

Associated Students, Inc.  
California State University  
Sacramento

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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.



# strategic goals

## 2022-23



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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: 2022-2023

- 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
<b>1.0 Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.</b>				
Host the Inaugural "Hornet Day At The Lake" AC open house to all Sac State Students, Faculty and Staff- Highlight AC as a program of Associated Students Inc.	Director	Count # of students who attended by waiver slips,  Apply one more year to the UEI Grant	Saturday August 27, 2022, Day after housing move in day  Fall 2023	
A minimum of 4 "Free Equipment Rental Days" per semester for Sacramento State Students, inform students of employment opportunities. Repetitive identity for ASI	Director  Operations Manager  Rowing Coach  Facilities Manager	Count and document # of participants, create incentive program to obtain feedback of student program wants, strive to increase participation year after year	Fall 2022  Spring 2023	
Work with ASI HR to develop internal/external 1) Students 2) Community Recruiting process, Using an automated i.e. Dayforce to post job announcements.  Start recruiting announcements earlier	Associate Director  Operations Manager  Rowing Coach  Facilities Manager	Staff Positions filled to meet the demand of our customers	Fall 2022  Spring 2023	
Reassess marketing strategies post COVID restrictions for effectiveness.	AC management staff	Analyze evaluation and feedback tools for	End of year	

<ul style="list-style-type: none"> <li>Website</li> <li>Printed Materials</li> <li>Social media</li> <li>Static Displays</li> <li>In person promos</li> </ul>		<p>desired outcomes</p> <p>Document Analytics from Social Media Mediums</p> <p>Implement Evaluate Adjust</p>		
Implement an aggressive outreach marketing campaign to schools in the Sacramento region for youth group opportunities, all while promoting youth summer camp	Associate Director	<p>Obtain a minimum of 4 School Youth Groups in Spring 2023</p> <p>150-200/wkly Summer Campers</p>	Spring early summer 2023	
<b>2.0 Intentionally integrate a cohesive ASI culture for all employees to foster a sense of community and oneness.</b>				
<p>Continue to identify ASI/Aquatic Center Resources:</p> <ul style="list-style-type: none"> <li>Facilities</li> <li>Staff</li> <li>Equipment</li> </ul> <p>To support other ASI programs with their operations. i.e. Children's Center Peak Adventures Food Pantry</p>	<p>Director</p> <p>Associate Director</p> <p>Operations Manager</p> <p>Rowing Coach</p> <p>Facilities Manager</p>	Note and document, projects, events, and co-op opportunities and assign cost savings because of collaborative efforts.	<p>Fall 2022</p> <p>Spring 2023</p>	
<p>Collaborate with ASI Marketing, SEO,</p> <p>Student Engagement and Outreach for student announcements; recreational, educational and employment opportunities</p>	<p>Director</p> <p>Associate Director</p> <p>Operations Manager</p> <p>Rowing Coach</p> <p>Facilities Manager</p>	<p>Direct Marketing Social Media</p> <p>Student Distribution lists</p> <p>Tabling</p>	<p>Fall 2022</p> <p>Spring 2023</p>	

Conduct personal interviews of diverse users for social media postings	Customer Service Reps	Posting of social media interviews	Fall 2022 Spring 2023	
Host at least two large Donation Drive for the ASI Food Pantry in Spring/Summer 2023	Director  Coordinate with ASI Food Pantry Coordinator	Collection and Delivery of food to the ASI Food Pantry	Spring 2023	
<b>3.0 Create sustainable organization for the future through the optimization of ASI business processes and through innovative programming.</b>				
Implement new point of sale “ Perfect Mind” database management program for more streamlined efficient transaction processes  Implement Digital Waivers	Operations Manager	Software implemented and operational  Use of digital waivers  Increase student participation by 10%	January 2023	
Implement “Webform” through Aquatic Center website for program evaluations and feedback for strategic planning for future course offerings.	Operations Manager	The Webform is deployed	January 2023	
Conduct a cost feasibility to offer Sac State Students who seek Aquatic Center/Peak Adventures employment “Free First Aid/CPR/Lifeguarding  Seek possible grant opportunities	Director	Obtain cost breakdowns of onsite First Aid/CPR/Life guarding classes  Offer Subsidized Classes Spring 2023	Spring 2023	
Facilities maintenance refurbishment 1) Install climate Controlled Kiosk 2) Internal/External Building painting	Director  Facilities Mgr.	Obtain price quotes obtained for defined projects,	Fall 2022  Spring 2023	

