

**Associated Students, California State University, Northridge, Inc.  
2017-18 Strategic Plan**

**Mission Statement**

**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, recycled and purchase recycled content goods.

Strategy 1.1.1 Expand program for recycling in academic/classroom buildings.

§ Methodology 1.1.1 This program has expanded last year by adding containers to Sequoia, Manzanita Hall, Oviatt and Bayramian Hall. However, there is still a need for more in Jacaranda Hall, Redwood Hall, and Bayramian Hall and determine yield.

§ Assessment 1.1.1 Distribute the 258 container ordered last year.

§ Outcome 1.1.1 Containers were distributed to the following buildings during Summer, 2016: Bookstein Hall, 20; Chaparral Hall, 17; Oviatt, 140; Education, 20; Jerome Richfield, 16; Manzanita Hall, 20; and Sequoia, 15 and Oviatt is under consideration for the remainder of the bins.

Strategy 1.1.2 Publish and Promote “Green Event” guidelines

§ Methodology 1.1.2 Distribute this information to student organizations, academic departments, and other on-campus organizations online and at the recognition conference.

§ Assessment 1.1.2 AS will promote sustainability initiatives during tabling events; representatives will reach out to academic departments on on-campus organizations to promote the Green Event Guide (GEG)

§ Outcome 1.1.2 Green Event guidelines has been published and distributed and remains a work in-progress.

Strategy 1.1.3 Secure approval for operations, protocols, and office rules/hours of Sustainability Center.

§ Methodology 1.1.3 All documents submitted to President’s Cabinet and to Chancellor’s Office, and program documents have all been approved.

§ Assessment 1.1.3 Grand Opening will be held in fall 2017.

§ Outcome 1.1.3 The Sustainability Center had a successful grand opening on October 26th, 2017.

**Goal 1.2:** Educate students about Associated Students’ programs and services.

Strategy 1.2 Establish 100 Classrooms in 100 Days Initiative in the Fall and Spring semesters.

§ Methodology 1.2.1 The chair of clubs and orgs will create an interactive presentation that encompasses everything that A.S does for the student body and how to get involved within the organization. This presentation will be updated every week to update students on upcoming events and open positions.

§ Assessment 1.2.1 Chair of Clubs and Organizations will get in contact with professors in the fall and spring semester to present in 100 class rooms.

§ Outcome 1.2.1 The Chair of Clubs and Organizations successfully reached out to over 100 classrooms in 100 days during the Fall 2017 semester; as of this writing 87 classes have been visited in the Spring 2018 semester.

Strategy 1.2.2 Expand “In a Minute” Series to give students quick and easy information about Associated Students and Campus Services.

§ Methodology 1.2.2 Offer brief online video reports on instagram of Senate meetings, financial processes, and upcoming events.

§ Assessment 1.2.2 The Chief of Staff will begin this series after Senate meetings with marketing in regards to promotion of the video on Instagram.

§ Outcome 1.2.2 In a Minute series has expanded to Senate in a Minute and AS Services in a Minute available online.

Strategy 1.2.3 Throughout the Spring semester, there will be a high school conference and President’s Day event.

§ Methodology 1.2.3 In the month of March, the Chief of Staff will coordinate the events throughout the month. Productions will be responsible for the programming.

§ Assessment 1.2.3 The AS Chief of Staff will provide an overview of the high school conference and President’s Day events at the first meeting of the Senate in January, where the progress towards meeting these goals will be announced.

§ Outcome 1.2.3.1 The A.S. Chief of Staff and Cabinet chose not to pursue a high school conference. The High School resolution was updated to move the conference to the Fall semester, and updated the contact list for next Fall's conference.

§ Outcome 1.2.3.2 The AS Chief of Staff, in collaboration with the Student Leadership department, Special Projects Coordinator Daniela Cross, and the Alumni Association, held a President's Day breakfast and program on Monday, Feb. 16, 2018. 13 Alumni Presidents/Vice Presidents attended.

Strategy 1.2.4 Promote traditional Open Forum opportunities during Senate Meetings and Open Forum online.

