

Associated Students Strategic Plan 2012-13

Mission

The Associated Students is the primary advocate for students at California State University, Northridge and provides excellent and meaningful programs and services designed to create and enhance a spirited, learning-focused campus environment.

Priority 1 - Business, Operational Practices, and Facilities: Grounded in the philosophy of continuous quality improvement and guided by assessment data Student Affairs units will offer programs, services, and facilities that are student/client centered, effective, efficient, sustainable, collaborative in nature, and responsive to organizational and legal constraints.

Goal 1.1. Increase amount of material reduced, reused and recycled through various efforts.

Strategy 1.1.1. Become predominantly paperless through several web applications.
KM/DH/KP/DL

Strategy 1.1.2. A.S. will provide water refilling station for reusable containers at events CS

Strategy 1.1.3. Develop and propose a test program for internal beverage container recycling in academic/classroom buildings. CS

Methodology 1.1.3.1 Put into action internal beverage container recycling in Education building

Assessment 1.1.3.1 Determine staff and equipment costs; increased amount of material recycled; generate methods of enhancing program for use in other campus campus buildings

Outcome 1.1.3.1 Additional staff and equipment costs work out to approximately \$/week

X lbs of bottles and cans are recycled per week

Had two bins per floor, reduced to one bin per floor and added one bin on floors in second wing without decrease in amount recycled

Methodology 1.1.3.2 If Education experience so suggests, propose similar program to PPM for Sierra Hall

Assessment 1.1.3.2 Similar program is proposed

Strategy 1.1.4. Develop “green event” guidelines and procedures for special event collections for event planners CS

Goal 1.2. Formally propose the design and construction of the A.S. Campus Recycling and Resource Recovery Center

Strategy 1.2.1. Secure approval for design and constructions from Campus Planning group DHC/CS

Goal 1.3. Educate more students about programs and services of A.S.

Strategy 1.3.1. Increase measurability of the impact of marketing efforts using quantifiable market research methods at all AS events. KP

Strategy 1.3.2. Create updated, accessible electronic means of communicating A.S. services, program and events to all students

Strategy 1.3.3. Increase in-person interaction between A.S. and all students LMV

Strategy 1.3.4. Offer video summaries of Senate meetings KM

Strategy 1.3.5. Post in-depth profiles of Senators on websites, Matador Reporter and MIND screens. LMV/KM

Strategy 1.3.6. Explore enhancement of MIND screens and report to Senate and include the following: additional locations and orientations, touchability, department-specific locale of and sound for MIND screens, and restructure of visual look of MIND screens

Strategy 1.3.7. Submit open forum questions and announcements online

Strategy 1.3.8. Work with Campus Advancement to put AS on University campus maps

Strategy 1.3.9. Advertise staff-, faculty- and community-related AS meetings, programs and services on KCSN

Strategy 13.10. Post user/friendly version of the agenda LMV/KM

Strategy 1.3.11. Create event calendar one year in advance LMV

Priority 2 - Enrollment Management, Retention, and Advocacy: Affirming our belief that each student admitted to Cal State Northridge has the potential and the full opportunity to succeed and guided by assessment data Student Affairs units will offer programs, services, and facilities that build a relationship between the student and the university, enhance student capacity for academic and personal

achievement, and assert student needs and expectations to others who contribute to student persistence to graduation.

Goal 2.1. Maintain high quality, convenient and affordable early childhood education for children of CSUN student parents, with strong academic/career-oriented student employment/internships.

Strategy 2.1.1 - Maintain high state program reviews and accreditation status. SA

Goal 2.2. A.S. will promote, facilitate and foster growth in CSUN Matador Pride.

Strategy 2.2.1. Refine Matador Camp design and develop financial support model for its pilot. TS/TM/DHC

Strategy 2.2.2. Create and build on existing spirit efforts. LMV

Goal 2.3. Improve the health, safety, wellness and recreational life of the CSUN community through Sport Clubs program.

