

2020-2021

Associated Students, Inc.

STRATEGIC GOALS

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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**ASSOCIATED
STUDENTS, INC.**
SACRAMENTO STATE

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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 Sacramento State,, 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.

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 Market and Promote ASI Services to Student Campus Community in a Virtual Environment. [Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.]				
Identify the Aquatic Center as a COVID-19 Safe Business on Google and Yelp search engines. Yelp Link Google Link	Associate Director	Listed	Fall 2020	
Connect with health and safety organizations, i.e. Student Health Service, basic needswebsites to promote outdoor recreation during the pandemic.	Waterfront Supervisor	Record the number of contacts, website links, distribution of marketing materials.	Fall/Sping 2020	
Collaborate with Student Organizations and Clubs through Club officer distribution lists, using various mediums, such as Website, Website links, Instagram, Facebook, You Tube, capture student experiences as they complete their reservation post on Social Media. Offer drawing for ASI/Aquatic Center swag.	Operations Manager Operations Assistant	Collaboration has occurred	Fall 2020	
Work with Student Affairs, Marketing and Communication Alex Nichols and Luis Kischmischian on student outreach and distribution list, Work with Student Affairs on Faculty/Staff outreach distribution for "Buzz Around Student Affairs" "Free Wellness Fridays" fall semester October 16, 30, 2020 Faculty/Staff	Director Director	Calendared planning January 2021 for Spring 2021 Events Calendared	Spring 2021 October 2020	
Collaborate with campus housing to offer programming to students residing in the dorms during the pandemic i.e. instructor lead kayak or Stand up Paddle board tour.	Operations Manager	Record the number of dorm students who attended dorm day specific event	Fall 2020	
Offer free boat rentals to Students M-F Fall 2020 and Spring 2021	Director	Provide a count of students who participated in free student days for Annual Reporting	Fall 2020 Spring 2021	
Create virtual activity videos, for students, i.e. biking, kayaking, stand up paddling,	Operations Manager Waterfront Supervisor Facilities Assistant	Link Virtual videos: to AC website, distribute links to SEO, SO&L	Spring 2021	
Collaborate with PEAK Adventures for a virtual bike tour from campus to the Aquatic Center- Jump Bikes	Waterfront Supervisor	Virtual bike tour is completed and posted on social media	Fall 2020	

2.0 Alter and Adjust services to Campus Community and Public to function in a COVID-19 Environment. [Implement Excellence in Service as a Core Value]				
Alter AC operations to be able to be approved to operate under new COVID-19 campus and Sacramento County Public Health Restrictions <ul style="list-style-type: none"> • Create site specific traffic flow ingress and egress maintaining social distancing measures including signage and markers • Install plexiglass guards at work stations where staff may be in close contact with one another or general public • Develop and implement sanitizing procedures for touch work surfaces • Develop and implement sanitizing procedures for rental equipment, vest dipping, paddle and kayaking washing • Require face covering when 6' of social distancing is not possible • Create online reservation system to monitor and limit the number of guests that can visit per time slot i.e. • Amend rental waiver to reflect COVID-19 risks • Develop and implement staff training using virtual mediums, Zoom, videos, to reflect COVID-19 procedures 	Director Associate Director	Open the AC to operate under new COVID-19 Campus and Public Health Restrictions	July 2020	Completed.
Create a morning sculling program to allow for on water fitness and mental health.	Rowing Manager Rowing Coach	Program has been completed and implement	Spring 2021	
Create a plan for campus-approval for Small group on the water team-build challenge course on the water.	Associate Director	Plan created, approved and implemented	Spring/Summer 2021,	
Explore the potential of collaborating with boat manufacturer to offer training site to National/Collegiate athletes who may be remotely attending a school outside of Sacramento but may reside in the area.	Rowing Manager Rowing Coach Facilities Supervisor	Inform and market to competitive rowers increasing rowing memberships under such program. Record increase in nontraditional rowing members	Fall 2020/Spring 2021	
As restrictions are lifted, adjust instruction to offer boating bubbles in smaller groups, possibly Sac State Clubs and organizations, instructor lead tours	Associate Director Waterfront Supervisor	Develop and get a plan approved by campus and Sacramento County Public Health	Spring/Summer 2021	
Develop and Implement new training program for high school rowing that addresses the COVID-19 stipulations, Limited group size, rowing machines spaced to ensure social distancing, disinfecting of equipment after each use As restrictions are lifted: Develop and implement new program procedures for approval to offer athletes to row in mutli-person rowing equipment	Rowing Manager Rowing Coach Rowing Coach	Develop and obtain campus approval for capital crew rowing program Develop and obtain campus approval for capital crew multiple person rowing program	Fall 2020 Spring 2021	