3) Replace Artificial Turf 4) Install remote access security camera system Nest, Ring, Arlo		Installation of priorities items		
<b>4.0 Identify and implement assessment strategies for ASI programs and services to analyze and articulate their value and benefits.</b>				
Create and incentivize an evaluation/feedback process to obtain a sample size large enough to evaluate for future programming.	Operations Manager AC management staff	Utilize Webform-website tool to gather analytics	January 2023	
Conduct "Live" Interviews assessing value and benefit added questions about experiences	AC Customer Service Staff	10 live Interviews have been conducted	Spring 2023	

# 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.

- 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
<b>1.0 Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.</b>				
New DOC Processing Implemented	Accountant I, Accountant II	A minimum of 125 clubs receiving DOC funding in Academic Year '22/23	Through 2022/23 Academic Year	
Increase the scope of hiring to provide full-scale recruitment on campus, within the Sacramento community and beyond (online)	HR Department; HR Coordinator	Department feedback;  No. of days open per position	Late Fall 2022/Spring 2023	
<b>2.0 Intentionally integrate a cohesive ASI culture for all employees to foster a sense of community and oneness.</b>				
Promote & encourage Halloween contest in the department	Accounting Services, IT & Student Shop	Full participation by employees	October 31, 2022	
Hold a department and ASI-wide Salsa Contest	Accounting Services, IT & Student Shop	A minimum of 100 participants and judges have taken part in department and company-wide contests	October 31, 2022	
Continue to produce HR Newsletter to promote/ support happenings throughout all of ASI	HR Director; HR Department	Four times a year (Seasonally)	On-going	
Re-vamp New Employee Orientation to an event that promotes association with and identity of ASI	HR Coordinator  Payroll/HRIS Administrator	30-Day New Hire check in; decrease in payroll/HRIS issues	Fall 2022	
<b>3.0 Create sustainable organization for the future through the optimization of ASI business processes and through innovative programming.</b>				

PerfectMind POS implementation – UBIT calculation	Accounting Manager/Accou ntant II	Successfully generate UBIT reports from PerfectMind	December 15, 2022	
PerfectMind POS implementation – E-Waivers	IT Manager, DFA, Operations Manager	Ability to use Electronic signature for waivers	Spring 2023	
Participate in the RFP new auditor selection committee for the Campus' Auxiliaries to obtain a competitive rate	DFA/Accounting Manager	Successful selection of a new auditing firm	December 16, 2022	
Review the feasibility and approval for live feed cameras at the Aquatic Center	IT Manager, AC Director, AC Facilities Manager	Provide the AC with live feed cameras and the ability to notify administration when an event is currently happening	Spring 2023	
Create a weighted average price for all stoles sold in the Student Shop	Operations Manager	Have one new generic price for all stoles and not based on the organization	October 1, 2022	
Explore the feasibility of creating a PRIDE graduation Stole for LGBTQ+ students	Operations Manager	Work in conjunction with the PRIDE Center  Launch PRIDE stole for Spring 2023 Graduation	Spring 2023	
Explore the feasibility of increasing HR staffing within the HR department to provide more dedicated services in the areas of benefits, workers compensation, safety and leave administration.	HR Director; HR Generalist	Increase 1.0 FTE for a qualified HR practitioner in the areas of benefits, WC, safety and LOA	Spring 2023	
<b>4.0 Identify and implement assessment strategies for ASI programs and services to analyze and articulate their value and benefits.</b>				

Create a satisfaction survey for JotForm the new Student Clubs check reimbursement workflow process	Accountant II/Accounting Manager	Number of responses to the survey – 50 clubs responding	Spring 2023	
Assess student satisfaction with Legal Aid	Operations Manager, Operations & Services Supervisor	<p>Create survey and deploy to all students who have utilized legal aid service.</p> <p>Survey e-mailed to 100+ users of the service with desired survey response of 50% with movie ticket drawings as an incentive.</p>	April 30, 2023	
Institute the eQuest feature within the Recruitment module of Ceridian Dayforce to increase the scope of advertisement of ASI available positions	HR Coordinator	<p>Number of applicants per externally advertised position; increase in the diversity of the demographics of applicant pool</p> <p>No. of days open per position</p>	Spring 2023	