Strategy 2.3.1. Support the expansion of the number of competitive sport clubs served by A.S. TM/JP/HW

Strategy 2.3.2. Develop an athletic training program to ensure the safety and well-being of the sport clubs participants. TM/BB

Strategy 2.3.4. Participate meaningfully in design, construction and operation of SRC Field HW

Strategy 2.3.5. Establish five-year plan for Sport Clubs program. DHC

Methodology 2.3.5.1 Convene Strategic Planning Task Force

Assessment 2.3.5.1 Task Force is convened

Methodology 2.3.5.2 Write five-year plan document

Assessment 2.3.5.2 Five-year plan document is written by March 1

Methodology 2.3.5.3 Submit to Internal Affairs Committee

Assessment 2.3.5.3 Plan is submitted to Internal Affairs by March 15

Goal 2.4. Improve the health, safety, wellness and recreational life of the CSUN community through Outdoor Adventures

Strategy 2.4.1. Expand the number of outdoor adventure participants and trips served by A.S. through market research. KP/TS

Strategy 2.4.2. Establish five-year plan for Outdoor Adventures program.

DHC/TM/TS

Goal 2.5. Increase the representativeness of the student government.

Strategy 2.5.1. Senators maintain contact with their constituents. Club/org meetings; college or other councils, large lecture halls LMV

Strategy 2.5.2. Increase voter turnout to 15 - 20% LMV

Strategy 2.5.3. Encourage clubs to have an AS representative LMV

Strategy 2.5.4. Senators meet monthly with deans or other academic officers LMV

Strategy 2.5.6. Put up a comments/suggestion box (physical or virtual) LMV

Strategy 2.5.7. Learn of and address needs and interest of deaf/hard of hearing students LMV

Goal 2.6. Increase the governmental advocacy of the student government

Strategy 2.6.1 Create an annual We the People or politically-focused event. LMV

Strategy 2.6.2 Encourage Lobby Corps to attend local and state legislators' offices and local governing boards. LMV

Strategy 2.6.3 Coordinate student participation in the CSSA March for Higher Education. LMV

Strategy 2.6.4 Seek and encourage students to apply for the Student Trustee position on the California State University Board of Trustees LMV

Strategy 2.6.5 Educating students on the effects of the passage CA Proposition 30. LMV

Strategy 2.6.6 Facilitate student engagement in local, state, and federal elections via voter registration year-round. LMV

Strategy 2.6.7 Inform students of legislation affecting higher education via resolutions drafted and approved by the board. LMV

Goal 2.7. Advocate for and support initiatives designed to enhance the quality of students' academic experience.

Strategy 2.7.1. Legislative referrals to research and report on Library hours to accommodate commuter students LMV

Strategy 2.7.2. Legislative referrals to research and report on extending writing assignments into more courses LMV

Strategy 2.7.3. Legislative referrals to research and report to create articulation agreements among the community colleges, CSU and the University of California to smooth transfer experience among the institutions LMV

Strategy 2.7.4. Legislative referrals to research and report on postponing last day to add classes to three days after last day to drop. LMV

Strategy 2.7.5. Legislative referrals to research and report to advocate for music practice rooms for students in VPAC LMV

Goal 2.8. Advocate for and support initiatives designed to make students' experience more affordable and sustainable.

Strategy 2.8.1. Submit Legislative referral for increased power sources on campus for recharging laptops and telephones. LMV

Strategy 2.8.2. Submit legislative referral to explore use of CSUN-only text books; re-use of same editions of textbooks by faculty; publication of intent to re-use textbooks and online book purchase options. LMV

Strategy 2.8.3. Promote incentives for utilizing pedestrian, bicycle, ride-sharing and mass transit options.

Strategy 2.8.4. Support implementation of Smart Parking program DHC

Strategy 2.8.5. Support expansion of bicycle repair and secure campus storage SL/DHC

Goal 2.9. Expand VPAC Great Hall access to CSUN students

Strategy 2.9.1. Promote VPAC performances that are of interest to the majority of CSUN students. DHC

Strategy 2.9.2. Host a student-produced event in Valley Performing Arts Center LMV

Goal 2.10. Provide more programs and services for commuter students

Strategy 2.10.1. Conduct market research specifically discriminating among residential and commuter student needs and interests. LMV/KM

Goal 2.11. Provide and advocate for more internship experiences for students on campus.