§ Methodology 1.2.4 Send follow-up emails to campus organizations and entities requesting funding from AS to utilize Open Forum. And discuss this opportunity during 100 Days classroom presentations.

§ Assessment 1.2.4 Follow-up emails will be sent to those requesting funding to encourage them to speaking at Open Forum

§ Outcome 1.2.4 The Assistant Chair to Finance included a reminder about the opportunity to speak at Open Forum in his follow-up emails to each organization who was recommended for an allocation by the Senate.

Strategy 1.2.5 To effectively inform students on upcoming events.

§ Methodology 1.2.5 Promote upcoming events to the student body via AS social media, MIND screen usage, and inclusion in the AS Newsletter.

§ Assessment 1.2.5 AS WebOne calendar will be promoted via AS social media and the AS Bulletin.

§ Outcome 1.2.5 All events and calendars are shared on an ongoing basis on Social media and AS Bulletin.

Strategy 1.2.6 Create new opportunities for students to connect with AS

§ Methodology 1.2.6 AS will give students an opportunity to give suggestions and concerns in a variety of forums.

§ Assessment 1.2.6 AS will create new opportunities for students to connect with their representatives through promotion of the AS online suggestion box, participation for standing committee with students at large, at Senate meetings, and tabling throughout the year.

§ Outcome 1.2.6 Student Leaders noted an increase in suggestions submitted to the AS online suggestion box from 8 in the Fall 2017 semester to 14 during the Spring 2018 semester. Each standing committee had a minimum of one at-large member, while External Affairs had 3 during the Spring 2018 semester. The Chair of Clubs and Organizations started a committee during the Spring semester which included 5 at-large members. AS created "COAST" - the Clubs and Organizations Ambassadors Street Team, which attends club and organization events, and now does the 100 day initiative visits.

***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.** Continue to support and develop the Student Legal Support Clinic (SLSC).

Strategy 2.1.1 Provide quality and affordable legal services for students in need.

§ Methodology 2.1.1.1 The SLSC will provide CSUN students with one-on-one access to free legal advice and counsel, or offer them appropriate referrals to quality pro bono or low-cost alternatives in the area.

§ Methodology 2.1.1.2 The SLSC will conduct, periodically, informational legal workshops aimed at educating CSUN students about their general legal rights.

§ Assessment 2.1.1 The SLSC will collect and evaluate in-take data to assess CSUN students' satisfaction with access to and quality of services rendered.

§ Outcome 2.1.1 AS collaborated with the campus and Southwestern Law School to create and distribute a program evaluation of the SLSC which evaluated access to and quality of services rendered for students. The report was accepted by the university, the law school and AS during the Spring 2018 semester. AS has set aside money for the continuation of the legal clinic in the 2018-19 AS Annual budget.

**Goal 2.2:** Promote the AS Bike Shop.

Strategy 2.2.1 Promote times and location of the AS bike shop.

§ Methodology 2.2.1 Continue to update times and dates for the bike shop and it available for students online.

§ Assessment 2.2.1 Outdoor Adventures will look at the different locations where the Bike Shop will be every day of the week and it will be updated on the CSUN AS Outdoor Adventures website.

§ Outcome 2.2.1 Bike Shop is up and operating five days a week.

**Goal 2.3:** A.S. will foster growth in CSUN Matador Pride.

Strategy 2.3.1 Outdoor adventures will increase the number of Camp Matador weekends from one to two for summer of 2018.

§ Methodology 2.3.1 Camp Matador for freshmen will increase by one weekend.

§ Assessment 2.3.1 This now extended weekend camp will give more freshmen participants the opportunity to connect with their future classmates by giving them an extra weekend to connect through bonding activities.

§ Outcome 2.3.1 This item will continue to summer of 2019.

Strategy 2.3.2 The Chair of Clubs and Orgs will update A.S. members on winning games.

§ Methodology 2.3.2.1 Have AS -- Leadership -- attend one athletics or Sport Club event in the Fall semester and one in the Spring Semester.

§ Assessment 2.3.2.1 The Chair of Clubs and Orgs will organize an evening where AS -- Leadership -- will attend one athletics or Sports Club event in fall semester.