# 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: 2022-23

- 1.0 Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.
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Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
<b>1.0 Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.</b>				
Prepare and Put on the "More Than Scribbles" Art Event at the Student Union Art Gallery in August 2023	<p>Lead special event organizer from Casa 2</p> <p>Associate Director</p> <p>Center Director</p> <p>Director of the Student Union Gallery</p> <p>Classroom Teachers</p> <p>Administrative Assistant</p>	<p>Summer 2022 Classrooms create art displays.</p> <p>Coordinate event with Rebecca reviewing media, installing and removing the displays.</p> <p>Use ASI marketing to inform the campus.</p> <p>Host a reception evening with special guests and foods. Invite President Nelsen, ASI Board members, Child Development Department, students, and families.</p>	<p>July 1, 2022 – September 29, 2022</p>	<p>Completed.</p> <p>Completed – The gallery created and distributed flyers and posters. Art was installed and removed on 9/29/22.</p> <p>Completed – Admin Assistant ensured ASI market the event throughout the campus.</p> <p>Completed – The reception night on September 1 was successful with a Zumbi instructor, President Nelsen in attendance. There was plenty of foods for guests to enjoy.</p> <p>Photos: <a href="https://flic.kr/s/aHBqjA8hmx">https://flic.kr/s/aHBqjA8hmx</a></p> <p>The displays were removed on the final day of the show.</p>
Deploy the Free Diaper Distribution Program in conjunction with the Sacramento Food Bank (SFB)	<p>Director</p> <p>Administrative Assistant</p> <p>Office Student Staff</p> <p>Sacramento Food Bank</p>	<p>July, 2022 submit application to Sacramento Food Bank (SFB).</p> <p>Attend mandated training from SFB.</p> <p>Complete ASI and Campus trainings to use</p>	<p>July 1, 2022 – June 30, 2023</p>	<p>Completed application to the SFB, attended the mandated training.</p> <p>Completed – Director has met all requirements to drive the ASI Food Pantry Van.</p> <p>Completed – The front office has a binder with the forms to ease the tracking of the number of families and number of diapers distributed each month.</p>

		<p>the ASI Food Pantry Van.</p> <p>Create forms for the office to track diapers that are distributed.</p> <p>Send out marketing information to the campus and the community</p>		<p>Completed – Diapers were ready for distribution on September 2, 2022.</p> <p>Completed – Alexandra H. worked with the ASI marketing team to distribute diapers. Sherry V. worked with the campus on a story and media that went viral throughout the campus and the United States.</p> <p>In Progress – Orders have been submitted for both September and October 2022. Monthly reports are due on the 5<sup>th</sup> day after a month of distribution.</p>
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**2.0 Intentionally integrate a cohesive ASI culture for all employees to foster a sense of community and oneness.**

Train the staff on Anti-Racism and Implicit Bias	<p>Director</p> <p>Associate Director</p>	Provide trainings to Full-Time and Part-Time staff on Implicit Bias and Anti-Racism.	September 1 – June 30, 2022	<p>In Progress.</p> <p>August 25, 2022 - The Full-Time staff received this course that was purchased through the Teaching Pyramid program:</p> <p><a href="https://www.pyramidmodel.org/online-courses-epyramid/">https://www.pyramidmodel.org/online-courses-epyramid/</a></p> <p><b>Culturally Responsive Practices to Reduce Implicit Bias, Disproportionality, Suspension and Expulsion</b></p>
Schedule team building at the ASI Challenge Center and/or with the Peak Adventures staff.	Director	Schedule team building experiences with Peak Adventures to take place during in-service training dates.	<p>December 19<sup>th</sup></p> <p>December 20<sup>th</sup></p> <p>May, 26 2022</p>	In Progress – Director will contact the Director of Peak Adventures to schedule trainings and team building experiences.

Deploy StrengthFinders assessment to all FT employees and Student Supervisors	Director	Ensure all Full-Time staff have completed Strength Finders.	October 1 – June 30, 2022	<p>Completed – All full-time staff completed Strength Finders for the ASI Retreat.</p> <p>In progress – newly hired or promoted full-time staff need to take the assessment</p>
	Associate Director	<p>Schedule time for the staff to discuss their individual strengths during the core staff meetings.</p> <p>Incorporate strength finder results during the check in meetings with Director</p> <p>Have the part-time student supervisors take the strength finders assessment.</p> <p>Provide training time for the students to discuss their strengths.</p>		