Develop a plan, obtain approval and launch private lessons October 2020 and restructure lesson plans and water access to meet current Covid requirements	Director Rowing Manager	Develop and obtain approval for AC instructor-led classes and launch classes.	October 2020	Completed.
Chalk your walk, social media post, have kids design boating education sidewalk designs and post them to social media	Operations Manager	Event has been held	Spring 2021	
3.0 Move ASI towards becoming a conscious, Anti-Racist Organization. [Create a sustainable organization for the future through the optimization of ASI business processes and through innovative programming.]				
Work with (Student Affairs-Dr, Mary Lee Vance Department of Services for Student with Disabilities, the WELL, and Department of Recreation Parks and Tourism, to develop and implement programming to address recreational needs for students with disabilities.	Director Waterfront Manager	Schedule an Aquatic event specific to students with disabilities, Event was held	Spring 2021	
Collaborate with (Student Affairs) Department Centers for Diversity & Inclusion- Danielle Munoz Women's Resource Center- Aisha Engle Pride Center-Melissa Muganzo Mult-Cultural Center-Patsy Jimenez Develop and implement a comprehensive plan to inform, educate, and attract students of the Aquatic Center's resources for their wellness through recreation and employment.	Rowing Manager	Record the number of students contacted, record number of students who rented or visited the aquatic center using student affairs department resources	Fall 2020 for Spring 2021	
Examine the music play lists at the Aquatic Center and how they welcome/include everyone	Associate Director Operations Manager	Document if any changes have been made.	Fall 2020/spring 2021	
Celebration Days, Promote in mediums that we recognize different cultural holidays. i.e. Martin Luther King Day, Cesar Chavez Day, LBQTA+ History month, native American month with the intent to learn and celebrate other cultures.	Operations Assistant	Using Holiday Insights.com website, recognize via social media mediums to recognize cultural holidays	Fall 2020/spring 2021	
As restrictions become less stringent, adjust safety procedures for approval to allow broader scope of programming. i.e. classes, camp, special events, small groups.	Director, Associate Director, Operations Manager Waterfront Manager Facilities Manager	Develop and get a plan approved by campus and Sacramento County Public Health	TBD	
4.0 Assess whether any virtual services can be maintained in the future / Lessons learned from shifting operations to largely virtual/online. [Identify and implement assessment strategies for current programming.]				
Develop AC staff only web page for training	Operations Manager Associate Director Waterfront Supervisor Operations Assistant	Website has been developed	Fall 2020	
Purchase more small boats that can follow the 6 foot distancing requirement	Rowing Manager Facilities Supervisor	Boats have been purchased	Fall 2020	
Continue to offer and start promotion of online erg (rowing machine) workouts to general public	Rowing Manager	Record number of new participants during Zoom Workouts	Fall 2020/2021	
Continue to keep rental reservations online, introduce rental safety videos prior to renting.	Associate Director Operations Manager	Keep rental reservation online and develop rental safety videos	Spring 2021	

Distribute a survey to Assess the interest and feasibility of creating virtual learning for what would be in class instruction, transitioning to in person practical skill development.		Survey developed, Survey Distributed Data collected to determine cost effectiveness	Fall 2020	
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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 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, laptops for check-out, theater tickets, money orders, fax services, notary, stamps for sale, and legal aid with an attorney.

DEPARTMENT STATEMENT OF PURPOSE:

Business and Administration's purpose is to provide high quality, reliable, inclusive, and timely support services that enable ASI programs to operate efficiently, dynamically, and responsibly while supporting student success and professional growth through leadership opportunities and student services.

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 Market and Promote ASI Services to Student Campus Community in a Virtual Environment. [Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.]				
Participate for the first time in virtual ASI Week. The Business Office will host a zoom meeting to introduce and/or re-introduce all services the Business Office (including Student Shop) has to offer.	Accountant 1, Operations and Services Supervisor	Hosted the event	October 2020	
Participate in eight (8) virtual classroom presentations. We will virtually login to specified class times and present to help students become more informed about how they can become involved in campus life and help students become more informed about all of the programs and services ASI has to offer to address their needs as students.	Operations Manager, Operations and Services Supervisor, Accountant 1	All eight (8) class presentations have been completed.	December 2020	
Provide DOC virtual workshops to campus Clubs & Organizations throughout the year and post a "How To" video on applying and reimbursements for DOC funding.	Accountant 1, ASI VP of Finance	Four workshops held and "How To" videos have been posted on the ASI website.	March 2021	
Affirmative push for FWS hiring opportunities on ASI – HR webpage;	HR Coordinator	FWS job opportunities enhanced on main employment page; Link to campus Handshake HR Signature will have links to FWS and employment page	November 30, 2020	
Mentorship /volunteer opportunities for Sac State junior and senior students with HR majors to job shadow ASI HR	HR Generalist III, HR Coordinator	Develop Volunteer Mentorship Curriculum to include Job shadow on New Hire Orientations. This year the mentorship will happen in a virtual format	November 30, 2020	
Enhance HR Communication with FT, PT and Student of HR events, initiatives	HR Generalist III	DF dashboard pop up notification upon sign in. Announcements include Job opportunities, HR sponsored events and initiatives	June 30, 2021	
2.0 Alter and Adjust services to Campus Community and Public to function in a COVID-19 Environment. [Implement Excellence in Service as a Core Value]				
Obtain additional equipment for remote users, such as laptops, hotspots, and webcams and headphones/mic for remote meetings. Monitor level of Citrix usage to ensure number of servers and licenses are appropriate for current and future needs.	ASI IT	Periodic Inventory and Citrix usage monitoring and reports generated.	January 2021	
Implement a process to run accounts payable virtually to the extent possible and have all necessary reimbursement documents submitted virtually/remotely.	Accounting Manager, Financial Analyst	AP Process is completed other than the actual printing of the AP checks.	June 2020	
Implement a new process for the cap & gown purchase for students so they can	Operations Manager,	Event has taken place and all orders filled.	June 2020	