§ Outcome 2.3.2.1 The head of the athletics department is no longer with CSU Northridge, and his departure made the completion of this outcome unachievable during this year. The current Chair of Clubs and Organizations is participating as the student representative on the Search Committee for the new Athletics Director at the time of this writing.

**Goal 2.4:** Improve the health, safety, wellness, and recreational and community life of CSUN students through the Sport Clubs program.

Strategy 2.4.1 Expand athletic training program to provide competition and clinic hours, as well as coordination with other campus providers.

§ Methodology 2.4.1 Assess best way to expand coverage.

§ Assessment 2.4.1 An assessment will be completed detailing the current coverage of sport club events and a plan will be devised for increasing or reallocating coverage as needed.

§ Outcome 2.4.1 Sport Clubs Athletic Training has expanded to include more weight room hours, physician hours inside the AT room, coordination with the SHC and learning new techniques from SHC Physician to assist with AT care.

Strategy 2.4.2 Increase fan base for Sport Club performances and competitions

§ Methodology 2.4.2 Promote awareness of the Matador Sports Network.

§ Assessment 2.4.2 Matador Sports Network will continue to be promoted on AS social media and YouTube channel.

§ Outcome 2.4.2 The Sports Network team is working with the head of the athletics department through the IAAC meetings.

**Goal 2.5:** Complete Program Review for AS.

Strategy 2.5.1 Complete AS-wide Program Review.

§ Methodology 2.5.1 Integrate recommendations into 2017-18 and develop a timetable for the completion of each recommended action.

§ Assessment 2.5.1 Recommendations will be integrated into this Strategic Plan and timetable will be presented to the Board of Directors for their review and input.

§ Outcome 2.5.1 Recommendations have been integrated in this plan. The Board reviewed the restructuring timetable in September.

**Goal 2.6:** Improve the health, wellness and recreational life of the CSUN community through Student Leadership programming.

Strategy 2.6.1 Increase diversity of food sold on campus.

§ Methodology 2.6.1 AS will look into getting more food options for students that need vegan, halal, kosher, and other types of food and will continue to reach out and work with The University Corporation to continue diversifying food options at CSUN.

§ Assessment 2.6.1 Food options will be expanded

§ Outcome 2.6.1 Halal options are now available on Tuesdays and Wednesdays at the Marketplace and Fridays at Geronimo's and University Affairs committee worked with the TUC Dining Committee on strategies to effectively market the new halal, vegan, vegetarian, and Kosher options.

Strategy 2.6.2 AS will increase campus awareness of and access to University Counseling Services (UCS) and other mental health resources.

§ Methodology 2.6.2.1 AS will advertise UCS' and other mental health resources through social media.

§ Methodology 2.6.2.2 AS will provide UCS opportunities to reach students through campus awareness days.

§ Methodology 2.6.2.3 Institute mandatory semester training sessions facilitated by the UCS for all AS staff.

§ Methodology 2.6.2.4 Training will be provided for AS senate by UCS.

§ Assessment 2.6.2 The Attorney General will coordinate with UCS to schedule these trainings.

§ Outcome 2.6.2 There was a training with AS senate by UCS and UCS flyers and brochures were distributed across all AS departments during the Fall 2017 semester.

Strategy 2.6.3 Give students easier access to health and wellness resources on campus.

§ Methodology 2.6.3 Create a centralized page on the AS website that includes all health and wellness resources on campus.

§ Assessment 2.6.3 AS will create the centralized web page and track traffic to that site.

§ Outcome 2.6.3 Chief Policy Advisor worked with the Housing Instability Project to provide resources for students who are housing insecure. The resources are posted on the AS website which provides information for on-campus and off-campus food, shower, and temporary housing. Level of activity will be assessed at year's end.

**Goal 2.7:** Advocate for and support initiatives designed to make students' experience more affordable and sustainable.

Strategy 2.7.1 Promote pedestrian, bicycle, ride-sharing and mass transit options.

§ Methodology 2.7.1 Promote use of carpooling by engaging the ZimRide program for students. -

§ Assessment 2.7.1 Within this academic year, the Associated Students will work with Student Involvement and Development to have ZimRide promoted to all freshmen during the New Student Orientation

§ Outcome 2.7.1 Associated Students has implemented various modes of transportation such as ZipCar, Zimride, and LimeBike. In addition, Metro U-Pass and Grad-Pass are offered for students who ride public transportation.