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

Obtain National Accreditation (NAEYC) re-Accreditation validation visit.	<p>Director</p> <p>Associate Director</p> <p>Operations Manager</p> <p>All Full-Time Staff</p>	<p>Confirm re-accreditation visit schedule.</p> <p>Complete revisions to the staff and parent hand book with an emphasis on the discipline and guidance policy.</p>	October 1 – May 26, 2022	<p>Completed – Met with NAEYC assessor on 9/23/22 and submitted the observation schedule.</p> <p>In progress</p>
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		Prepare staff and classrooms for the onsite visit through observations and ongoing trainings.		In Progress- All Full-Time staff were informed during the core staff meeting on 9/23/22.
Cross-Train Associate Director on Child and Adult Food Program (CACFP)	Director  Associate Director	Train Associate Director on applications and reports to manage the Child and Adult Food Program  Associate Director will observe every classroom to ensure they meet the CACFP requirements.  Associate Director will embed CACFP trainings for both the Full-Time and Part-Time staff ensuring the Center has met the Civil Rights and mandatory trainings.	July 1, 2022 – June 30, 2022	In Progress:  September 2022 – Associate Director submitted her first application for the 2022/2023 Federal year.
CDE and CDSS State Contracts  Monitor regulatory changes with both State Subsidized contracts ensuring compliance to meet contract guidelines.	Director  Operations Manager	Monitor funds monthly  Submit application for continued funding.	July 1 - June 20, 2023	In Progress - July/August/September Both Sherry Velte and Nancy Lopez attend weekly and monthly webinars.  In Progress – implemented most recent CDE change of a 24 month family certification with CDSS maintaining a 12 month certification.  In Progress – As of September 23, 2022 CDE



		Apply for additional funds if available.		<p>was able to finalize 2021/2022. CDSS has not been able to close out the 2021/2022 fiscal year.</p> <p>In progress – Director and Operations Manager will attend required webinar to complete the application for the 2023/2024 fiscal year</p>
<p>McCarty Renovation funds for playgrounds</p> <p>Create a comprehensive playground renovation plan.</p>	Director	Obtain bids to determine the amount of funds needed.	July 1 – June 30, 2024	<p>In Progress – Sherry determined playground priorities with the Infant Toddler yards having priority.</p> <p>In Progress, Sherry called 5/6 companies who specialize in playgrounds. August 2022, several vendors visited the Center with only 1 taking measurements. One vendor pulled out as they only want to install climbers and equipment.</p>
<b>4.0 Identify and implement assessment strategies for ASI programs and services to analyze and articulate their value and benefits.</b>				
Continue Implementing the CLASS Classroom Assessments with scores for improvements.	<p>Director</p> <p>Bambini 2 Head Teacher</p> <p>Bambini 3 Head Teacher</p> <p>Raising Quality Together Coach</p>	<p>Have Mariah and Madalyn Smith re-certified</p> <p>Certified assessors will observe classrooms and deliver scores</p>	July 1 –June 30, 2022	<p>Completed – Two Head Teachers were recertified in July 2022.</p> <p>In progress – Classrooms have been notified of the assessments with the goal for Mariah to complete observations prior to her leave of absence</p> <p>RQT coach (Megan Berridge) has agreed to this goal and included it into the 2022/2023 Raising Quality Together Quality Improvement Plan.</p>
Complete and implement Environmental Ratings (ESR) on classrooms	Director Head Teachers	Mentor Teacher will conduct assessments	September 2022	Completed – September 2022. Dana completed CLASS assessments on all

		<p>Director will deliver the scores to the classrooms.</p> <p>Head Teachers will develop a plan of action to increase ratings and provide evidence when completed.</p>		<p>operating classrooms prior to her leave.</p> <p>In Progress – Director needs to review the assessments and meet with Head Teachers.</p>
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# 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- 2022-23

- 1.0 Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.
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## ACTION PLAN

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
<b>1.0 Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.</b>				
Host Film By Bike film festival	Bike Shop Manager and Marketing/Outreach Specialist	Event is marketed and executed.	May 2023	
Become a Bicycle Friendly Business as recognized by the League of American Bicyclists.	Bike Shop Manager	Take steps to qualify and apply.	Apply by June 2023	
Increase sales of private outdoor trips by 40%	Sales Specialist, Outdoor Adventure Manager, and Marketing/Outreach Specialist	Sell 10 private trips	May 2023	
Partner with The Well Climbing staff to create shared training opportunities for student staff	Outdoor Adventure Manager	Host two combined trainings	May 2023	
Partner with UC Davis to provide Wilderness First Aid Training to allow for reduced prices for staff and collaboration with another college outdoor program	Outdoor Adventure Manager	Host training	Oct 2022	
Work with an outside vendor to provide low-cost Swift Water Rescue training for staff	Outdoor Adventure Manager	Host Training	May 2023	
Host Harvest Festival	Challenge Center Program Coordinator, Marketing and Outreach Specialist, (SEO, KSSU?)	Market and execute event  Also, gather data and statistics for next year's planning (and growth)	October 2022	