attend the June 2020 virtual graduation wearing their graduation attire.	Student Shop Supervisor			
Coordinate campus COVID-19 safety training for employees approved to work on-site	HR Generalist III, HR Coordinator	On-going	On-going	
Provided guidance to ASI departments - the Aquatic Center , Children’s Center, Peak Adventures in the reopening plans to ensure the CA industry guidance was followed	HR Team	Completed reopening plans	Completed	
Developed Return to Work (RTW) HR training videos and content; implemented RTW process	HR Team	Completed	June 30, 2020	
Create a virtual New Hire Orientation and paperless new hire documentations	HR Coordinator	Completed	April 2020	
Develop on-demand (recorded) supervisor training	HR Team	ASI Specific Training content: <ul style="list-style-type: none"> • DF Manager, Supervisor Functionalities • Navigating Employment Laws and ASI Policies • Progressive Discipline • Performance Management • COVID-19 Return to Work 	June 30, 2021	
Use a paperless process for payroll and review reports remotely for the submission of ASI’s new off-site payroll processing.	Accounting Manager & Payroll Tech	Payroll processes are being performed virtually and remote.	December 2020	
Research feasibility to implement within the Ceridian/Dayforce system the “Wallet” feature for all ASI personnel, which gives employees access to their earned pay before a payroll Friday.	Accounting Manager, Financial Analyst & Payroll Tech	Feature/options have been made available to employees.	March 2021	
Coordinate with ASI’s external CPA firm to review and submit ASI’s Paycheck Protection Program (PPP) Loan to our bank for the forgiveness of the federal loan.	Accounting Manager & Financial Analyst	PPP Loan forgiveness documents have been submitted to River City Bank and the SBA (Small Business Assoc.).	December 2020	
3.0 Move ASI towards becoming a conscious, Anti-Racist Organization.				
[Create a sustainable organization for the future through the optimization of ASI business processes and through innovative programming.]				
Continue with the Request for Proposal (RFP) for banking services to ensure our values, pricing and services are being met.	Director of Finance and Administration, Operations Manager	Bank has been chosen utilizing an RFP (request for proposal) process.	June 2021	
Explore the possibility of posting job postings on diverse job boards, such as <ul style="list-style-type: none"> • Workplace Diversity • Prism Network 	HR Coordinator, HR Director	Present proposal (pricing and overview of outreach communities) to include in 2021-2022 budget planning	April 30, 2021	
Link campus anti-racist initiatives to ASI HR webpage	HR Coordinator	Add campus links to ASI HR main page	December 2020	
Reevaluate job requirements to ensure only job-related requirements are listed	HR Director	Confirm with directors on minimum requirements of positions	February 2021	

4.0 Assess whether any virtual services can be maintained in the future / Lessons learned from shifting operations to largely virtual/online. [Identify and implement assessment strategies for current programming.]				
Implement a process for clubs/organizations to collect and deposit funds into ASI electronically through a website or application. The process would allow clubs/orgs to not have to come into The Student Shop to make deposits. Currently working with campus to explore the feasibility of using Modo Labs to aid our student clubs.	Operations Manager, SOL, campus IRT, ASI IT	All website/application capabilities are accessible and functional	January 2021	
HR service delivery will continue to be virtual; investigate possibility of moving Performance Review to DF platform	HR Team	On-going	On-going	
Organize virtual company-wide events to foster a one ASI culture and work to increase participation by institutionalizing activities and encouraging inter-department pride through friendly competition. <ul style="list-style-type: none"> Employee Appreciation Halloween Wellness on campus initiatives post COVID	HR Team HR Team / EAC	Virtual EE Appreciation 11/13, Friday 5-6pm Halloween Social – 10/30, Friday 5-6pm with prizes Event is planned and implemented	Fall 2020 Spring 2020	
Research feasibility to implement those processes, procedures and systems that would enable ASI/Business Office to operate virtually for the processing of Accounts Payable payment.	Accounting Manager, Financial Analyst & Accounting Technician.	Processes are being performed virtually	June 2021	
Research and implement an expense allocation system to ASI departments (i.e. cost allocations).	Accounting Manager, IT Manager, Payroll Tech, Financial Analyst & Accounting Technician.	Expenses are being allocated and posted to the respective departments.	June 2021	

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 STATEMENT OF PURPOSE:

The Children Center's purpose is to create a community that supports Sacramento State Students to build brighter futures by providing high quality childcare, employment, and leadership opportunities in a wholesome learning environment.