Strategy 2.7.2 Expand ZipCar Program.

§ Methodology 2.7.2 Increase the number of ZipCars.

§ Assessment 2.7.2 Number of Zipcars will be increased from the existing six cars.

§ Outcome 2.7.2 Accomplished. Two new ZipCars have been added. They are located in Lot B-5 to give access to the west side of campus.

Strategy 2.7.3 Offer free Outdoor Adventure trips and workshops.

§ Methodology 2.7.3 Offer free Outdoor Adventure trips and workshops.

§ Assessment 2.7.3 Number of free trips and workshops

§ Outcome 2.7.3 Offered twelve free workshops and six trips for \$5 user fee.

Strategy 2.7.4 Subsidize Metro U-passes for students to purchase at the AS Ticket Office.

§ Methodology 2.7.4 AS will work with Metro to execute this plan. Funds will be allocated to subsidize U-passes to \$95 for students.

§ Assessment 2.7.4 \$100,000 will be allocated to pay for the subsidy. Given an unexpected success of the program, AS will look for alternative ways of funding the program by partnering with other campus entities.

§ Outcome 2.7.4 Over 1600 students utilized this discount and purchased the Metro U-Pass, triple the prior year. The AS is working on finding a sustainable form of funding for the program for the coming years.

**Goal 2.8:** Strengthen the Legislative Affairs Presence and Governmental Advocacy of Student Government on campus and in the community.

Strategy 2.8.1 Maintain close contact with the California State Student Association (CSSA), the Auxiliary Organizations Association (AOA), and the CSUN Director of Government and Community Relations to advocate for student needs and concerns.

§ Methodology 2.8.1 Participate vigorously in AOA, CSUnity conference, monthly CSSA meetings, CSSA committees, and CHESS (California Higher Education Student Summit).

§ Assessment 2.8.1 The AS Student Government will attend monthly CSSA meetings, *and be a part of* CSSA committees.

§ Outcome 2.8.1 The AS President, Vice President, and Chair of Legislative Affairs attended all 2017-18 CSSA meetings. CSUN AS President served as Vice Chair of Finance Committee. CSUN AS Vice President served in the Student Trustee Committee and Social Justice and Equity Committee. CSUN AS Chair of Legislative Affairs was appointed to the

Civil Engagement and Legislative Affairs Committee. CSUN AS Attorney General serves as the Vice Chair of the Student Trustee Committee, and as a member of the Student Financial Aid Commission.

Strategy 2.8.2 Improve AS' relations with the university's Governmental and Community Relations Director.

§ Methodology 2.8.2 Maintain close contact with CSUN Director of Governmental and Community Relations

§ Assessment 2.8.2 The AS Chair of Legislative Affairs will meet monthly throughout the regular semester with the CSUN Director of Government and Community Relations to advocate for student needs and concerns.

§ Outcome 2.8.2 While the AS was not able to meet regularly with the CSUN Director of Governmental and Community Relations due to their respective schedules, the AS did maintain contact with that office throughout the year and developed a strong relationship with that office.

Strategy 2.8.3 Increase voter registration within CSUN students.

§ Methodology 2.8.3 The student leadership department will work on initiatives to increase voter registration

§ Assessment 2.8.3 The Chair of Legislative Affairs will continue to meet with campus entities to promote and increase the CSUN voter turnout in the upcoming election.

§ Outcome 2.8.3 There were no major initiatives to increase student voter registration as this was an off-election season.

Strategy 2.8.4 Educate the Senate on issues in the board of trustee meetings

§ Methodology 2.8.4 The Chair of Legislative Affairs will serve as the CSUN student liaison to the CSU Board of Trustees.

§ Assessment 2.8.4 The Chair of Legislative Affairs will attend monthly meetings when class schedule allows it. If unable to attend the meeting, the Chair of Legislative Affairs will watch the meeting online and bring issues prevalent to us to our senate meeting the following Monday.