Take campus group photos at Sac State Challenge Center event for future marketing.	Challenge Center Program Coordinator	Photos taken from 30 CSUS groups	May 2023	
Plan Challenge Center event for local HS students utilizing Anchor Initiative funding from 21/22 ASI Board of Directors.	Director ASI Board Members	Event is executed.	November 2023	
Book 4 events (Challenge Center or Private Trip) for Puente Programs in the GSR	Sales Specialist	Events are booked	Jan 2023	
Update list of resources of funding sources (grants, crowdfunding, etc.) to support title 1 schools participating in our events.	Sales Specialist	Current list is updated and more prominently displayed on our website.	Jan 2023	
Continue to outreach and educate to the student community on ASI and Peak Adventures.	Marketing & Outreach Specialist	Attend 30 promo booths and attend 50 class visits	May 2023	
Increase our visibility online by growing our Instagram following.	Marketing & Outreach Specialist	Grow our Instagram following by 1,000	May 2023	
Reach a wider audience for our scholarships.	Marketing & Outreach Specialist	List our Scholarships on the ASI scholarship page; Post in three new locations	March 2023	
<b>2.0 Intentionally integrate a cohesive ASI culture for all employees to foster a sense of community and oneness.</b>				
Expand awareness of our job opportunities to a wider net of students.	Bike Shop, Marketing/Outreach Specialist, Director	Visit and present our job opportunities to 5 clubs/centers on campus that we previously	May 2023	

		have not directly marketed too.		
Create a free rental package for organizations that are introducing historically underrepresented groups to the outdoors	Outdoor Adventure Manager	Provide free rental package to three organizations	May 2023	
Create Free Rental Weekends for ASI staff	Outdoor Adventure Manager	Two weeks each semester will be marketed to ASI staff.	May 2023	
Host Challenge Center End of Year Debrief Meeting/Celebration	Challenge Center Program Manager	Schedule and host meeting	December 2022	
Implement Quarterly Team Lead Meetings	Challenge Center Program Manager	Schedule and host meetings	May 2023	
Build Peak Adventures relationships with other departments on campus	Director	<p>Meet with one manager/ coordinator/ director from an organization a month.</p> <p>Develop one collaborative event/ opportunity from ideas cultivated from these new relationship for a total of 10 visits with campus professionals.</p>	May 2023	
ASI Department Tours for new sales and customer service student staff to meet other ASI staff and learn about their offices and roles.	Sales Specialist	Take new staff on ASI tour within 30 days of hire.	As needed, when new team members are hired.	

Create a DEI workgroup to advise Peak Adventures on best practices and special projects	Marketing and Outreach Specialist	Create workgroup, meet, host 1 initiative.	May 2023	
<b>3.0 Create sustainable organization for the future through the optimization of ASI business processes and through innovative programming.</b>				
Increase variety of options for rentals	Outdoor Adventure Manager	Introduce one new piece of winter equipment and one new piece of spring/summer equipment in to rental inventor	May 2023	
Survey part-time staff on their opinions on how our program can grow	Outdoor Adventure Manager	Survey staff and implement 3 suggestions  “Grow” means to implement either: a new process to streamline trip logistics, a new trip location/idea, or new piece of rental equipment.	January 2023	
Address rising overhead cost while keeping student fees low	Bike Shop Manager	Assess current General Public pricing against other bike shops in the area. Make adjustments as necessary.	January 2023	
Create standard itinerary for mobile teambuilding events.	Challenge Center Program Coordinator	Itinerary created and Team Leads trained to use it.	January 2023	

