

strategic goals 2021-22



Associated Students, Inc.
California State University
Sacramento

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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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: 2021-2022

- 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:

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>The Aquatic Center will use the latest mediums to communicate to the students, faculty, staff, and campus community, of upcoming events, classes, promotions, student highlights, and department accomplishments.</p> <p>(Social Media Like and Follow Contest)</p> <ul style="list-style-type: none"> • Instagram • Facebook • Twitter • Campus Marketing and Communication-Luis Kischmischian- Student Affairs Faculty/Staff • ASI Marketing Committee for Campus LCD Screen Marketing. <ul style="list-style-type: none"> Union/Well SEO Student Shop Peak Adventures 	<p>Aquatic Center Management Staff</p> <p>Director</p> <p>Associate Director</p>	<p>Completed and updated materials</p>	<p>Spring 2022</p>	
<p>The Aquatic Center will create, print, and distribute our annual course catalog</p>	<p>Director</p> <p>Associate Director</p>	<p>Created, Printed, and distributed</p>	<p>Spring 2022</p>	
<p>The Aquatic Center will highlight its 40th year anniversary Logo along with ASI's 65th Anniversary Logo in its media postings, i.e. ASI Website, Instagram, Facebook, and Aquatic Center Website.</p>	<p>Operating Manager</p> <p>Director</p> <p>Associate Director</p>	<p>Marketing Mediums have both Anniversary Logos displayed</p>	<p>Fall 2021</p>	
<p>Document for public viewing, the first 40 years, programs, camps, special events, and staff to be view on our website</p>	<p>Operating Manager</p> <p>Associate Director</p>	<p>Displayed on ASI Website: Sacstateaquaticcenter.com/ac-hall-fame</p>	<p>Spring 2022</p>	

2.0 Implement Excellence in Service as a Core Value

<p>Excellence in Service is predicated on qualified staff. The Aquatic Center- will implement an aggressive recruiting and hiring campaign to fill vacated positions due to COVID circumstances.</p> <ul style="list-style-type: none"> • Administrative Asst. • Operations Asst. • Weekend Supervisor • Seasonal Supervisor • Customer Service Specialist • Team Lead • Youth Programs Supervisor • Youth Programs Senior Team Lead • Rowing Coaches • Sailing Instructors • Paddling Instructors • Water Ski/Wakeboard Instructors • Certified Dock Masters • Certified Youth Instructors • Front Office CSR's • Facilities Technician • Facilities Assistant • Class B Drivers • Special Event EMT's • Special Event Night Watch Person 	<p>Operating Manager</p> <p>Director</p> <p>Associate Director</p> <p>Rowing Manager</p>	<p>Majority of positions filled to meet program demand</p>	<p>Fall 2021- Spring 2022</p>	
<p>Create a position for instructional specialist who can teach and train in multiple areas: classes, camps, team builds and special event functions.</p>	<p>Director</p> <p>Associate Director</p> <p>Weekend Supervisor</p>	<p>Position, recruited for, screened, and filled.</p>	<p>Fall 2021</p>	
<p>Obtain approval from State Parks for concrete pad for outside Kiosk to better serve clients and improve working conditions for staff.</p>	<p>Facilities Manager</p>	<p>Approval Granted</p>	<p>Fall 2021</p>	

3.0 Create a sustainable organization for the future through the optimization of ASI business processes and through innovative programming.

<p>We will implement a new Point-Of-Sale module/software – Perfect Mind, trouble shooting, debugging, and training will be involved.</p>	<p>Operating Manager Director Associate Director</p>	<p>Point-of Sale software in use</p>	<p>Fall 2021- Spring 2022</p>	
<p>Implement Online Waivers for Adults and Youth – Pending C.O. approval</p>	<p>Director</p>	<p>Digital waivers are implemented</p>	<p>Spring 2022</p>	

4.0 Identify and implement assessment strategies for current programming.

<p>During COVID an Aquatic Center staff only webpage was created for training. Training Modules will be expanded for each program area to expedite the education and training of new staff hires.</p>	<p>Operating Manager Weekend Supervisor Associate Director Facilities Manager</p>	<p>Online Training- is being used for: Kayaking, Sailing, Stand Up Paddling, Rowing,</p>	<p>Spring 2022</p>	
<p>The Aquatic Center will implement an online evaluation tool to obtain unbiased feedback of customer experiences.</p>	<p>IT Manager Director</p>	<p>JOT-FORM or similar form electronic/online evaluations program is being used for evaluations and surveys</p>	<p>Spring 2022</p>	
<p>The Aquatic Center will continue to use and update JHA- Job Hazzard Assessment tools to qualify staff for work assignments</p>	<p>Facilities Manager Rowing Manager Operations Manager</p>	<p>JHA videos, literature, webinars, workshops are being used to reinforce safe work practices.</p>	<p>Fall 2021- Spring 2022</p>	