§ Outcome 2.8.4 The Chair of Legislative Affairs attended several Board of Trustees meetings, and updated External Affairs as well as the President and Vice President with issues relevant to CSUN – most important were the discussions regarding a possible tuition increase.

Strategy 2.8.5 Create an annual Big Politics or politically focused event.

§ Methodology 2.8.5 AS Productions along with Chair of Legislative Affairs and Elections Committee will be assigned the task of programming a Big Politics event or politically focused event.

§ Assessment 2.8.5 AS Production, Chair of Legislative Affairs and the Elections Committee will plan and execute this event once a year.

§ Outcome 2.8.5 A Big Politics event was not held this year. There were preliminary discussions to host a panel of candidates running for governor, or to schedule visits to campus by both of California's US Senators, but there were conflicts with the politician's schedules and no events were planned.

Strategy 2.8.6 Establish a working Lobby Corps.

§ Methodology 2.8.6 Create a team of students that advocate on behalf of Associated Students and the CSUN student body as a whole on a local, state, and federal level for policies outlined by the student representatives on the Board of Directors.

§ Assessment 2.8.6 AS will work on ensuring that government offices and the offices of elected officials in the area are aware of the concerns and positions of CSUN AS.

§ Outcome 2.8.6 The outline of a structure for Lobby Corps was developed and presented by the AS Chair of Legislative Affairs, and two regular Lobby Corps members were recruited and served during the academic year. The Corps collected 1000 letters opposing the possible CSU Tuition Increase, and participated in the CHES conference in March 2018.

**Goal 2.9:** Create a more inclusive A.S.

Strategy 2.9.1 Improve the AS practices around inclusive language/and actions.

§ Methodology 2.9.1.1 Implement a workshop for AS Leadership on the topic of inclusivity.

§ Assessment 2.9.1.1 President and Vice President will meet with the campus Chief of Diversity Officer and Pride Center Coordinator.

§ Outcome 2.9.1.1 The President and Vice President met with the Chief Diversity Officer and Pride Center Coordinator in early Fall 2018. AS made sure that all documents that were used or developed during the year included gender neutral language.

Strategy 2.9.2 Create more opportunities for students to get involved with AS Student Leadership.

§ Methodology 2.9.2.1 Create a working Clubs and Orgs Ambassador Student Team (COAST) to act as liaisons between clubs and/orgs, and AS in order to better serve that population.

§ Assessment 2.9.2.1 AS will create COAST, which will be run by the Chair of Clubs and Orgs.

§ Outcome 2.9.2.1 The Chair of Clubs and Orgs created the COAST team during the Fall 2017 semester. Five student members were recruited and served on the committee throughout the academic year.

§ Methodology 2.9.2.2 Create working task forces consists made up of students to represent and advise AS in matters concerning their community

§ Assessment 2.9.2.2 AS will create task forces as needed (to be chaired by the Chief Policy Advisor) to represent veterans, developmental math and english students, DACA students, etc. Task forces will be created on an as needed basis.

§ Outcome 2.9.2.2 AS established an Ad Hoc Committee to work alongside the Housing Instability Project to identify students' needs and gather resources for students in need. AS wrote a resolution at the CSSA level to support veteran students across the CSU and to advocate that each campus establishes a VRC; the resolution passed the CSSA Board of Directors with a unanimous vote at their March 2018 meeting.

**Goal 2.10:** Support the CSUN Food Pantry.

Strategy 2.10.1 Create more food for the CSUN Food Pantry.

§ Methodology 2.10.1 AS will work with the Marilyn Magaram Center (MMC) Wellness Garden on campus to ensure that any produce that is “malformed” will be donated to the food pantry and will work with the Organic Garden on campus to ensure regular donation deliveries to the CSUN Food Pantry.

§ Assessment 2.10.1 AS will create and execute a plan to ensure regular donations are made from the Organic Garden on campus to the food pantry.

§ Outcome 2.10.1 AS worked with the MMC Wellness Garden to establish weekly donations from the garden to the Food pantry. In addition, AS Student Leadership worked with AS Marketing to create special marketing pieces including flyers and posters informing students about sustainability and nutrition. Finally, the AS Chair of Sustainability focused on issues related to food sustainability, and held events at the Farmers Market.