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 Market and Promote ASI Services to Student Campus Community in a Virtual Environment. [Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.]				
The Center participated in virtual Freshman orientations using a power point.	Administrative Assistant	Administrative Assistant created the power point and presented it in the virtual orientations.	July and August 2020	
The Center will participate in ASI week by presenting to Child Development courses virtually using power points and a virtual tour.	Administrative Assistant	Virtual presentations in various Child Development Courses	9/28/20-10/2/10	
Create a virtual art gallery using the Spring 2020 More Than Scribbles art display located in the Union Gallery	Director Associate Director SEO Department	Launch the Virtual Art Gallery on social media, websites, and to the campus	October 2020	
2.0 Alter and Adjust services to Campus Community and Public to function in a COVID-19 Environment. [Implement Excellence in Service as a Core Value]				
Provide Child Care services to the campus (students and faculty/staff) submitting a re-opening plan to campus and Sacramento County Public Health, including the following changes: <ul style="list-style-type: none"> a. Reducing classroom capacities to 10 children, per CDC guidance b. Create a classroom cohort where teachers stay with the same group of children per CDC guidance c. Create a check-in/check out system where the child is the only person in a family allowed into the facility d. Makes changes to indoor and outdoor classroom spaces that facilitates social distancing for children and staff. e. Create a COVID-19 Parent Handbook with updated guidance for parents. f. Create a COVID-19 Staff Handbook with updated policies and procedures for all staff Open additional classrooms, as needed	Director Operations Manager ASI Safety Committee	The Center re-opens for in-person service to the campus community.	Opening plan was approved and the Center began providing in person services on August 17, 2020.	Completed.
Prevent an outbreak of COVID-19 during re-opening by adhering to health and safety guidelines issued by the CDC. <ul style="list-style-type: none"> a. Screen all individuals for COVID-19 symptoms b. Create sanitization stations through out the Center with check lists for cleaning and sanitizing indoors and out doors throughout the day. c. Update illness policies for children and staff preventing individuals from entering with facility with illness symptoms. d. Ongoing training of the staff at every level for health and safety procedures. 	Director All Staff	Staff and families sign an attestation log and have their temperatures taken upon entry. Sanitization stations and check lists were created Updated health policies were created and inserted into the COVID-19 handbooks for families and staff. Monitor daily disinfecting check lists and	August 2020-ongoing. The Director and Associate Director routinely inspect spaces and inform the classroom staff if additional cleaning is needed.	

		<p>the physical environment to ensure the practices are completed.</p> <p>Monitor child and adult illnesses, sending them out of the Center and/or not allowing entry with mild illnesses.</p> <p>Adding COVID-19 safety topics to staff meeting agendas</p>		
<p>3.0 Move ASI towards becoming a conscious, Anti-Racist Organization.</p> <p>[Create a sustainable organization for the future through the optimization of ASI business processes and through innovative programming.]</p>				
<p>Purchase high quality children's books that focus on a variety of diversity issues for staff to read to children such as:</p> <ul style="list-style-type: none"> a. Hair like Mine b. Hats of Faith c. Dreamers 	Director	<p>Purchased \$3,000 in books and distributed them to all classrooms.</p>	August 2020	
<p>Provide Anti-Bias Focused training topics for teachers.</p>	Director	<p>Emailed Anti-Bias/Anti-Racism ECE materials to teachers.</p> <p>Use NAEYC Anti-Bias Articles and materials for in-service training.</p>	<p>August 2020.</p> <p>December 2020</p> <p>And</p> <p>May 2021</p>	
<p>Encourage full-time staff, when possible, to attend the Anti-Racism training provided by ASI.</p>	Director	<p>Staff attending the trainings monthly.</p>	August 2020-March 2021	
<p>Inbed anti-racism and anti-biased curriculum into the Monday night student staff training meetings</p>	<p>Director</p> <p>Associate Director</p>	<p>Obtain Child Development resources on the topic of race from academic agencies and inbed the resources into the student staff trainings.</p>	<p>Fall 2020</p> <p>Spring 2021</p>	
<p>Check in with the full-time staff on the topic of Anti-Racism to provide a format for discussion</p>	Director	<p>Add Anti-Racism to the full-time meeting agendas.</p>	<p>Fall 2020</p> <p>Spring 2020</p>	
<p>4.0 Assess whether any virtual services can be maintained in the future / Lessons learned from shifting operations to largely virtual/online.</p> <p>[Identify and implement assessment strategies for current programming.]</p>				
<p>Survey the student staff for their feedback on the Zoomed staff trainings twice each semester.</p>	Samantha Subuyuj	<p>Four surveys completed by students</p>	<p>December 2020</p> <p>May 2021</p>	
<p>Survey the families to see if they feel connected to the Center using virtual formats twice each semester. (Zoom, phone calls, emails, newsletters, etc).</p>	<p>Sherry Velte</p> <p>Kim Madrona</p>	<p>Four surveys completed by families</p>	<p>December 2020</p> <p>And</p> <p>May 2020</p>	

ASI PEAK ADVENTURES

ABOUT

ASI Peak Adventures is an outdoor adventure provider for Northern California. We are dedicated to providing adventure education and leadership development opportunities for all ages. We have been guiding people on outdoor adventures since 1989, and have become the most unique, diverse, and affordable outdoor recreation provider within the Sacramento Valley. Our Adventure Specialists are passionate about helping participants feel at ease while daring to adventure away from home. Our offerings include backpacking, day hiking, camping, mountain biking, rock climbing, white water rafting and more! We teach snowshoeing, snowboarding, mountaineering techniques, cross country skiing and downhill skiing. We guarantee to boost participants' adventure confidence!

The Peak Adventures Challenge Center empowers individuals and teams to achieve greater results through a personalized learning experience they won't forget! Our skilled facilitators engage participants in interactive games that build relationship, challenging problem-solving activities to strengthen teamwork, and exciting climbing opportunities to inspire personal growth. Over 8,000 participants from Sacramento State campus groups as well as community and professional organizations benefit each year.

Our full service bike shop is known for its prices and remembered for its top notch service. Highly skilled service mechanics perform repairs, sell parts and accessories, teach bike maintenance classes and generally get cyclists and their bikes rolling, whether commuting or recreating. All of our programming is available to the general public, with Sac State students receiving special discounted pricing.
"Adventure Begins Here"

DEPARTMENT STATEMENT OF PURPOSE:

Peak Adventures' purpose is to kindle personal growth, leadership, and connections through experiences in the outdoors.

