to be upgraded to a higher bandwidth. ASI AC may use these devices at the start line and strategic locations in the course or on a chase boat. IT plans to do additional testing at the Head of the American regatta in October 2024. AC Director will decide if an upgraded plan is needed. IT will also look into using drones, but that will require additional permits and insurance.
Implement new First Generation, Pride and Veteran Stole	Operations and Services Supervisor,	Stoles approved by departments and campus. Put up to sell	May 2024	Completed. 1,345 stoles (1,215 1st Generation, 80 Veteran, and 50 Pride) were sold

	Operations Manager	for Spring 2024 semester		for the Spring 2024 Commencement.
Adopt IT Policies	IT Manager	Policies have been passed by the Board of Directors	Spring 2023	Completed. The new ASI IT policies have been present to the external auditors during the annual Interim Audit.
Fully train and onboard the HR Benefit & Safety Manager to offer content specific training on benefit offerings that would benefit ASI employees – including programs/services available to students and non-benefited staff (pet insurance, EAP, etc).	HR Benefit & Safety Mgr	Evaluate the HR Benefit & Safety Manager's ability to provide content-specific training through post-training assessments. Aim for a pass rate of 90% or higher in these assessments.	Spring 2024	Ongoing; Position rehired 5/2024
Fully train & onboard the Payroll technician to take ownership of more ASI HRIS features Create three user guides for popular Dayforce functions (hire, terminate, create an employment requisition)	Payroll Technician; HR Director	Assess the Payroll Technician's proficiency in using ASI HRIS features after training. Aim for a 20% improvement in the utilization of HRIS features within three months of training completion.	Spring/Summer 2024	Ongoing; Position will be rehired Summer 2024
4.0 Identify and implement assessment strategies for ASI programs and services to analyze and articulate their value and benefits.				
Create an assessment tool for ASI's Free Legal Aid Program	Operations Manager, Operations & Services Supervisor	Create tool and Collect surveys from a minimum of 40% students who used the service with	June 2024	Not completed. Legal Aid consultant resigned in December 2023. Working with Criminal Justice faculty to outsource a consultant replacement.

Transition to ASI's new auditor financial and tax reporting (Clifton Larson)	Accounting Manager & Accounting Services	Completion of all deadlines on time	Fiscal years 22 and 23	<p>Completed.</p> <p>Clifton Larson Associates (CLA) successfully completed the FY22/23 Financial Statement Audit and the 2022 990 Return for filing on March 8, 2024 to CA State and the IRS. CLA is also completing the FY23-24 Interim/IT Audit</p>
Employee Engagement Survey	HR Director; Benefit & Safety Mgr; HR Coordinator EEC Committee	Aim for a 75% response rate or higher to ensure that a substantial portion of the ASI community has participated in the survey. A higher response rate will indicate greater engagement and a more accurate representation of employee perceptions and understanding of ASI programs and services.	Fall 2023	Completed January 2024; The survey response rate was 68% among FT staff. The rate was lower among PT staff.

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 STATEMENT OF PURPOSE:

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

ANNUAL PRIORITIES

- 5.0 Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.
- 6.0 Intentionally integrate a cohesive ASI culture for all employees to foster a sense of community and oneness.
- 7.0 Create sustainable organization for the future through the optimization of ASI business processes and through innovative programming.
- 8.0 Identify and implement assessment strategies for ASI programs and services to analyze and articulate their value and benefits.

ACTION PLAN:

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.				
1.1 Increase Class/Summer Camp: Instructor/Counselor Pool (Giving Priority Sac State Students) for: 1) Sailing 2) Kayaking 3) Stand-up paddling 4) Rowing 5) Summer Camp	Director Associate Director Operations Manager Rowing Manager Facilities Manager	Positions Filled	Spring 2024	1. Campus wide Email Blast to each Department 2. Social Media outreach using tags of each organization, club, department, Facebook, Instagram
1.2 Increase Sacramento State Student Renters (both from Free Rental Days and Paid) by 15%	Director Associate Director Operations Manager Rowing Manager Facilities Manager	Increase Sac State student renters to 4,182 from 3,637 in 2022-23	Spring 2024	Increased student renters by 329, from 3,637 in 2022-2023 to 3,853 in 2023-2024
1.3 Create a promotional video for Hornet Day at the Lake that can be displayed on campus and with Orientation during the summer 2024	Associate Director Operations Manager Maybe collaborate with SEO Graphics team or videographer	Have short video to roll out in late spring 2024 and to play all summer 2024 to promote Hornet Day at the Lake on Social Media	Summer 2024	Instead of creating a Hornet Day at the Lake promotional video, we designed and created 10,000 Hornet Day at the Lake/Free Rental Days business cards to be distributed during student affairs orientation and welcoming events. This increases exposure and distribution.
2.0 Intentionally integrate a cohesive ASI culture for all employees to foster a sense of community and oneness.				
2.1 Apply for Outdoor Equity Grants Program through California State Parks. The funding helps establish hubs for local activities and trips to natural areas for	Associate Director Director	Completed application	Dec. 14, 2023	Due to the logistics and the economic geographic location, it was decided that the Aquatic Center would not qualify as an equity rural satellite.