Implement yearly Challenge Center training calendar for part-time staff	Challenge Center Program Coordinator	Calendar created.	March 2023	
Apply for 3 grants that will subsidize programming and program supplies for Peak Adventures, Sac State students, and the greater Sacramento community	Director, Marketing and Outreach Manager	Grants are researched and submitted	May 2023	
New POS system is fully utilized and optimized for front desk, program registrations, and equipment rentals	Sales Specialist, Outdoor Adventure Manager	POS system is full integrated into applicable areas: registrations, contact, rentals, etc.	Spring 2023	
New POS system is fully utilized by Bike Shop	Bike Shop Manager	POS system is integrated into Bike Shop operations	Spring 2023	
Research the feasibility of a "Summer Camp" for Sac State Students	Outdoor Adventure Manager	Research feasibility, interest and make a decision to move forward or not.	May 2023	
Request Alternative Transportation Funds from ASI Board to subsidize the cost Jamis bikes (not e-bikes) for students.	Bike Shop Manager	Present request to the board.	December 2022	
Create "pivot" plans for outdoor trips to prevent cancellations, when possible.	Outdoor Adventure Manager, Director	Pivot plans created for each trip during planning process.	Jan 2023	
<b>4.0 Identify and implement assessment strategies for ASI programs and services to analyze and articulate their value and benefits.</b>				
Update post-outdoor trip survey to include questions geared towards participants who have little to no	Outdoor Adventure Manager	Update survey and evaluate data	May 2023	



previous experience in the outdoors.				
Create short rental equipment survey for students evaluating the need and accessibility of Peak Adventures rental gear.	Outdoor Adventure Manager	Create survey and evaluate data	May 2023	
Encourage more programs to write a Google Review of their day at the Challenge Center	Challenge Center Program Coordinator	Receive 5 Challenge Center reviews from customers	May 2023	
Create a logic model that outlines/tracks First Year Experience students that attend the Challenge Center. Use EAB to track their retention and other relevant data.	Director	Create Logic Model.	May 2023	
Share stories on social media from our Adventure Scholarship winners	Marketing and Outreach Specialist	Highlight three winners on social media	May 2023	
Increase Challenge Center sales	Sales Specialist	Increase revenue by 15%	May 2023	
Survey our Challenge Center clients to receive feedback on our sales process	Sales Specialist	Create and send survey to recent Challenge Center clients. Incentivize to receive at least 15 responses and analyze the data.	May 2023	



# 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: 2022-2023

- 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

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
<b>1.0 Create an ASI identity that is recognized by the Sacramento State community and the greater Sacramento region.</b>				
1.1 Revise ASI identity guide and present to BOD and department directors	Marketing Coordinator  Marketing and Outreach Manager	An updated working identity guide that can serve as references for marketing and promotion of ASI programs.	Dec. 2022	
1.2 Develop Food Pantry recipes and usage guides based on the products available in the pantry.	Food Pantry Coordinator	Publish student-centered resource guides on how to utilize food pantry ingredients on the food pantry website.	May 2023	
1.3 Launch “Feed the Hives” social media and podcast campaign to educate the students about food security in partnership with other campus departments.	Marketing Coordinator  Student Services Coordinator	Three in-person outreach events. Survey tabling participants on their understanding of food security.  Three podcast/short programs on KSSU produced in the Fall 2022 semester.	May 2023	
1.4 Create different learning opportunities and professional development for students within the ASI Food Pantry	Director  Marketing and Outreach Manager  Food Pantry Coordinator	Host two student internships at the ASI Food Pantry  Emphasize different learning outcomes within the program and student employment/internship experiences.	May 2023	

**2.0 Intentionally integrate a cohesive ASI culture for all employees to foster a sense of community and oneness.**

2.1 Produce services and supports guidebook for BOD on how to collaborate and best utilize SEO services	Marketing and Outreach Manager,  Marketing Coordinator	BOD developed a stronger understanding of the programs and services provide by SEO and how to best access these resources/servic es.	Oct. 2022	
2.2 Implement five inter-department events per academic year	Marketing and Outreach Manager	Completed the five inter-department events (ASI and campus departments).  Administer a short post-event survey for the department event coordinator at assess event's success.	Dec. 2022	
2.3 Promote less known ASI programs and services: KSSU; Student Shop; Student Gov't	Marketing Coordinator	Produce 3 video social media postings. One per program area.	May 2023	
2.4 Develop two new donation revenue streams for food pantry: employee payroll deduction and legacy giving	Director	Make new donation methods available to donors by summer 2023.	Jun. 2023	
2.5 Launch at least two campus food drives benefiting the ASI Food Pantry each semester	Director  Food Pantry Coordinator	Two drives held in the fall and two drives held in the spring	End of Spring 2023	