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 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: 2021 – 2022

- 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

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.				
Have marketing create a banner to be placed outside of the Student Shop that says “Serving Sac State Students for 65 years”. Have marketing create the same message with graphic fonts to be displayed on the Business Office LCD screen. This will show students how long ASI has been serving students.	Business Office Marketing representatives	Having visible signage over the Student shop window and digital messaging on the Student Shop LCD screen.	November 2021	
Order department polo’s with ASI’s 65 th Anniversary logo and add “Serving Sac State Students for 65 years”. This will show our customers how long ASI has been serving students on campus and create conversations with customers about all of ASI.	Operations Manager	Shirt is created and worn by Business Office and Student Shop Staff.	October 2021	
Provide DOC funding presentations and video recordings to student organizations.	Accountant, Accounting Technician, Accounting Manager	Presentations and video recordings are complete and posted.	December 2021	
Partner with departments to participate in Sac State job fairs.	HR Coordinator	Two events per academic year.	Spring 2022	
2.0 Implement Excellence in Service as a Core Value				
Explore the feasibility of installing lockers to allow students to pick up caps and gown after hours. This is a convenient way for working students who may not be on campus during our normal hours to pick up their cap and gown.	Operations Manager and IT Manager.	Costs has been explored and space availability has been assessed.	June 2022	

Perfectmind implementation - Adding google and apple pay as forms of payment in our new POS system, provides convenience for customers and allows contactless payment for credit card transactions.	Business Office POS committee representatives	PerfectMind has been implemented and optimized	End of Year	
Recycle 1,000 LBS of IT equipment e-Waste with the Scouts of America.	Business Office Accounting Manager and IT Manager.	IT equipment has been disposed and donated to the Scouts organization.	October 2021	
Full deployment of the Microix Payables Workflow Process to all ASI departments.	Business Office Accounting Manager, IT Manager, Accountant, Sr. Accounting Technician, Junior Accountant.	Ability to review, approve and submit, electronically, vendor invoices to the Accounting Department for processing and payment.	December 2021	
Continue to make clubs/orgs aware of the capability of making deposits online through Sac State Marketplace (MODO) by posting on Facebook and SOL training. Currently +/-20 clubs/orgs have access to Sac State Marketplace, we would like to at least double the number of clubs/orgs with access.	Operations Manager and SOL	40 clubs are making online deposits.	June 2022	
Enhance the presence of Human Resources on the ASI website in an effort to showcase employee engagement and improve communication of HR services and representation beyond recruitment.	HR Team and EAC Committee	Showcase ASI activities, with attention to Diversity, Equity & Inclusion initiative/activities	June 2022	

3.0 Create sustainable organization for the future through the optimization of ASI business processes and through innovative programming.

Perfectmind implementation - Adding the ability for customers to digitally sign and store documents online (forms, contracts and waivers), provides convenience for customers, improve efficiency in our process and save money by eliminating the need for additional physical storage space for signed waivers	Business Office POS committee representatives: Accounting Manager, Operations Manager, Sr. Accounting Technician	Track number of online documents signed and stored in the system. Not paying for additional physical storage space to house signed waivers.	March 2022	
Fully implement Five Star banking services.	Operations Manager, Director of Finance and Administration, Accountant	All banking operations are no longer under First Bank and Five Star bank is fully operational.	October 2021	
Reinvigorate the ASI Safety Program	HR and Safety Analyst, Safety Committee and HR Director	Meet monthly with the Safety Committee. Create and communicate a monthly safety topic.	January 2022	

4.0 Identify and implement assessment strategies for current programming.

Streamline process and efficiently generate UBIT data from new POS system.	Business Office Accounting Manager, IT Manager, Accountant	Timely generation of UBIT reports.	June 2022	
Utilize survey tools and employee feedback to restructure the Part-Time Staff and Student Orientation to maximize efficiency and minimize redundancy.	HR Team; Part-Time and Student Staff; Program Managers	Streamline information provided in other venues; focus on team building and development opportunities for Part-Time staff.	June 2022	

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: 2021 – 2022

- 1.0 Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.
- 2.0 Implement Excellence in Service as a Core Value
- 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 current programming.