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 Market and Promote ASI Services to Student Campus Community in a Virtual Environment. [Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.]				
Utilize social media and other digital mediums to market programs. Incorporate 10 promotional give-aways per semester to boost attraction.	Marketing Specialist	Track impressions and digital reach through social media and website analytics	End of Spring 2021	
Create a product strategy to increase the sales of virtual team building programs to Sac State groups, community and professional groups.	Sales and Outreach Specialist in collaboration with Associate Director	Sell 24 Sac State groups, 8 community groups and 4 professional groups.	May 2021	
Collaborate with other ASI departments to provide programming to an “overlap” in audience to increase engagement.	Marketing Specialist	Hosting 2 feel good Friday’s in collaboration with SEO. Partner on ASI week campaigns like Loop give-away.	End of Spring 2021.	
Require the use of Peak Adventure zoom backgrounds during Challenge Center events and provide informative closings about Peak and ASI.	CC program coordinator in collaboration with Associate Director	Creation of standard closing script.	December 2020.	
2.0 Alter and Adjust services to Campus Community and Public to function in a COVID-19 Environment. [Implement Excellence in Service as a Core Value]				
Limit capacity of customers and staff in Peak Adventures. Enforce COVID-19 protocols which include face coverings, social distancing, and scheduled sanitization.	Bike Shop Manager in collaboration with the COVID-19 coordinator	Sanitization logs are completed daily, trainings are performed for all staff returning to work.	Until campus rescinds COVID-19 measures.	Completed.
Host clinics and workshops via Zoom and Instagram live	Bike Shop Manager, Outdoor Manager in collaboration with Marketing Specialist	Take all regularly scheduled clinics and workshops and convert to zoom or Instagram live.	Until in-person programming resumes.	
Conduct Basic Bike Maintenance and Advanced Bike Maintenance classes outdoors at the Challenge Center in conjunction with COVID-19 protocols.	Bike Shop Manager	Classes are offered and conducted for Fall 2020 and Spring 2021 semesters.	Fall 2020 and Spring 2021	
Host virtual Diversity and Inclusion student panel.	Sales and Outreach specialist	Attendance goal: 20 with 4 campus department partners.	October 2020	
Conduct virtual class visits to talk to students about ASI and Peak Adventure services	Sales and Outreach Specialist	Outreach to a minimum of 100 instructors for class visits.	May 2021	
Provide custom built virtual team building events for clients.	Associate Director in collaboration with CC Program Coordinator	Advertised and marketed on website.	May 2021	
Assess and implement efficient training opportunities for Challenge Center staff that reduce training hours.	Associate Director	Re-structure training objectives, timelines, and structure to cut paid training hours by 20%.	February 2021.	

3.0 Move ASI towards becoming a conscious, Anti-Racist Organization.				
[Create a sustainable organization for the future through the optimization of ASI business processes and through innovative programming.]				
Diversify recruitment sources for bike shop positions to embrace a diverse bike industry.	Bike Shop Manager	Identify and contact affinity groups at Sac State for available positions and request that they pass on this position (with no experience necessary) to their members.	May 2021	
Alter the Outdoor Trip Scholarship to focus on diversity and inclusion in the outdoors.	Outdoor Manager in collaboration with Sales and Outreach Specialist	Change essay prompt to ask participants to describe their experiences with diversity in the outdoors.	End of Fall 2020.	
Create a Peak Adventures book club open to all students, including authors from diverse backgrounds, and involving topics of inclusion.	Sales and Outreach Specialist	1 book per semester. 1 monthly meeting. Target attendance of 10.	End of Spring 2021.	
Full time staff will attend and actively participate in anti-racist trainings hosted by ASI	Director	Keep staff attendance to 70% of scheduled trainings	End of Spring 2021.	
Host and/ or partner on one film screening per semester that focuses on diversity and inclusion.	Marketing Specialist	Host No Man's Land in the Fall. Host Filmed by Bike in Spring.	May 2021.	
4.0 Assess whether any virtual services can be maintained in the future / Lessons learned from shifting operations to largely virtual/online.				
[Identify and implement assessment strategies for current programming.]				
Continue to offer virtual bike clinics via Instagram live: flat fix, how to lock up your bike, basic riding tips.	Bike Shop Manager in collaboration with Marketing Specialist	Virtual Bike clinics are hosted once per month during each semester	End of Spring 2021	
Conduct virtual pre-trip meetings	Outdoor Manager	All overnight trips requiring a pre-trip meeting will be held via zoom.	End of Spring 2021.	
Create video/photo training program for outdoor trip staff to increase the quality and quantity of digital content for marketing	Outdoor Manager in collaboration with Marketing Specialist	How-to handbook, reference videos, and in-person training will be created to train new outdoor trip staff	End of Fall 2020.	
Continue to offer virtual options for Challenge Center products to include: icebreakers, 2 hour and 3 hour programs.	Associate Director in collaboration with the CC program coordinator	Create one new icebreaker/energizer and one team building challenge a month to add to resource page	Spring 2021.	
Continue to utilize digital marketing and invest less in printing.	Marketing Specialist	Cut down printing by 25%, around \$1,000.	June 2021.	

ASI STUDENT ENGAGEMENT & OUTREACH

ABOUT

The purpose of Student Engagement and Outreach (SEO) is to provide holistic student-centered programs and services that enhance student life and create lasting memories through community engagement, connection building, and creative exploration.

SEO's outreach and programs KSSU Student Run Radio Station, Safe Rides, the Food Pantry, and the 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.