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

3.1 Expand HEAT volunteer sign-up; consolidate with KSSU/food pantry volunteers recognition event.  Implement revised volunteer training program.	Marketing and Outreach Manager  Food Pantry Coordinator  Student Services Coordinator	Reach 500 sign-ups for the year.  Retain at least 25 volunteers for the following year.	May 2023	
3.2 Refresh ASI website with new photos and information	Marketing Coordinator	New look for the homepage.	Feb. 2023	
3.3 Stay up-to-date on best practices in the industry by participating in CSU system-wide; national wide conferences.  Arrange visits to peer institution to observe and learn from the host institution's service programs.	Food Pantry Coordinator  Student Services Coordinator	Share conference findings/learning with BOD and Advisory Board.  Apply findings in program operations.  Food Pantry staff visit one local college food pantry to build networking relationship.	May 2023	
3.4 Build a Food Pantry online inventory and shopping catalogue.	Food Pantry Coordinator	Draft prototype and launch pilot program.	May 2023	
3.5 Develop a Food Pantry equipment/maintenance inventory list.	Food Pantry Coordinator	Inventory equipment and draft priorities matrix for needs and wants.	Jan 2023	
3.6 Develop a KSSU app to create an additional way of accessing the program.	Student Service Coordinator	Apply for Student Affairs or UEI grant to secure funding for the app development	May 2023	

<p>3.7 Explore build-out of a kitchenette for SEO staff to prepare lunch. The food pantry staff will share the kitchenette to process fresh produce.</p> <p>Build a new mop closet for food pantry staff to maintain food safety standard in the pantry.</p>	Director	Break ground on the SEO kitchenette; produce/mop sink project.	Jun. 2023	
<b>4.0 Identify and implement assessment strategies for ASI programs and services to analyze and articulate their value and benefits.</b>				
<p>4.1 Administer ONE survey to collect data on student experiences from student-s at large with ASI programs and services.</p>	Marketing and Outreach Manager	<p>Obtain at least 500 survey submissions</p> <p>Share the survey results with each program supervisor.</p>	May 2023	
<p>4.2 Utilize EAB data to compile reports and findings on seniors standing students and end of degree experiences in accessing food pantry services.</p>	Food Pantry Coordinator	<p>Collect two semesters of data from EAB, draft findings report and present to CSUS Basic Needs Initiative workgroup.</p>	May 2023	
<p>4.3 Build in a program survey on Jotform in the Safe Rides reimbursement form; increase ASI newsletter sign-up by giving the program users an option to subscribe to ASI newsletter.</p>	Student Services Coordinator	<p>Boost newsletter sign-up and connect students to other ASI programs.</p> <p>Survey is active and connected to Jotform.</p>	Dec. 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.

## ACTION PLAN

1.0 Support Personal and Professional Development

2.0 Foster a Healthy Community

3.0 Support ASI and Campus Initiatives

Action Plan	Responsible Party	Assessment Indicator	Time Frame	Progress Report
1.0 Support Personal & Professional Development				



1.1 Promote Professional Development in Collaboration with Campus Partners				
1.1.1 Support Dreamer Students Incentives Grant and College Corp.	VPUA, EDU	Meet with program coordinators to discuss need.	October 1 <sup>st</sup>	
	VPUA, EDU	Identify at least 2 ASI volunteer opportunities	End of year	
1.1.2 Explore on a professional clothing drive	PRES, EVP, VPUA, SSIS, GRAD	Hold meeting with partners on campus (CARES, Career Center) to discuss feasibility on professional clothing drive establishment.	End of Fall Semester	
	PRES, EVP, VPUA, SSIS, GRAD	Execute clothing drive	End of Spring Semester	
1.2 Speed Networking with Alumni center				
1.2.1 Collaborate with Alumni Center/Association and other campus partners on speed networking event for students	PRES, EVP, ECS, UND, BUS	Hold one in person event per semester in partnership with Alumni Center/Association and campus partners (such as the career center)	End of Fall Semester End of Spring Semester	
1.3 Collaborate with Carlsen Center for Entrepreneurs				
1.3.1 Explore the opportunity to provide a matching Student Entrepreneur Growth Grant (SEGG)	VPF, NSM, UND, BUS	Meet with campus partners and explore the opportunity to create a Student Entrepreneur Growth Grant (SEGG) ([2] \$250-\$500 grants) to support student entrepreneurs.	Hold meeting no later than October 27 <sup>th</sup>	
	VPF, NSM, UND, BUS	Determine feasibility, logistics and criteria to awarding the (SEGG) grant.	Mid-Year	