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.				
Support ASI 65 th Anniversary Year <ul style="list-style-type: none"> Active participation in the ASI Marketing Committee Distribute media materials to current and previous families and employees. Encourage current employees to attend events. Provide promotional materials if needed.	Administrative Assistant Director	Summer 2021- provided names and contacts for previous employees.	July 1, 2020 through June 30, 2021	
Achieve NAEYC Re-Accreditation <ul style="list-style-type: none"> Submit Provisional Portfolios meeting all standards Prepare staff for an onsite visit Provide NAEYC standards training to Student Supervisors Prepare environments for the onsite visit Successfully complete an onsite visit by NAEYC	Director Director Director Director and Head Teachers Director and the Associate Director	Submitted the Provisional Portfolios Provided staff training and access to the standards and portfolio	Completed on July 15, 2021 Fall 2021 Spring 2022 Spring 2022	
Achieve a rating of 4 or higher with the Sacramento County Office of Education Raising Quality Together (RQT)	Director, Associate Director, Operations Manager, and Head Teachers	Attend a RQT orientation Attend mandatory professional development 21 hours for each teacher	Started on July 1, 2021 Completed.	
2.0 Implement Excellence in Service as a Core Value				
Provide in-person student staff trainings	Director and Head Teachers	Develop a training schedule, topics, and content	Completed – August 2021	

		Students and Head Teachers meet in-person at the Children’s Center.	Started on August 30, 2021.	
Increase enrollment by re-opening Bambini 1 and La Casita 3, which were closed due to COVID-19 the past 18 months	Administrators Director and Associate Director Head Teachers	Encourage families to get on the waitlist. Increase Student staffing. Re-open Bambini 1 and LC3.	Started on August 1, 2021 January 2022	
3.0 Create a sustainable organization for the future through the optimization of ASI business processes and through innovative programming.				
Fully implement online payments (POS), PaySimple, to streamline online payment	Operations Manager	PaySimple Fully Functional	Launch in August 2021	
Create a pipeline of Permitted-Student employees by facilitating the Child Development Permitting process (e.g. covering expenses, training)	Director, Associate Director, Head Teachers	Reach out to current and returning student employees. Review transcripts and guide students for appropriate courses. Assist students with permit applications Reimburse students for permit expenses when they obtain their permits	End of Year	

4.0 Identify and implement assessment strategies for current programming.

<p>Implement CLASS Classroom Assessments with improved scores. Scores will be utilized for the RQT assessment and grant funding.</p>	<p>Director Head Teachers</p>	<p>Get staff members certified in CLASS</p> <p>Certified assessors will observe classrooms and deliver scores</p>	<p>End of Year</p>	<p>Completed.</p>
<p>Complete and implement Environmental Ratings (ERS) on classrooms.</p>	<p>Director Head Teachers</p>	<p>Head Teachers will conduct assessments and deliver scores.</p> <p>Head teachers will develop a plan of action to increase ratings and provide evidence when completed.</p>	<p>Mid-Year</p>	

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- 2021 – 2022

- 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.				
Partner with campus clubs and organizations for river clean up's.	Bike Shop Manager	Conduct a river clean up with one new club/organization per semester	December 2021 & May 2022	
Host an open climb at the Challenge Center in conjunction with the 65 th ASI Anniversary Party in the spring	Challenge Center Coordinator	Event is marketed and executed.	Spring 2022	
Provide enhanced marketing material by collaborating with photography department/majors and providing volunteer spots on trips. Volunteers will be required to have certain deliverables that enhance the image of Peak Adventures and ASI.	Outdoor Manager & Marketing and Outreach Specialist	Acquire 42 usable photos from collaboration	Spring 2022	
Reach a wider student and community audience on social media and classroom visits	Marketing and Outreach Specialist	Increase social media following by at least 1,000 in 2021/2022. Current following is 4,381 as of 8/24/31. Give at least 30 class visits per semester	Spring 2022	
Increase sales of custom outdoor trips and challenge center programs to CSUS and community groups	Sales Specialist in collaboration with Outdoor Manager and Associate Director	Sell 10 custom trips and 10 challenge center programs to 'new' clients	Spring 2022	
Build and expand whitewater rafting program and market to greater Sacramento and Bay area regions.	Outdoor Manager in collaboration with Marketing and Outreach Specialist	Offer upper and lower day trips. Schedule 20 river days. Achieve 200 participants within the 2022 rafting year. Marketing plan is developed	September 2022.	