underserved communities EOP Grant program, \$50 million in available grants				
3.0 Create sustainable organization for the future through the optimization of ASI business processes and through innovative programming.				
3.1 Fill two key vacant positions: 1) Administrative Assistant 2) Waterfront Manager	Associate Director Director	Positions Filled	Spring 2024	Katies Ellis was hired as Administrative Assistant on 10/4/2023 Matt Trefry was hired as Waterfront Manager 10/20/2023
Increase Summer Camp campers by 5% from 2022/2023	Director Associate Director Operations Manager Rowing Manager Facilities Manager	Increase campers from 2,071 to 2,175	Summer 2024	Increased summer camp by 88 participants to 2159. Several weeks have had waiting lists, therefore additional summer camp staff have been hired to increase enrollment
Increase Renters by 5%, 22/23 37,261 to 39,124. Establish a BOGO, buy one, get one for current users.	Director Associate Director Operations Manager Rowing Manager Facilities Manager	Actual Number of Renters	2023/2024	Increase Renters by 5%, 22/23 37,261 to 39,124. Establish a BOGO, buy one, get one for current users.
Request RFP and cost quotes to replace artificial turf Replace Artificial Turf	Facilities Manager	Received RFP Quote Completed install	September 2023 October 2023	11,600 ft. or artificial turf was removed and replaced with new turf, completed 11/6/23
Request RFP and cost quotes to replace main doors that have become troublesome Installed replacement doors	Facilities Manager	Received RFP Quote Completed install	December 2023 February 2024	Due to weather and timing logistics with programming. The Door replacement project will be revisited in the Fall of 2024.
Request RFP and Cost quotes to replace chain link fence with matching Black Iron Fence in back parking lot	Facilities Manager Director	Received RFP quote Completed Install	February 2024 March 2024	200+ feet/8' high chain link fence was removed and replaced with matching black

4.0 Identify and implement assessment strategies for ASI programs and services to analyze and articulate their value and benefits.

<p>4.1 Utilize new online evaluation tool to obtain 95% Satisfaction rate of our course offerings</p>	<p>All Instructors</p>	<p>Data Compilation that demonstrated 95% satisfaction levels</p>	<p>2023/2024</p>	<p>The Aquatic Center has a 98% satisfaction rate with its camps, classes, and special events. While the online evaluation tool is being used, we have decided to use both hard copy and online to capture the greatest return of feedback.</p>
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ASI CHILDREN'S CENTER

ABOUT

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

"Growing Minds are the Key to Our Future!"

DEPARTMENT MISSION:

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

ANNUAL PRIORITIES

- 9.0 Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.
- 10.0 Intentionally integrate a cohesive ASI culture for all employees to foster a sense of community and oneness.
- 11.0 Create sustainable organization for the future through the optimization of ASI business processes and through innovative programming.
- 12.0 Identify and implement assessment strategies for ASI programs and services to analyze and articulate their value and benefits.

ACTION PLAN:

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.				
Collaborate with the Sacramento State Child and Adolescent Development Department	Director Associate Director	Coordinate and participate in a student Teacher Fair on 9/20/23	Fall 2023	Completed. Director and Associate Director participated in a career fare at the Alumni Center on 9/20/23.
Train 4 new Head Teachers, 2 new Associate Teachers, and 2 new Fellowship Teachers	Director Associate Director		Spring 2024	Completed later than planned. Teachers hired in August 2023: Bambini 3. La Casita 1, La Casita 2, La Casita 3 Associate Teachers hired in October 2023 and January 2024 in Bambini 3 and Casa 3 Trainings in process 6/17/24.
2.0 Intentionally integrate a cohesive ASI culture for all employees to foster a sense of community and oneness.				
Coordinate Trainings/Meetings with the ASI Accounting Services for the State Contracts Work with new Director of Finance on background for state contracts	Director Operations Manager	Will have one meeting/training each semester	October 2023 February 2024	Completed: Coordinated with Elvia Felix who attended webinars. Completed: Communications with DFA and provided updates on the contracts and quarterly reports.
3.0 Create sustainable organization for the future through the optimization of ASI business processes and through innovative programming.				
Successfully complete the CDSS CCTR Contract Review	Director Operations Manager	Complete program and fiscal review with minimal corrective actions.	Spring 2024	Successful Completion: CSPP CMR in February 2024 CCTR CMR in March 2024. Minor actions for CSPP and no actions for CCTR.
Successfully complete the CDE CSPP Contract Review	Director Operations Manager	Complete program and fiscal review with minimal corrective actions.	Sometime in 23/24 fiscal year	Successful completion: CSPP did not call for a financial audit because the Fiscal division reported ASI has not missed any deadlines, accounting has been accurate
4.0 Identify and implement assessment strategies for ASI programs and services to analyze and articulate their value and benefits.				