DEPARTMENT STATEMENT OF PURPOSE:

SEO's purpose is to provide holistic student-centered programs and services that enhance student life and create lasting memories through community engagement, connection building, and creative exploration.

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 Market and Promote ASI Services to Student Campus Community in a Virtual Environment. [Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.]				
1.1 Connect with campus partners and share with them on how students can access the modified SEO programs and services in ASI. Keep students informed on services and programs available to them through ASI.	SEO Director	Contact three campus partners at least once a semester to market SEO programs and services. Update ASI website and social media accounts at least once every two weeks with the latest information on SEO/ASI services.	May 2021	
1.2 Promote and market ASI identity and services through multiple non-traditional mediums such as podcast, blogpost, videos, interactive virtual programs and production of newly designed ASI promotional items.	SEO Associate Director	Produce three multi-media programs per semester that promote ASI identity and services. Produce two promotional/give-away items with ASI logo by the end of the academic year to be distributed through social media engagements with students.	May 2021	
2.0 Alter and Adjust services to Campus Community and Public to function in a COVID-19 Environment. [Implement Excellence in Service as a Core Value]				
2.1 Reevaluate each program concept through critical lens to ensure students with different abilities and skills can participate in the program/service offer by SEO.	SEO Director	Adjust the Safe Rides program to provide more flexible reimbursement criteria for students residing outside Sacramento. Maintain weekly Food Pantry hours to serve students on and off campus. Continue to provide seven Pop-Up Pantry each semester in drive-through format. Facilitate Feel Good Friday virtually twice a month when classes are in-session. Trained and onboard 40 KSSU volunteer DJ during the academic year to produce their own podcast from home. Each trained DJ will produce at least one show each semester to be streamed on KSSU.	December 2020	
3.0 Move ASI towards becoming a conscious, Anti-Racist Organization. [Create a sustainable organization for the future through the optimization of ASI business processes and through innovative programming.]				
3.1 Provide ongoing training for SEO staff on identity development and ally ship through in-service training and weekly staff meeting discussion.	Student Service Coordinator; Student Engagement Coordinator	Organize and facilitate three in-service trainings per semester for SEO student staff. Invite other ASI employees to participate in relevant training and developmental dialogue. (ie. universal design, inclusion and accessibility in event planning) Conduct weekly professional staff professional development discussion (ie. MBTI, Food Insecurity, the art of having difficult conversations)	May 2021	
3.2 Present an opportunity for Sac State students to engage in meaningful dialogue on the impact of racism through the SEO book club.	SEO Director and Associate Director	Facilitate three discussion sessions during the academic year for students who are participating in the program on the one selected book to deepen students' understanding on racism.	March 2021	
3.3 Market SEO student employment opportunities more widely to encourage greater diversity within the applicant pool.	SEO director and Associate Director	Provide job announcement and recruitment materials to four campus partners that work directly with underrepresented students on campus to encourage application	May 2021	

		<p>submission from underrepresented students.</p> <p>Offer one virtual “interest session” during recruitment season to connect with the potential candidates directly and share with them what ASI has to offer to student employees.</p>		
<p>4.0 Assess whether any virtual services can be maintained in the future / Lessons learned from shifting operations to largely virtual/online. [Identify and implement assessment strategies for current programming.]</p>				
<p>4.1 Collect student users and staff’s feedback following each SEO event/student interaction on all parts of SEO operations to determine how virtual services can be implemented in the future.</p>	<p>Student Engagement Coordinator</p>	<p>Administer one SEO satisfaction survey at the end of fall and spring semester</p> <p>Administer brief program survey with three to five questions at the end of each virtual program to gather student feedback on the virtual active program.</p>	<p>May 2021</p>	
<p>4.2 Implement virtual SEO office hours for students from various locations outside the campus to access SEO staff during the time when the office is physically closed to public to answer student questions about ASI or getting involved on campus.</p>	<p>SEO Associate Director</p>	<p>Provide weekly appointments/virtual office hours for students to access SEO staff. Solicit student feedback at the end of the semester (fall & spring) on whether or not the new format to interact with the SEO staff is effective and welcome.</p>	<p>May 2021</p>	

ASI STUDENT GOVERNMENT

ABOUT

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

DEPARTMENT STATEMENT OF PURPOSE:

Student Government's purpose is to lead the Sacramento State community in serving the diverse needs of Sacramento State students by promoting leadership development, shared governance, relationship building, community betterment, and lifelong personal and professional growth.