		to target Bay area residents.		
2.0 Implement Excellence in Service as a Core Value				
Cross train to provide Customer Service Associates' an understanding of Bike Shop services and bike related information to increase efficiency of daily operations.	Sales Specialist in collaboration with Bike Shop Manager	Customer Service Associates can provide a two minutes sales pitch for a bike we sell.	Fall 2021	
Create a "hot day/smoke day" alternative activities for Green and Gold Camp.	Associate Director	Create a week's worth of indoor activities/itinerary and purchase all supplies to support alternative itinerary.	End of May 2022	
Create an 'outdoor' teambuilding curriculum to offer to custom groups.	Outdoor Manager in collaboration with Associate Director	Two, 2-3 hour facilitation curriculums are designed	Spring 2022	
Offer and sell service 2 and 4 year service plans for the Bike Shop.	Bike Shop Manager	Launch service plans and sell 4.	February 2022	
Create a department wide feedback campaign to ensure Peak Adventures is delivering high quality service.	Marketing and Outreach Specialist and area managers	Survey 50-100 customers. Receive 20 new reviews in Spring 2022. Bike shop customer service survey is created and collected.	Spring 2022	
3.0 Create a sustainable organization for the future through the optimization of ASI business processes and through innovative programming.				
Work with hiring managers to increase number of FWS employees at Peak Adventures and set benchmarks for each area.	Director & all hiring managers	20% of PA employees on FWS.	Spring 2022	

Design a scholarship for Basic Bike Maintenance classes focusing on providing opportunities to underrepresented groups.	Bike Shop Manager	Scholarship is awarded to one participant.	Spring 2022	
Outreach for gear donations for giveaways for the "Filmed by Bike" event.	Marketing and Outreach Specialist	Five (5) companies/organizations are contacted for "Filmed by Bike" event.	Spring 2022	
New POS system is fully utilized and optimized for front desk, activity registrations, and rental areas.	Associate Director in collaboration with Outdoor Manager and Sales Specialist	POS system is fully integrated into applicable areas: registrations, contracts, rentals, misc.	Spring 2022	
New POS system is fully utilized by Bike Shop.	Bike Shop Manager	POS system is fully integrated into Bike Shop operations.	Spring 2022	
Collaborate with orientation to create a sustainable outdoor orientation program.	Outdoor Manager	Offer 2 day trips per Spring semester and one overnight and one day trip in Fall 2022.	Fall 2022	
4.0 Identify and implement assessment strategies for current programming.				
Assess training time, curriculum, and efficiency of Challenge Center training for employees.	Associate Director & Challenge Center Coordinator	Compile data, and submit recommendations for changes to training.	Spring 2022	
Utilize EAB for trips and collect data to develop recommendations for future program offerings. Collect and calculate number of total hours participants spend on Peak trips.	Director and Outdoor Manager	Collect two semester's worth of data and compile report of findings. Recommendations are utilized in next	Summer 2022	

		planning phase for trips for 2022-23.		
Create and send initial follow up sales process survey to all Challenge Center and Custom Trip inquiries	Sales Specialist	Data is collected, evaluated, and recommendations are integrated into the sales process.	Spring 2022	
Improve Customer Service Associate Core Competencies.	Sales Specialist in collaboration with Outdoor Manager (rentals) and Bike Shop Manager	Develop checklist of demonstrable job related tasks, evaluate employees, and create plans to improve where necessary.	January 2022	
Create an informal social media “questions” survey for feedback on programming and direction from students.	Marketing and Outreach Specialist	Create Instagram “stickers” campaign to ask what students would like to see from programming.	Spring 2022	

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: 2021-2022

- 1.0 Enhance the ASI identity so that it continues to be recognized by the Sacramento State community and the greater Sacramento region.
- 2.0 Enhance current programs and services
- 3.0 Implement Excellence in Service Core Value.
- 4.0 Expand KSSU's Outreach and Engagement to be more visible around campus and inclusive of the Sac State student body.