Host in-person parent education workshops to see if 23/24 parent surveys increase when compared to the 22/23 parent survey	Director Associate Director Teachers	Plan and implement at least one in-person parent education workshop.	October 2023	Incomplete due to hiring new teachers just before the semester started. None of the staff could prepared.
Complete an Environmental Rating for 9 Classrooms	Director Associate Director Classroom Teachers	Schedule Assessments and Conduct Assessments Write Plan of Action	October and November 2023	Completed: October 2023, classroom teachers conducted 9 Environmental ratings, developed action plans, and implemented changes to meet the rating scale. ERS rating scales were conducted a 2 nd time during both CMR in spring 2024.

ASI PEAK ADVENTURES

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.

ANNUAL PRIORITIES-

- 1.0 Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.
- 2.0 Intentionally integrate a cohesive ASI culture for all employees to foster a sense of community and oneness.
- 3.0 Create a sustainable organization for the future through the optimization of ASI business processes and through innovative programming.
- 4.0 Identify and implement assessment strategies for ASI programs and services to analyze and articulate their value and benefits.

ACTION PLAN

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.				
<p>Begin event planning for the Western Regional Outdoor Leadership Conference (WROLC) that Peak Adventures will host in Spring 2025 at Sac State.</p>	<p>Outdoor Adventure Manager and Director, supported by entire Peak Adventures full-time team.</p>	<p>-Create planning committee and begin meeting monthly (or more if deemed necessary).</p> <p>-Establish a theme for conference</p> <p>-Assign Roles</p> <p>-Create a calendar of deadlines to guide our progress which will include (but not limited to):</p> <ul style="list-style-type: none"> -Establishing a budget -Finalize date -Secure lodging and venue(s) -Elicit participation from community members to include presenters, vendors, donations, sponsors, etc. 	<p>Meetings will begin in October 2023</p> <p>Theme, roles and calendar will be completed by second monthly meeting (November 2023)</p>	<p>Completed.</p> <p>Action Items complete and on time. Monthly meetings held with planning committee.</p> <p>Conference will be Jan 17-19, 2025. Theme, budget, venue, Keynote, vendors confirmed.</p>
<p>Increase our presence across three of the major social media platforms (Instagram, Face Book, and TikTok) by increasing our activity on each platform.</p>	<p>Marketing Specialist supported by Sales Specialist</p>	<p>Increase the total number of monthly posts from an average of 9 a month to 12 a month, total.</p>	<p>Begin posting 12 a month in September. By June 2024, we will have posted at least 120 times across the three platforms.</p>	<p>Completed.</p> <p>With the addition of our marketing and outreach specialist, we are posting an average of 100 – 150 times a month across our platforms though reels, posts, and stories.</p>

<p>Implement 4 strategies that will support and strengthen our relationship with the Sac State Cycling Club though increasing the services we provide to the club.</p> <p>We will also track the amount of usage by the club to capture a baseline of usage for future comparison.</p>	<p>Bike Shop Coordinator</p>	<p>Implementing the following strategies:</p> <ul style="list-style-type: none"> -Implement a discount on parts and labor for active club members. -Host two free after-hour clinics per semester for club members. -Bike Shop Coordinator and Cycling Club president will provide training to Bike Techs on how to best promote the Cycling Club when students ask about it. -Bike Shop Coordinator will meet with cycling team each semester to hear their needs to assess how else we can support them. 	<p>By October 1, 2023, all strategies are implemented.</p> <p>By June 1, 2024, data on usage will be compiled.</p>	<p>Partially completed.</p> <p>Only one clinic provided due to lack of interest from club members. The cycling club went through some changes (became a club sport) and participation has been lower than previous years.) Hope to continue and grow the relationship and assist in growing the club.</p>
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2.0 Intentionally integrate a cohesive ASI culture for all employees to foster a sense of community and oneness.

Peak Adventures will offer free or low cost outdoor trip experiences for Full Time ASI employees when trips have met their minimums, but still have room for additional participants. **Completed**, only happened once.