Strategy 2.11.1 Publicize all AS internship-type experiences on AS website DL/KM

Priority 3 - Maximizing Financial Resources: Student Affairs units will strive to supplement their general fund budgets through participation in division-based fundraising activity, solicitation of program sponsorships, implementation of fee for service options, grants and contracts, foundations, and other means as may become available.

Goal 3.1. Stabilize and increase diversified external funding for appropriate programs.

Strategy 3.1.1. Stabilize and increase diversified external funding for Children's Center. SA/DHC/DMC

Strategy 3.1.2. Stabilize and increase diversified external funding for Matador Camp.

Strategy 3.1.3. Stabilize and increase diversified external funding for Recycling and Resource Recovery Center DMC/CS/DHC

Goal 3.2. Continue to uphold highest standards for custodial responsibility of student fee.

Strategy 3.2.1. Conduct PeopleSoft upgrade Fit Gap process DH/LL

Strategy 3.2.2. Update and expand the accounting operations manual to include front desk manual. DH/LL

Strategy 3.2.3. Seek proposals, review and select a new bank relationship for A.S. DH/LL

Strategy 3.2.4. Complete the Chancellor's Internal Compliance audit over the summer, and implement corrections to observations made through this process. DH

Strategy 3.2.5. Improve asset tracking systems. DH/RR

Goal 3.3. Make access to, allocation of and use of the A.S. fee more equitable, accountable and economical.

Strategy 3.3.1. Make all AS budget request forms able to be submitted on-line. DH/KM

Strategy 3.3.2. Teach our funding process to requestors with contemporary media. DH/SL/KM

Strategy 3.3.3. Establish A.S. Accounting workshops and media-based training for students to learn how to manage their agency/ budget accounts DH/SL

Strategy 3.3.4. Establish procedure for council annual budget requests and allocations DHC/DH/SL

Strategy 3.3.5. Report to student and administrative constituents how student fees support their interests. DH/KM/SL

Priority 4 - Staff Development and Well-being: Student Affairs is committed to creating a work environment based upon clear and reasonable expectations, in which performance evaluation is constructive and developmental, that provides opportunity for continuing development of skills and abilities, that recognizes and expresses appreciation for the contributions of individuals and groups, and encourages and facilitates physical, emotional, interpersonal, career, and spiritual well-being.

Goal 4.1. Enhance staff effectiveness and satisfaction through media, programming, training, team building, leadership development, and other topics of interest.

Strategy 4.1.1. Complete a student employee handbook DL

Strategy 4.1.2. Establish a modified version of supervisor manual for student supervisors. DL/CS/KP/TM/SA

Strategy 4.1.3. Develop and implement the outdoor adventures leadership training program for graduate assistants. TM/TS

Goal 4.2. Increase and expand A.S. collaboration with other campus departments.

Strategy 4.2.1. Review all areas where there are commonalities of processes between A.S. and other departments on campus (USU, SD&IP, TUC, Institute for Sustainability, RTM). DHC/KP/CS/LMV/DH

Strategy 4.2.2. Establish calendar of student leadership development opportunities among Student Life departments. LMV

Goal 4.3. Increase communication and interaction between A.S staff employees and student leadership.

Strategy 4.3.1. Increase staff attendance at A.S. meetings and events DHC/DL

Strategy 4.3.2. Inform staff and student leadership of one another's actions strategically DHC/SL

Strategy 4.3.3. Host student-staff interactive meet-and-greets each semester LMV

Goal 4.4. Enhance human resource responsiveness and accountability.