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 Celebrating KSSU's 30 th Anniversary by hosting a "30 versions of Sparky" design competition.	Student Services Coordinator	-Received at least 30 entries -Organize an exhibit or booklet to feature the designs	September 2021-May 2022	
1.2 Develop an ASI Food Pantry cookbook and cooking tip book to encourage students to cook their own meals at home by utilizing the resources from Food Pantry.	Food Pantry Coordinator	Collaborating with Cal Fresh to sign up 150 students and provide cookbook, lunch box/bag as incentives for sign-up.	September 2021-January 2022	
1.3 Revamping and redesigning ASI newsletter to streamline contents delivery and branding of ASI programs.	Marketing Coordinator	-By early October, renew ASI newsletter subscribers. -By end of fall semester, create a new design template for newsletter -Sign up at least 500 new subscribers during 2021 and 2022.	September 2021-May 2021	
1.4 Celebrating ASI's 65 th Anniversary by highlighting 25 "fun facts" about ASI on social media each week.	Marketing Coordinator	Completing 25 "fun facts" by end of the academic year.	September 2021- May 2022	
2.0 Implement Excellence in Service as a Core Value				
2.1 Feel Good Friday will have both virtual and in-person events to give students different options to participate.	Marketing Manager	-More than half of the Feel Good Friday events will have a virtual component that allow students to participate virtually.	September 2021-May 2022	

2.2 Students can pick up pre-bagged groceries from Food Pantry lockers after hours. The option will give students greater accessibility to utilize food pantry services.	Food Pantry Coordinator	-Allow up to 40 sign-up per week for students to use the lockers outside Food Pantry operation hours.	September 2021-May 2022	
2.3 Revamping Safe Rides program and marketing to include SMOG, car safety check, and basic vehicle maintenance expenses. Continue to allow students to claim reimbursement anywhere and anytime.	Student Services Coordinator	-Improve the turnaround time of reimbursement process request to 2-3 weeks. -Exhaust all allocated funding by the end of May 2022	September 2021-May 2022	
2.4 KSSU will rent out studio space and equipment to allow students to record personal projects (e.g. record an album, demos).	Student Services Coordinator	Record at least two personal student projects per semester	October 2021-May 2022	
3.0 Create a sustainable organization for the future through the optimization of ASI business processes and through innovative programming.				
3.1 Reduce paper usage in administrative work by transitioning to utilize electronic and digital forms (in contract, volunteer agreement, and log)	Student Services Coordinator	-Utilize Adobe Sign, Google Forms to reduce print out in the office.	September 2021-May 2022	
3.2 Create and implement a new SEO volunteer program that provide the students an opportunity to complete their volunteer hours with different programs in SEO.	Marketing and Outreach Manager; Food Pantry Coordinator	- Implement a simple application process for all SEO staff to easily access the volunteer pool. -Within the application, students can indicate which area/program they are interested to complete their volunteer hours.	3.2 Create and implement a new SEO volunteer program that provide the students an opportunity to complete their volunteer hours with different programs in SEO.	

3.3 Host one food drive per semester to meet the needs of food pantry users.	Food Pantry Coordinator	-Homecoming in October -Holiday food drive in December	September 2021- May 2022	
3.4 Host ASI-wide service opportunities for ASI employees.	Director	-Service learning opportunity once per semester	September 2021 May 2022	
4.0 Identify and implement assessment strategies for current programming.				
4.1 Facilitate two focus groups to gather valuable data from Food Pantry users to improve their user experiences.	Director; Food Pantry Coordinator	-Complete one focus group per semester	September 2021- May 2022	
4.2 Administer post- event survey to gather student feedback at SEO sponsored events.	Marketing Manager	-Development of short event survey. -Administer at least five post-event survey per semester.	September 2021- May 2022	
4.3 Tracking student engagement with SEO events through EAB.	Marketing Manager; Director	-Include the data analysis summary in annual report.	September 2021-May 2022	

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: 2021-2022

- 1.0 Support major and professional development
- 2.0 COVID recovery and support
- 3.0 Support diversity, equity, and inclusion (DEI)
- 4.0 Promote ASI & Campus Initiatives
- 5.0 Support Basic Needs campus initiatives

ACTION PLAN

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 Support major & professional development				
1.1 Strengthen relationships between students and alumni				
1.1.1 Collaborate with Alumni Center/Association and other campus partners on an event (roundtables, speed networking, mentorship)	A&L ECS	Held at least one event per semester in partnership with Alumni Center/Association and campus partners	Mid-Year	
1.1.2 Host an Alumni Panel to support the 65 th anniversary of ASI (past presidents, employees, etc.)	A&L ECS BUS GRAD	Held Alumni Panel to support ASI 65 th Anniversary each semester	Mid-Year End of Year	
1.1.3 Promote Alumni Center & Alumni Associations' initiatives on social media	ALL BOARD	All ASI Board members attend at least one (1) Alumni Center or Alumni Association event and repost at least one (1) initiative Each board member reports their progress on board reports	End of Year	
1.2 Host events to support majors				