<p>Create and distribute a quarterly newsletter to all Challenge Center staff as a means to communicate updates and changes,</p>	<p>Challenge Center Manager</p>	<p>Newsletters are written and distributed 4</p>	<p>First newsletter sent by October 1st to</p>	<p>Completed.</p>
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highlight staff accomplishments, reestablish expectations and address issues, elicit feedback, increase staff engagement, provide resources for professional development, and strengthen employee culture.		times a year (quarterly)	all Challenge Center staff. Continue by emailing newsletter every 3 months	
Host an all-staff meeting each semester to strengthen culture, break down silos, educate the team on larger projects/goals, elicit feedback, and fun.	Director	All-Staff meetings happen each semester.	Meeting 1 will be completed in early November 2023. Meeting 2 will be completed in April 2024	Completed.
3.0 Create sustainable organization for the future through the optimization of ASI business processes and through innovative programming.				
Create 5 Standard Operating Procedures (SOP) as a reference for Bike Shop staff when managing inventory in PerfectMind.	Bike Shop Coordinator	The following SOPs are created: -How to add inventory to PerfectMind -How to account for products used in bike refurbishment -How to eliminate duplicate SKUs -How to do an internal spot-check inventory -How to ring up special orders	Completed by January 1, 2024	Completed.

<p>Increase participant capacity for our Junior Explorer Camp by 100%</p>	<p>Outdoor Adventure Manager</p>	<p>During 22-23 Peak offered 6 weeks of camp with 20 participants each week. For 23-24, Peak will offer 6 weeks of camp for 40 participants each week.</p>	<p>June 2024</p>	<p>Completed. Junior Explorers can now support 40 campers.</p>
<p>Update and combine current Challenge Center job descriptions/positions (Apprentice, Facilitator, and Team Lead) into one (Challenge Center I/II/III), which will allow for ease of advancement and simplify work flows in DayForce.</p>	<p>Challenge Center Manager</p>	<p>New structure has been approved by HR and necessary updates made to DayForce.</p>	<p>January 2024</p>	<p>Completed.</p>
<p>Crosstrain part-time Bike Shop Techs and Customer Service Associates to assist each other in their respective areas</p>	<p>Operations Manager, in conjunction with Bike Shop Manager and Sales Specialist</p>	<p>-Create a training manual. Each employee will learn 3 new skills. -Bike Techs will learn how to: Answer and transfer phone calls, assist customers with equipment rentals, and sign up a customer for an outdoor trip. -Front desk Assistants will learn how to air up tires properly, check-in a bike for service, and ring up and process payment using a bike service tag.</p>	<p>Manual and trainings will be completed by the end of Fall 2023</p>	<p>Completed.</p>

4.0 Identify and implement assessment strategies for ASI programs and services to analyze and articulate their value and benefits.

Increase the amount of post-trip surveys collected from 21% (FY 22/23) to 30% during fiscal year 23/24	Outdoor Adventure Manager and Marketing Specialist	At the end of the fiscal year we will see an increase of surveys completed by least 30% of participants.	June 2024	Completed.
Create and implement a post-Challenge Center survey to gauge satisfaction with our booking and programming services for our community customers (non-Sac State groups).				
Use EAB to track the number of free services students are receiving at the bike shop	Bike shop coordinator, Operations Manager	Implement EAB tracking	Implement EAB tracking by September 15 th . Review data at the end of each semester.	Partially Completed. Program was implemented on time, but we had MANY technical issues. Data was not accurate due to the issues. Would like to continue to trouble shoot and build a more accurate count.

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 awareness of ASI resources and providing 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.

ANNUAL PRIORITIES-

- 1.0 Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.
- 2.0 Intentionally integrate a cohesive ASI culture for all employees to foster a sense of community and oneness.
- 3.0 Create a sustainable organization for the future through the optimization of ASI business processes and through innovative programming.
- 4.0 Identify and implement assessment strategies for ASI programs and services to analyze and articulate their value and benefits.