Strategy 4.4.1. Affirm best practices related to proper use of overtime in recreation sports DL/TM

Strategy 4.4.2. Research and implement E-Verify for Associated Students DH

Strategy 4.4.3. Designate a computer where Senators and Cabinet members whose contribution to the workplace are tracked via "office hours" can clock-in online LMV

Strategy 4.4.4. Develop approach for accommodating student leadership who may approach or become ineligible to hold office. LMV

Goal 4.5. Ensure a safe and secure human resource environment for staff and student employees.

Strategy 4.5.1. Establish Injury and Workplace-related Illness prevention Program DMC

Priority 5 – Student Learning and Development: Student Affairs departments will establish learning outcomes for their programs and services. These outcomes will, when appropriate, complement the outcomes established for General Education and contribute to student achievement of the University outcomes desired for CSUN graduates. Assessment of learning outcomes will occur and the results used to guide program and service planning and budget decisions.

- **Common Learning Theme 5.2 – Achieving Capacity for Mutually Supportive Relationships.**

- **Common Learning Outcome 5.2.2 – The student will use effective interpersonal communication skills.**

- **STRATEGY 5.2.2.1: Focus assessment efforts on interpersonal communication skills for 2012-13 and include cross-department collection.**

- **Outcome : Initial collection was held in Sept. 2012 and included all AS departments:**

- **Recycling**

- Accounting and Financial Services
- Central Office
- ASREC
- AS Children's Center
- Marketing
- Ticket Office
- Student Government
- STRATEGY 5.2.2.2.: Redesign assessment tool to focus on interpersonal communication skills including: Understanding one's own communication strengths and challenges, Understanding others communication strengths and challenges, Developing the skills to effectively communicate while part of a group or team, and Development and/or strengthening of negotiation, compromise, and conflict resolution skills
 - Outcome : Assessment tool was redesigned in August. First collection was Sept 2012; second collection will take place in Dec. 2012.
- STRATEGY 5.2.2.3: Create calendar of skill-focused trainings for Fall 2012 semester and offer those workshops to students:
 - Outcome : The following calendar and series of classes was held for student leaders and employees during the Fall 2012 semester:
 - Sept. 28: Basic Communication Skills
 - October 5: Colors Workshop – Basic
 - October 12: Improving Interpersonal Skills
 - October 26: Working with Groups and Teams
 - November 9: Leadership Skills and communication
 - November 30: Negotiating and conflict resolution
- STRATEGY 5.2.2.4: Collect data at the end of the Fall 2012 semester.
- STRATEGY 5.2.2.5: Design Interventions/challenges and assessments for Spring 2013 based on data from Fall collections.

Priority 6 - Technology Advancement: Student Affairs will utilize technology to improve access to information, facilitate access to business processes from any where at any time, create opportunities for program and service delivery, and to engage students in learning opportunities.

Goal 6.1. Maintain and enhance infrastructure specifically to enhance delivery of programs and services to internal and external clients.

Strategy 6.1.1. Upgrade Children's Center computer hardware and software to current day needs and specifications and within available workspace SA/KP/SD

Goal 6.2. Provide increased and enhanced web-based services to student clients and others.

Strategy 6.2.1. Utilize/implement web-based applications for all A.S. information and services for ease of accessibility and participation.

Goal 6.3. Provide for safe, efficient and secure technology environment.

Strategy 6.3.1. Ensure compliance with business continuity and disaster recovery standards KP/SD

Goal 6.4. Establish collaborative partnerships among auxiliaries and with the campus to ensure cost-effective use of resources and the ability to respond in short-handed and emergency situations.

Strategy 6.4.1 – Partner with the USU to share server resources supporting the technology needs of both organizations and reducing equipment costs and data-center footprint. KP/SD

Strategy 6.4.2 – Work with Campus IT to explore alternatives for emergency data recovery and backup. KP/SD

Strategy 6.4.3 – Cross train AS and USU technology staff to assist each other with system maintenance and desktop support. KP/SD

Strategy 6.4.4 – Continue to partner with campus and auxiliaries in the expansion of the MIND screen program, saving costs for all entities by utilizing the single server managed by AS. KP