1.2.1 Host at least (2) two academic specific events	UND NSM ECS HHS	Held at least two (2) academic specific events to support majors/colleges per year	End of Year	
1.3 Promote volunteer, job, and internship opportunities				
1.3.1 Promote internship, job & volunteer opportunities on social media	ALL BOARD	All board members repost at least one (1) volunteer, job and internship opportunities on social media each semester Each board member reports their progress on board reports	End of Year	
1.3.2 Collaborate with campus partners to support their efforts with internship and volunteer opportunities	UND VPF A&L NSM BUS GRAD	Held meeting with campus partners to determine best form of support From meeting, execute initiative	Mid-Year End of Year	
1.4 Create professional clothing drive				

1.4.1 Partner with campus partners on clothing drive	ECS EVP	Held a meeting with campus partners to determine the feasibility of a clothing drive Execute clothing drive	Meeting by October 31 st End of Year	
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2.0 COVID recovery & support				
2.1 Promote financial resources				
2.1.1 Promote campus financial opportunities (CARES grant, scholarships, etc.) to clubs and organizations	SSIS VPF EDU VPUA	Held meeting with campus partners to determine best practice for promoting financial resources Executed promotion	October 31 st Mid-Year	
2.1.2 Promote financial resources through social media and marketing	ALL BOARD	All board members posted about ASI Scholarships each semester All board members reposted at least two (2) additional forms of financial resources Each board member reports their progress on board reports	Mid-Year End of Year	

2.1.3 Meet with CARES and communications stakeholders to ensure effective dissemination between services and students	VPAA SSIS VPF	Held a meeting with CARES Office representatives and additional communications stakeholders to discuss effective dissemination between services and students	November 15th	
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2.2 Address vaccine hesitancy

2.2.1 Advocate for student wellness regarding COVID-19	UND VPF HHS VPAA NSM	Promoted COVID-19 safety guidelines to campus community via social media	Mid-Year	
		Hosted at least one event to promote student wellness regarding COVID-19	End of Year	
		Met with Student Health & Counseling to determine best ways to advocate for student wellness regarding COVID-19	Mid-Year	

3.0 Support diversity, equity and inclusion (DEI)

3.1 Support Inclusive Excellence (IE) initiatives including Anti-Racism & Inclusion Campus Plan

3.1.1 Ensure participation in development of antiracism module	PRES EVP GRAD	Collaborated with Division of Inclusive Excellence to implement a pilot of the antiracist module	End of Year	
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<p>3.1.2 Ensure student representation on the antiracist and inclusive campus plan implementation committees and task forces</p>	<p>EDU EVP GRAD</p>	<p>Advocated for at least one student seat on each antiracist and inclusive campus plan implementation committees and task forces</p>	<p>End of Year</p>	
<p>3.1.3 Conduct individual review of ASI Operating Rules to ensure equity and inclusion</p>	<p>EDU EVP VPF VPAA VPUA PRES GRAD</p>	<p>All Executive Board members conducted individual review of their Operating Rules</p> <p>At least two (2) college directors conducted review of College Director Operating Rules</p>	<p>Mid-Year</p>	
<p>3.2 Culturally competent & diverse mental health counselors</p>				
<p>3.2.1 Advocate for culturally competent & diverse mental health counselors</p>	<p>NSM A&L EVP GRAD</p>	<p>Held meeting with diversity officer in Student Health & Counseling to discuss culturally competent & diverse mental health counselors on our campus and how to partner with them</p> <p>After meeting, determine feasibility of advocating for diverse hiring/training and advancing cultural competency with campus partners</p>	<p>Mid-Year</p> <p>End of Year</p>	
<p>3.3 Work to improve police relations on campus</p>				