ACTION PLAN

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.				
1.1 H.E.A.T Volunteer Community Project: a campus garden project on Sac State campus.	Marketing & Outreach Manager	Recruit 25 volunteers to participate in community project on or off campus. Completed UEI grant project completion report.	December 2023	COMPLETED *Program funded by UEI. Completed on November 28th with a total of 36 students in attendance. Grant reimbursement forms submitted and project completion report filed with UEI.
1.2 Expand KSSU networking and professional development opportunities with external professional and local college media outlets.	Student Services Coordinator	One visit to a local college radio station. Either one visit or hosted workshop with a local pro media outlet.	June 2024	Complete Visited KDVS (UC Davis) on 2/28/2024. Hosted one skill development workshop with DJ/staff in KDVS.
1.3 Increase awareness and engagement amongst campus partners with KSSU services and involvement opportunities for Sac State students.	Student Services Coordinator	Provide six KSSU presentations to choice of Journalism classes, resource centers and organizations with one being the ASI BOD.	May 2024	Completed Presentation to BOD on 2/28/24. Presented to State Hornet, Social Justice Seminar, Engineering class, CAMP, UNIQUE
1.4 Highlight ASI and BOD's good work through in-house generated materials and University Communications or local media outlets reporting.	Director, Marketing Coordinator, Marketing and Outreach Manager	Publish two stories per semester.	May 2024	Completed -1/month In-house generated materials are being circulated via social media. Monthly recap of ASI's contribution to student's experiences on Instagram (10 posts total) Completed - 1 published article from UComms on 3/25/24 about Alternative Spring Break.
1.5 Recruit 50 volunteers from Sacramento region for the ASI Food Pantry.	Food Pantry Manager	Utilize group volunteers for Thanksgiving Food Baskets program and connecting	December 2023	COMPLETED Recruited: - 180 total volunteers - 146 students (2 DSIG students, 3 Community Nutrition Interns, 12 Dietetic interns, 8 Honors students,

		community partners like SMUD to one-time and semester-long opportunities.		10 College Corps fellows, and 111 non-department/org affiliated undergraduate students) - 24 Sac State staff/faculty - 10 retirees By hours (estimates): - Over 1,652.0 total hours of service completed.
1.6 Host a Renaissance Society appreciation event and an ASI Food Pantry Open House	Food Pantry Manager, Food Pantry Coordinator	Invite new President & Cabinet to participate	May 2024	IN PROGRESS Event planning postponed to welcome new Renaissance Society President after July 2024. Brainstormed official send-off resolution for outgoing President.
1.7 Encourage faculty & staff to volunteer at the ASI Food Pantry through campus PSA's.	Food Pantry Manager, Food Pantry Coordinator	Obtain 20 faculty/staff volunteers per semester.	May 2024	COMPLETED 100 staff/faculty volunteer hours completed.
2.0 Intentionally integrate a cohesive ASI culture for all employees to foster a sense of community and oneness.				
2.1 SEO Office "Team Building" Orientation with student employees in partnership with Peak Adventures.	Marketing & Outreach Manager	Provide team training for both supervisors and student staff. Achieve 90% participant satisfaction.	September 2023	COMPLETED- Booked team building activity with Peak Adventures in spring 2023, executed a 1 hour event.
2.2 Develop standardize training materials for SEO full-time employees onboarding and exiting.	Director	Complete training binder.	June 2024	COMPLETED- Training schedule template; onboarding and exiting checklist stored on shared drive: ASI/shared/Student Engagement & Outreach/Staff training & onboarding
2.3 Improve SEO staff working relationship through SEO staff development and team bonding activity.	Director	Quarterly events/activities	June 2024	COMPLETED- All-staff retreat in August facilitated by Peak Adventures; FT staff volunteered River City Food Bank in Jan 2024; Lego building activity in the office in Oct, 2023.
2.4 Purchase t-shirts for volunteers and establish appreciation incentives	Food Pantry Coordinator	End of semester thank-you gifts are distributed,	December 2023 and June 2024	Completed T-shirts have been ordered and distributed for volunteer appreciation and volunteers

program to reward veteran team members		and volunteer highlights are documented.		are now awarded with certificates of appreciation as they achieve volunteer milestones.
2.5 ASI Soup's On! This ASI only fundraising event will raise funds to provide spices to students!	FPM/FPC	Full ASI participation. The fundraising target \$10 staff member. Fundraising goal is \$1000.	February 2024	Completed Presented the ASI Soup's On event with Aramark/Epicure and Renaissance Society on 2/26/24. Set-up ticket presale and day-of tracking in collaboration with ASI Accounting Services. Planning to increase sales in next fundraiser event and increase ASI representation to also include Aquatic Center staff.
3.0 Create sustainable organization for the future through the optimization of ASI business processes and through innovative programming.				
3.1 Create H.E.A.T Program and Block Party Manuals to consolidate institutional knowledge and program continuity and progress.	Marketing & Outreach Manager	Two separate manuals are completed and reviewed by SEO Director.	December 2023	Completed The HEAT Program and Block Party manuals are stored on the shared drive: ASI/shared/Student Engagement & Outreach/SOP
3.2 Consolidate internship standard practices across SEO programs	Marketing & Outreach Manager, Food Pantry Coordinator, Student Services Coordinator	Manual is completed and reviewed by SEO Director. Streamlined hosting practices provide continuity between programs.	June 2024	Completed Completed. As of May, 1 SEO hosted 2 undergraduate interns. The internship manual is stored on the shared drive: ASI/shared/Student Engagement & Outreach/SOP
3.3 Implement and launch a marketing campaign for the payroll deduction as a food donation option for state employees in collaboration with University Advancement.	Director, Food Pantry Manager	New donation option available to donors. Work with Campus Communications to promote	December 2023	In Progress Modifying the goal to focus on collaborating with local business such as SMUD on the payroll deduction program after discovering Sac State payroll is handled by the State Controller's office. The strategic goals will carry over to 2024-2025 for completion.