## 2.0 Foster a healthy community

### 2.1 Engage in the Wellness Campaign

2.1.1 Engage in wellness activities/sponsorships/partnerships with the Board	PRES,VPUA, A&L, HHS, NSM  PRES,VPUA, A&L, HHS, NSM	Meet with Wellness Campaign Coordinators to discuss partnership on events, to engage with students and promote wellness.  Attend at least 2 events per semester put up by Wellness Campaign Coordinators to show support of fostering a healthy campus community.	Meet and discuss no later than October 15 <sup>th</sup>  End of year	
2.1.2 Promote the Wellness Campaign Initiatives	NSM  ALL BOARD	Explore the possibility to do Social Media Takeovers  Repost Wellness Campaign events and updates on positional accounts	Mid-year  End of year	
2.1.3 Promote healthy living through an incentive-based activity/game	EVP, VPF, HHS  EVP, VPF, HHS	Develop the activity to engage students.  Complete activity and incentive 1 time per semester	End of October  End of year	
2.1.4 Working with campus partners (Inclusive Excellence, The PRIDE center, SHAC, etc.) to discuss safety and educate about continued COVID-19 and Monkey pox safety	PRES, HHS	Identify and meet with campus partners to discuss and develop the possibility of an education /information campaign	End of Fall Semester	

### 2.2 Support Basic Needs Initiatives

2.2.1 Support campus partners on the basic needs resource fair	VPF, A&L, UND, GRAD	Meet to explore the collaboration with campus partners (CARES, Career Center) for the basic needs resource fair	September 15 <sup>th</sup>	
	VPF, A&L, UND, GRAD	Execute any appropriate deliverables identified during the September 15 <sup>th</sup> meeting	September 27 <sup>th</sup>	
2.2.2 Explore placing a permanent link on Portal (My Sac State) for basic needs	VPAA, A&L, BUS, EDU, ECS, NSM, SSIS	Meet with IRT to explore feasibility on placing a permanent link on My Sac State Portal	Hold meeting no later than the last week of September.	
2.2.3 Advocating to enhance the basic needs website	VPAA, VPUA	Meet with CARES to determine the feasibility of enhancing the website	By November 30 <sup>th</sup>	
	VPAA, VPUA	Provide feedback to CARES on how to enhance the website	End of year	

3.0 Support ASI and Campus Initiatives				
3.1 Believing in an Inclusive campus				
3.1.1 Support the Antiracism and Inclusion Campus Action Plan (AICAP) in concert with Inclusive Excellence (IE)	ALL BOARD	Post, repost, and attend at least 1 event each semester in support of the (AICAP)	End of year	

3.1.2 Collaborate on a Cultural Celebration	EVP, EDU, SSIS  ALL BOARD	Meet with campus partners to explore the collaboration of partnering in cultural events.  Post and repost on social media and bulletin boards	End of year  End of year	
<b>3.2 Participate in Civic Engagement</b>				
3.2.1 Support Sacramento's States participation in the California State Student Association (CSSA)	ALL BOARD  OGA	Attend at least one CSSA meeting for a minimum of 3 hours	End of year	
3.2.2. Support the Office of Governmental Affairs (OGA) with active participation in events and initiatives	ALL BOARD  OGA	Attend at least 1 OGA event per semester (must stay at least an hour) Attend at least 2 tabling events per semester (must stay at least an hour) Support and attend the get out the vote	End of year  By November 8 <sup>th</sup>	
<b>3.3 Promote ASI</b>				
3.3.1 Promote Board Meetings	ALL BOARD	Engage with constituents through social media/bulletin boards and campus events (such as ASI tabling)	End of year	
3.3.2 Collaborate with Student Affairs Podcast to promote ASI	A&L  A&L	Meet and explore the possibility of doing 1 giveaway per semester with "Mic'd up"  Promote and execute giveaway	Meet no later than the first week of October  1 per semester	
3.3.3 Explore Portal information for ASI Board & Program	VPAA, SSIS, EDU	Meet with IRT to explore feasibility on placing a permanent link on My Sac State Portal	Hold meeting no later than the last week of September	

3.3.4 Connections with commuters	VPAA, BUS, ECS, SSIS, GRAD	Connect with student commuters by providing them with doughnuts and coffee	Once per semester	
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