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 Academic & Service Impacts of Pandemic on Students				
1.1 Evaluate areas where ASI can support alleviating financial impacts from the pandemic				
1.1.1 Survey all students to identify areas of financial hardships, with a particular focus on Black, Indigenous, people of color (BIPOC), first-generation college students, and underserved students.	VPF ECS HHS A&L EVP	Collaborated with student groups that serve our Black, Indigenous, people of color (BIPOC), first-generation college, and underserved students to identify ways to alleviate financial hardship. Sent survey to all CSUS students to identify areas of financial hardships.	Mid-Year	
1.1.2 Collaborate with campus partners (Financial Wellness, Academic Colleges, etc.) on initiatives and resources to help the fiscal burden endured by students.	VPF UND GRAD NSM	Identified and supported initiatives that seek to lessen the financial burden of attendance.	Mid-Year	
1.2 Promote and advocate for technological resources for students				
1.2.1 Support training related to online tools to increase digital literacy.	ECS VPF EVP	Collaborated with tutoring services to ensure that training for the proficiency of online tools exist and are being offered. Obtained student feedback regarding online struggles.	End of Year	
1.2.2 Partner with IRT to investigate feasibility of long-term laptop loans, textbooks, and mailing out Wi-Fi hotspots to students.	ECS VPF	Held a meeting with IRT and present findings to the Board during a regularly scheduled board meeting.	Mid-Year	
1.3 Support students with academic & career challenges				
1.3.1 Partner with Campus Partners (Campus advancement and others) to build networking opportunities for students, including volunteer positions and internships and assess the feasibility of compensation.	ECS A&L HHS SSIS NSM	Identified identity and student success centers to expand internship and leadership opportunities pipeline for Black, Indigenous, and people of color. Addressed and aided in resolving arising issues such as mandatory internship requirements amidst remote settings.	Mid-Year	
1.4 Collaborate with campus partners to disseminate information to fulfill student needs caused by the pandemic				
1.4.1 Share available resources for students, through collaboration with campus partners.	A&L UND VPAA SSIS VPF	Board has shared resources for students through collaboration with campus partners.	End of Year	

2.0 Support students' basic needs and safety				
2.1 Support ongoing efforts that provide basic needs to students.				
2.1.1 Assess the feasibility of holding donation drives and food distribution events in collaboration with campus centers and programs.	VPAA UND A&L GRAD EDU VPUA	Partnered with campus and Food Pantry to assess the feasibility of holding donation drives and food distributions; utilizing Social Media to spread awareness for resources.	End of Year	
2.1.2 Support housing and personal hygiene-based needs	VPAA HHS UND GRAD	Promoted centers who provide safe kits and menstrual products via social media. Promoted CARES Office efforts for housing insecurity resources for students through social media.	Mid-Year	
2.1.3 Research the feasibility of a Clothing Closet/Drive	SSIS GRAD UND	Met with Career Center and CARES Office to research a feasible donation and storage location to collect and store clothing. Evaluated fundraising options for purchase of professional clothing via retailers, or other relevant organizations.	Mid-Year Mid-Year	
2.2 Promote student culturally responsive wellness and safety				
2.2.1 Support Wellness, Safety and Sexual Assault Committee	PRES A&L EDU NSM	Collaborated with organizations for mental health initiatives, including organizations BIPOC centered/led. Investigated feasibility of distribution of mental health resources for students.	End of Year	
2.2.2 Work with health center for COVID-19 testing & vaccines.	PRES HHS BUS	Met with the Health Center and reported findings to the Board with an action plan. Worked with Student Health and Counseling Services to ensure maximum availability and accessibility of COVID-19 testing & vaccines (when/if available). Collaborated with Student Health & Counseling Services to check accessibility of vaccine testing to BIPOC community and other students who face disparities with health care. Reported findings to the board.	End of Year	
2.3 CARES Emergency Grant				
2.3.1 Partner with University Foundation to fundraise for emergency grant.	VPF PRES ECS	Met with the University Foundation Board and report findings to the Board with an action plan. Investigated how campus is dispersing money received from CARES Grant.	End of Year	
2.4 Promote student initiatives to remove financial burdens				

<p>2.4.1 Support workshops on topics such as financial literacy and budgeting to aid students with managing their finances.</p>	<p>VPF UND VPUA</p>	<p>Collaborated with campus partners to hold at least one workshop on financial literacy.</p>	<p>End of Year</p>	
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3.0 Promote and engage with antiracism, advocacy and activism opportunities				
3.1 Increase voter participation in local, state and federal elections				
3.1.1 Support Office of Governmental Affairs (OGA) Civic Engagement efforts.	PRES HHS OGA	Advertised participation in the University and College Ballot Bowl and other civic engagement efforts to encourage student participation. Conducted promotional events such as giveaways to garner more civic engagement.	Mid-Year End of Year	
3.1.2 Continue the "Buzz the Ballot" campaign for the upcoming 2020 election.	VPAA PRES A&L HHS OGA	Assembled an online Voter Information Handbook. Registered 800 new voters. Promoted and collaborated with OGA and Campus Partners on education sessions to inform voters, and future voters, of the importance of voting, candidates, and pieces of legislation in a nonpartisan format.	November 3, 2020	
3.1.3 Encourage activism expression by creating a space where students can be creative.	SSIS VPUA A&L EDU HHS UND	Scheduled and prepared materials for event. Collaborated with different student success centers to hold at least one event with a board member. (Ex: Postcard/Pen Pal Program, Paint with the Board, etc.)	Mid-Year End of Year	
3.2 Support commitment to the Anchor University initiative				
3.2.1 Further outreach to Sacramento community.	HHS SSIS	Collaborated with City Ambassadors and Anchor University Committee on at least one initiative that includes outreach to the Sacramento Community.	End of Year	
3.3 Climate Activism and Environmental Justice				
3.3.1 Continue "Don't Litter our River" campaign.	VPAA GRAD	Advertised on Social Media in the Spring semester 2 months before graduation and again 2 weeks before graduation.	End of Year	
3.3.2 Partner with sustainability department to support initiatives.	VPAA SSIS A&L HHS	Partnered with sustainability department on expanding composting throughout campus. Engaged with students on green initiatives that can be completed remotely such as a certificate program/at-home green pledge that rewards students for doing activities within the certificate program.	End of Year	
3.3.3 Partner with UEI to decrease food waste.	VPAA SSIS UND VPUA EVP	Assessed the possibility of partnering with UEI dining services to give leftovers to students; similar to Epicure Extras.	End of Year	
3.3.4 Partner with BAC-Yard Project.	HHS	Assessed the feasibility of continuing the BAC-Yard project – i.e. setting up COVID compliant time slots to continue work Researched the plausibility of creating a satellite BAC-Yard program in partnership with the community, UC Davis, and other partners.	Mid-Year	
3.4 Engage with students on activism efforts				