		<p>payroll deduction program.</p> <p>Share out on the Monday Briefing at least three times each semester to create outreach to faculty and staff.</p>		
3.4 Launch a fundraiser to raise adequate funding to develop and maintain the KSSU mobile app for 1 year.	Student Services Coordinator	Fundraiser is completed and t-shirts ordered.	June 2024	<p>Completed: KSSU launched the campaign from 2/9 to 3/8 and sold 58 shirts of 100 shirts ordered. The remaining shirts sale is planned at the start of the fall semester. The shirts were sold at 26.50. Total sales \$1,537</p>
3.5 Continue work on procuring or developing an inventory management system for Food Pantry operations. Revamp locker and storefront ordering workflows.	Food Pantry Coordinator, Food Pantry Manager	Front-end portal and back-end database are completed and approved by ASI IT and campus risk management/IRT .	June 2024	<p>In Progress Visited Sierra College to have a real-time demonstration of Pantry Soft software and had a recent demonstration from a representative from the company which also included pricing. Budgeting for the 24-25 school year to procure the software. Submitted all IRT/Student Affairs IT data security and software procurement forms. PantrySoft will be purchased by June 2024 which includes an integration to LuxerOne (locker ordering).</p>
3.6 Draft a natural disaster plan for continuity of food distribution efforts in partnership with campus Basic Needs. Plan Emergency Supplies and Education Fair.	Food Pantry Coordinator, Food Pantry Manager	Plan is completed and reviewed by campus Basic Needs including University Housing Services, CARES, Health & Wellness Promotion, Aramark,	June 2024	<p>Completed: Developed a food networks include alternative food sources in the surrounding communities. Procured equipment and single-use supplies for rapid pivoting to a sustained outdoor operation in the event of a disaster.</p> <p>Developed training for recurring volunteers in natural disaster/active threat</p>

		Nutrition, Food & Dietetics (NUFD) Program. Partner with SMUD for event planning.		response and reaction, including active shooter and building lockdown. Completed Food Pantry Section of ASI SEO Business Continuity Plan and approved for filing and implementation.
3.7 Establish a KSSU advisory board and 2-year plan that provides recommendations on necessary improvements of KSSU programming and operations.	Student Services Coordinator, Director	Assemble a KSSU radio advisory board consisting of a current KSSU student DJ, station staff, a recent alumnus, 2 nd alumnus or broadcast/communications professional. 2 year programming and operation plan produced.		Completed: Members Secured. Members served on the board include alumni and radio industry professional: Jim bolt, Andrew Garcia. Odin Rasco, Casey Rafter, Clancy Taylor and current ASI employee Hector Hernandez. 1st meeting - March 29th, 2024 2nd meeting - April 6th, 2024 2 Year plan 2nd draft completed. Working on final draft
3.8 Develop and launch a public service announcement partnership that simultaneously advocates a Sac State resource relevant to students and increases public engagement with KSSU.	Student Services Coordinator	Partner with a Sac State organization/department to develop one communication campaign that consists of a reoccurring radio PSA, social media post(s) that advocates a relevant community resource and introduces public engagement with KSSU	June 2024	Completed: Worked with the Multicultural Center to produce a PSA, posted on social media and partner for Cultural Fest.
3.9 Develop kitchenette standard operating procedures and shared department schedule.	Food Pantry Manager, Food Pantry Coordinator	Create a poster with common cross-contamination issues and best practices around thermometer,	December 2023	COMPLETED. All SEO staff and Food Pantry volunteers were introduced to the standard operating procedures as part of their onboarding process. Staff and volunteers were able to put the protocols into practices and keep the