3.3.1 Conduct survey on University Police Department and shared findings to the greater campus community	PRES	Conducted and disseminated a survey on Sacramento State Police Department Shared findings with board and campus administration Shared findings with police advisory committee	October 1, 2021 End of October Mid-Year	
3.3.2 Meet with new Chief of Police to share survey results and student concerns	EDU PRES EVP	Sent Chief of Police survey findings and held a meeting to further discuss student concerns	Mid-Year	
3.3.3 Review University Police Department policies and practices and advocate for transparency and accountability	PRES	Conducted individual review of UPD policies and procedures and reported to board Presented policy and procedure review to Police Advisory Committee	End of Year	
3.4 Create safe space for BIPOC communities				
3.4.1 Collaborate with Strategic Student Support Programs (SSSP) on event or initiative	EVP ECS	Collaborated with Strategic Student Support Programs on at least one program and/or initiative per semester	End of Year	

3.4.2 Explore, with campus partners, the establishment of healing circles	PRES NSM	Held meeting with Division of Inclusive Excellence to discuss feasibility of creating healing circles Executed recommendation	Mid-Year End of Year	
4.0 Promote ASI & Campus initiatives				
4.1 Enhance ASI presence on campus				
4.1.1 Utilize different forms of communication to highlight ASI resources	SSIS ECS VPUA BUS A&L	Collaborated with ASI Student Engagement and Outreach and campus partners to determine best forms of communication Met with SEO to map out best outreach plan and present to the Board recommendations Collaborated with campus partners (e.g. Athletics, Theater Department, University Housing)	October 1, 2021 October 1, 2021 Mid-Year	
4.1.2 Promote ASI positional accounts	ALL BOARD	Each board member gains at least 200 followers from the beginning of their term Each board member reports their progress on board reports	Mid-Year	

4.1.3 Collaborate with SEO on follower loop giveaway	UND SSIS VPAA BUS	Collaborated with SEO to hold a follower loop giveaway each semester	Mid-Year End of Year	
4.1.4 Collaborate with ASI departments on ASI 65th Anniversary initiative	SSIS BUS	Supported ASI departments on ASI 65 th anniversary initiative by collaborating on an event Attended ASI Marketing Committee to find ways to collaborate	End of Year End of Year	
4.1.5 Establish a podcast in collaboration with KSSU to promote ASI	SSIS UND VPAA	Collaborated with KSSU to host at least 5 podcasts throughout the year	End of Year	
4.2 Support the Anchor University initiative				
4.2.1 Partner with Anchor University committee to expand our influence in the Sacramento community	HHS OGA	Collaborated with Anchor University Committee on an initiative to expand our influence in the Sacramento community	End of Year	
4.3 Encourage sustainability efforts on campus				
4.3.1 Partner with sustainability department and stakeholders on initiatives	PRES UND	Met with sustainability department to discuss current initiatives and meeting climate action plan goals Executed at least one (1) initiative regarding sustainability each semester	October 31, 2021 End of Year	
4.4 Support civic engagement & advocacy efforts on campus				

4.4.1 Increase student engagement with CSSA through their meetings and initiatives	ALL BOARD	Support OGA department in CIVIC Challenge All board members attended at least one (1) CSSA or Board of Trustees Meeting for at least three (3) hours Each board member reported their progress on board reports	End of Year End of Year	
4.4.2 Register 200 new voters	OGA	Registered at least 200 new voters	End of Year	
5.0 Support Basic Needs programs and initiatives				
5.1 Promote Basic Needs campus initiatives				
5.1.1 Share Food Pantry & Free Groceries Pop Up information	ALL BOARD	All board members reposted at least (2) post on social media regarding information about the ASI Food Pantry and Free Groceries Pop Up Events each semester Each board member reported their progress on board reports	End of Year	
5.1.2 Support CARES office on housing initiatives	ALL BOARD	All board members reposted information on housing resources for students on social media at least once (1) each semester Each board member reported their progress on board reports	End of Year	

<p>5.1.3 Work with campus administration to advocate for state Basic Needs and mental health funding allocation</p>	<p>NSM PRES VPUA</p>	<p>Held meeting to discuss allocation of state funding for our campus</p> <p>Reported findings to board</p>	<p>Mid-Year</p>	
<p>5.1.4 Promote and advocate for initiatives to bridge the digital divide</p>	<p>ALL BOARD</p> <p>ECS</p>	<p>All board members reposted technological resources provided by campus (ex. discount laptop program, long term laptop or hotspot loan, etc.) at least two (2) times each semester</p> <p>Each board member reported their progress on board reports</p> <p>Advocated for technology to be considered a basic need on our campus</p>	<p>End of Year</p> <p>End of Year</p>	