3.4.1 Increase awareness of racial injustices, discrimination, and white fragility.	A&L EDU SSIS VPAA HHS	<p>Outreached and supported organizations and clubs addressing environmental racism in Sacramento by supporting and sharing resources created by Black experts on anti-racism.</p> <p>Hosted at least one Zoom workshop with BIPOC expert and/or student leaders where we shared resources on racial injustices, discrimination and addressing white fragility.</p> <p>Explored the promotion of financial opportunities to support anti-racism scholarships for BIPOC students and shared to social media.</p>	End of Year End of Year Mid-Year	
3.4.2 Update existing advocacy toolkit.	PRES CSSA HHS	<p>Hosted workshop series to review the different levels of advocacy, along with effective practices at each.</p> <p>Updated existing advocacy toolkit to include local, CSU System, state, and Federal Advocacy</p>	End of Year Mid-Year	
3.4.3 ZOOM meetings with alumni or specialists in advocacy careers.	PRES A&L NSM HHS	<p>Collaborated with Colleges to host ZOOM meetings with alumni or specialists in advocacy careers.</p> <p>Hosted Black expert led ZOOM meetings with alumni or specialists in advocacy careers.</p>	End of Year	
3.5 Work with campus partners to review department policies and training procedures				
3.5.1 Review campus police department procedures.	PRES SSIS VPAA HHS EDU	<p>Met with and reviewed campus police policies and procedures. Report to the board.</p> <p>Worked to increase implicit and explicit bias screenings in hiring and promotion.</p>	Mid-Year	
3.5.2 Review campus cost of attendance policies.	BUS VPF PRES	Collaborated with Financial Aid Office and University Administration to have reviewed campus procedures for the creation of the cost of attendance (COA) estimate.	Mid-Year	
3.6 Research feasibility of training module on cultural humility and ally accountability				
3.6.1 Pursue the possibility of instituting cultural humility/antiracism modules, both on the CSUS	HHS VPAA A&L CSSA	Met with campus partners, academic colleges and OGA on the process.	Mid-Year	
4.0 Increase student participation and voice				
4.1 ASI Board supports system-wide governance meetings				
4.1.1 Increase involvement with CSSA and Board of Trustee meetings.	PRES CSSA EVP	<p>100 % of Directors attended one CSSA meeting or one Board of Trustees meeting.</p> <p>Supported a CSSA advocacy effort or Initiative by increasing the awareness and participation of CSSA committees among the student body.</p>	End of Year	
4.2 Advocate for campus events for students with social justice spin				
4.2.1 Encourage BIPOC engagement with ASI Board of Directors Elections.	ECS SSIS EDU A&L EVP	Collaborated with SEO and Campus Partners to run a marketing campaign on social media.	End of Year	

4.2.2 Publicize awareness of safe zone and ally trainings.	HHS EVP	Collaborated with PRIDE Center and Dreamer Resource Center to publicize trainings.	Mid-Year	
4.3 Collaborate with campus partners to support student interests				
4.3.1 Incorporate ASI representation through requirements in Student Employment	BUS EVP	Created a requirement for Student Employment Grant recipients to promote ASI support throughout their program, in order to receive funding.	Mid-Year	
4.4 Bridge communication between administration and students				
4.4.1 Investigate the creation of a student briefing newsletter or other forms of communication to	SSIS GRAD A&L BUS EVP	Worked with campus partners and resources to assess the feasibility of a student briefing newsletter or other forms of communication to disseminate information.	Mid-Year	
4.4.2 Continue the ASI KSSU podcast.	GRAD A&L ECS EVP	Worked with SEO to record and post the podcast to the KSSU website and other locations.	Mid-Year	
4.5 ASI presentation to RHA for ASI information gathering				
4.5.1 Collaborate with RHA and campus housing to investigate feasibility of ASI presentations.	BUS PRES	Investigated the feasibility of adding an ASI presentation to RA and DA training by collaborating with RHA.	Mid-Year	
4.6 Increase voter participation in ASI elections				
4.6.1 Incorporate ASI representation through requirements in Student Employment	BUS	Requirement to advertise the ASI Election has been added to the Student Employment Grant application.	Mid-Year	
4.6.2 Sponsor a challenge to promote Elections for student participation.	PRES	Collaborated with SEO to have sponsored a challenge to promote Elections for student participation.	End of Year	
4.7 Increase attendance to Board meetings				
4.7.1 Increase student attendance at ASI Board meetings.	GRAD VPF	Created incentives to encourage social media postings aimed at increasing student attendance at Board meetings.	October 31, 2020	
4.8 Further understand the student's experience satisfaction/wellbeing/problems and how to alleviate such issues				
4.8.1 Conduct an in-depth polling/survey of the student body to garner a better understanding of	HHS VPF VPUA	The ASI Student Marketing and Outreach committee sent a survey to the student body. Reviewed results and presented to Board of Directors.	Mid-Year	