		storage bin, and trash duties. Consult with risk reduction consultant for kitchen safety training for employees and interns.		kitchenette cleaned and free of contamination.
3.10 Develop Food Pantry incident reporting structure and workflow for documenting food complaints/recalls, customer complaints, etc.	Food Pantry Manager, Food Pantry Coordinator	Create a reporting form and workflow for Food Pantry staff and external entities including the Sacramento Food Bank. Begin implementation in January 2024.	December 2023	COMPLETED. Reporting form development completed in January 2024. Food Pantry staff was trained on how to utilize the form to document the incidents throughout spring 2024 semester.
3.11 Plan and execute a food distribution structure in partnership with The WELL and campus basic needs for the 2023-2024 Well Certification.	Food Pantry Manager, Food Pantry Coordinator	Complete a MOU with partners around food safety, distribution plan, and logistics.	July 2024	COMPLETED. Adjusted to presidential transition changes across campus. With the introduction of a new Basic Need Center, a distribution at The Well is no longer needed/a relevant goal for this year.
4.0 Identify and implement assessment strategies for ASI programs and services to analyze and articulate their value and benefits.				
4.1 Execute a sentiment survey to measure satisfaction and sense of belonging with ASI programs at the beginning and end of the academic year.	Marketing & Outreach Manager	Survey is completed by May 2024 and results are consolidated and presented to SEO Director, Executive Director by June 2024	June 2024	Completed- Sentiment survey is carried out in October 2023 and again in April 2024. 3 Question sentiment survey on student engagement was completed with a short deck on the results.
4.2 Refresh the Safe Rides program branding and description that is inclusive	Student Services Coordinator,	New marketing materials (LCD screen, social media formats, print) and	June 2024	COMPLETE - Designs ready and approved: Website edited. Flyers not yet sent to print.

of services eligible for reimbursement	Marketing Coordinator	description updated on website.		
4.3 Host two graduate-level students (MBA, MPH, MPA, PhD, EdD, etc) to complete a semester-long practicum on pre-and-post college basic needs security level.	Food Pantry Coordinator, Food Pantry Manager	Mixed-methods study is completed and published.	June 2024	Completed- Hosted 12 MS in Nutrition/Dietetic Interns in Spring 2024. Staff and PhD student prepared Fall 2024 execution of PhD marketing study with doctoral student. Dissertation to be completed in Spring 2025.
4.4 Develop and implement an alumni survey to assess Food Pantry services' impact on students who graduated.	Director, Food Pantry Manager/Coordinator	Survey at least 30 alumni. Collect and analyze data to present to SEO staff.	June 2024	Completed Conducted 8 focus groups with 25+ undergraduate and graduate students, including graduates from the Class of 2023 & 2024. Compiling notes and synthesizing themes for analysis and recommendation crafting. Partnered with NUFD224 to complete planning and execution.
4.5 Determine the average food pantry user's savings by utilizing programs and services offered.	Food Pantry Manager, Food Pantry Coordinator	Compile semester report for donors, administration, and transition teams.	June 2024	Completed -Development needs -Renaissance Society -ASI SEO (Free Groceries Pop Up) -Student Fee Report -CA Basic Needs Legislative Report (Include lockers, fresh produce, Free Groceries Pop Up, cooking demos, taste tests, storefront shopping, home delivery, etc.)
4.6 Update the ASI Main Webpage with Current Pictures	Marketing Manager	Website is updated; Work with Student Marketing Committee to Clean up Government Web Page	June 2024	Completed

ASI STUDENT GOVERNMENT

ABOUT

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

DEPARTMENT MISSION:

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

ASSOCIATED STUDENTS AT CALIFORNIA STATE UNIVERSITY, SACRAMENTO (ASCSUS) LONG TERM DIRECTIONAL STATEMENTS

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

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

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

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

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

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

ANNUAL PRIORITIES: 2023-2024

1.0 Support Inclusive Excellence and Diversity Initiatives

2.0 Advocate for Student Support Initiatives

3.0 Promote ASI

4.0 Fostering a safe campus community

1.2.2 Promote and engage with Equity and Affinity Centers	AL SSIS	Promote throughout the semester Engage with each center at least one time	By end of the semester By end of the academic year	COMPLETED - The APIDA (Asian Pacific Islander Desi American) center has pushed back their listening session into next semester and other centers are still getting back to me. In the meantime, I have also reached out to Prof Razavi to offer support for the SWANA center, and we plan to meet soon." SSIS BOD Report NOT COMPLETED – attempted to reach out but no update from directors
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1.3 Collaborate with Campus and Community Partners on Cultural and Identity Diversity

1.3.1 Organize an event for cultural celebration	EVP BUS VPF NSM ECS SSIS	Host one event	By the end of the academic year	COMPLETED – ASI X MCC Culture Fest. Event included a fashion show from student performers.
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Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
2.0 Advocate for Student Support Initiatives				
2.1 Support basic needs initiatives				

2.1.1 Collaborate with and promote CARES activities	PRES	Collaborate in at least one event	By end of the academic year	COMPLETED - Attended Basic Needs Resource Fair in Fall 2023 and working on Basic Needs center, set to open Fall 2024.
	VPF HHS UND	Work with CARES advisory group to create deliverable /infographic	By end of the academic year	NOT COMPLETED – Advisory group postponed with no update
2.1.2 Support the ASI Food Pantry in diversifying food options	PRES	Meet with the ASI food pantry manager to support outreach efforts for diverse foods.	By end of October	COMPLETED – Workshop held with Food Pantry Coordinator. Met with Food Pantry Manager. Except NSM & GRAD
	EVP GRAD NSM	Organize and or support one cultural food drive.	By end of the academic year	NOT COMPLETED
2.2 Support Academic/Professional Development Initiatives				
2.2.1 Advocate for the expansion and improvement of study spaces for student parents	ECS	Meet with campus departments to see feasibility.	By end of October	COMPLETED- Met with the Director of Parents and Families Program.
	EVP NSM VPAA	Present findings to the Board of Directors.	By end of the Fall semester	NOT COMPLETED.

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
3.0 Promote ASI				
3.1 Increase Board/ASI Visibility				
3.1.1 Connections with Commuters	VPF UND HHS BUS GRAD	Connect with student commuters by providing refreshments twice.	By end of October By end of March	COMPLETED – Coffee and light refreshments were provided for early morning commuters in Serna Plaza. COMPLETED - Pizza was provided by the flag poles/bus stop for evening commuter students.
3.1.2 Promote board activities	ALL BOARD	Promote weekly board meetings and ASI events	Throughout the academic year	COMPLETED – Promoting weekly board meetings and ASI events via positional social media accounts.
3.1.3 Table at campus events	ALL BOARD	Table in at least 3 campus events for at least 1 hour. Table in at least 2 campus events for at least 1 hour. This excluding ASI events.	By end of fall semester By end of Spring Semester	COMPLETED – Tabled events included: Healthy relationships, first year, Bingo with the Board, Mental Health Resource Fair, BizFling. COMPLETED – Tabled events included: PRIDE, Mental Health Resource Fair, SAAM Day of Action.

3.2 Support OGA				
3.2.1 Support and engage with OGA in promoting civic engagement	ALL BOARD	Attend one CSSA Plenary Meeting for at least 3 hours.	By the end of the academic year	COMPLETED – Attendance at CSSA plenary meetings either in person or virtually.
3.2.2 Support and engage with OGA in voter registration efforts	ALL BOARD	Engage with OGA Support OGA voter registration contest by getting 2,500 voting registrations.	By the end of the academic year.	COMPLETED- Tabling at Civic Engagement Resource Fair-majority of the board participated. COMPLETED - Supporting OGA Voter registration contest. (2,500 registrations as BOARD), reposted ASI Elections Promo, poster at the BizFling table event, attended Election Day results event.
3.3 Recognize the Participation of Students on Committees				
3.3.1 Organize a form of appreciation for students on committees	GRAD VPUA EDU HHS AL	Host at least one event.	By the end of the academic year.	COMPLETED – Hosted ‘Students on Committees Appreciation Ceremony’. Student in ASI Internal Committees were invited for food, ASI mugs and certificates.

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
4.0 Fostering a Safe Campus Community				
4.1 Ensure that Students' Have a Voice in Campus Safety Initiatives				
4.1.1 Ensure that safety committees have student representatives	PRES VPUA	Ensure minimum requirements for committees are filled.	Throughout the academic year.	COMPLETED – President met with VPUA to fill committees.
4.2 Advocate to Improve and Expand Campus Safety Initiatives				
4.2.1 Promote and advocate for the enhancement of campus partners' safety programs and campus emergency programs.	PRES AL VPUA SSIS NSM	Collaborate with Campus Safety Task Force. Promote/advocate for safety programs/emergency programs	Throughout the fall semester. By the end of the academic year.	NOT COMPLETED - Task Force behind schedule. ASI President's April Board Report 'will meet with/the group to take feedback to the campus safety task force. Taskforce just finished putting recommendations together and will schedule to meet with the group.' COMPLETED – Held a self-defense empowerment event at The WELL with an instructor. Wellness/safety goodies bags provided to attendees.

4.2.2 Advocate for additional employee training	PRES VPAA	Meet with appropriate campus partners to explore the feasibility. Present findings to Board of Directors.	By the end of the fall semester. By the end of the academic year.	COMPLETED – Met with VP of Human Resources. Discussed current training and feasibility in expanding. NOT COMPLETED
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