Strategy 2.10.2 Create better access to fresh fruits and vegetables for students who rely on the CSUN Food Pantry.

§ Methodology 2.10.2.1 Institute a food pantry credit system at Productions’ weekly Farmer’s Market.

§ Assessment 2.10.2.1 Work with the CSUN Food Pantry and Productions to institute a working food pantry credit system.

§ Outcome 2.10.2.1 Student Leadership reshifted its priority to making sure that both the Farmer's Market and most locations on campus accept EBT cards. As of the end of the Spring 2018 semester, all Farmer's Market vendors accept EBT cards, and the TUC will be expanding their acceptance starting with the Fall 2018 semester.

Strategy 2.10.3 Create more awareness of the CSUN Food Pantry.

§ Methodology 2.10.3.1 Advertise the CSUN Food Pantry’s resources through AS social media and institute a competition between clubs and orgs for who can donate the most food to the CSUN Food Pantry.

§ Assessment 2.10.3.1 AS Student Leadership and the Internal Affairs Committee will coordinate a club competition to increase donations to the CSUN Food Pantry.

§ Outcome 2.10.3.1 The AS hosted a toiletries drive for the Food Pantry. More than 300 items were collected between donations from AS, and competitors from campus fraternities and sororities. The donation drive was held in May 2018.

**Goal 2.11:** AS will address sexual violence on campus.

Strategy 2.11.1 AS Senate will have a Title IX presentation.

§ Methodology 2.11.1.1 The campus Title IX coordinator at CSUN will give a presentation to the AS senate in regards to sexual violence.

§ Assessment 2.11.1.1 Attorney General will schedule a training for the AS senate after one of their Monday meetings in regards to sexual violence and other Title IX issues

§ Outcome 2.11.1.1 A Title IX presentation was not held for the Senate.

§ Methodology 2.11.1.2 AS will coordinate an educational program about personal safety with one of its other program offerings.

§ Assessment 2.11.1.2 There will be a safety fair at a Farmers’ Market

§ Outcome 2.11.1.2 AS held the second annual Safety Fair in December 2017 at the AS Farmer's Market. The Chief Policy Advisor is on the Sexual Violence Prevention Student-

Subcommittee which promotes Title IX objectives and focus on student advocacy on preventing sexual violence. The subcommittee also works toward ensuring a safe campus environment for all students and shift culture to be more accepting in regard to discussing of sexual violence and prevention.

**Goal 2.12:** Continue to support CSUN Dream Center, undocumented students, DACA students, and AB540 students.

Strategy 2.12.1 Continue to support CSUN Dream center.

§ Methodology 2.12.1.1 AS previously passed a resolution on the creation of the CSUN Dream Center, and will continue to support them throughout the 2017-2018 school year.

§ Assessment 2.12.1.1 President and Vice President will meet with Dream Center Coordinator and interns to stay up to date with their projects.

§ Outcome 2.12.1.1 The AS President and Vice President met with them during the Fall 2017 semester and made sure the AS Resolutions regarding DACA were vetted with their leadership prior to their passage.

§ Methodology 2.12.1.2 Support DACA students by continuing to advocate on their behalf and by empowering them to advocate for themselves.

§ Assessment 2.12.1.2 AS Student Leadership will provide opportunities for students and staff to actively advocate for these students' rights.

§ Outcome 2.12.1.2 During the Fall 2018 semester AS Student Leadership released a public letter denouncing President Trump's decision to terminate the DACA program, held phone banks in the Student Leadership office, and passed a resolution in dissent of the decision in Senate. AS continued its advocacy efforts at both Hill Day and CHES during the Spring 2018 semester.

***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 Secure external funding for the Sustainability Center.

§ Methodology 3.1.1 Apply for grants and seek donations through various on-campus and off-campus entities.

§ Assessment 3.1.1 Amount of money secured

§ Outcome 3.1.1 Modest grants (<\$100k) from utilities have been secured but no substantive donations have been secured.

**Goal 3.2:** Make access to, allocation of, and use of the AS fee more equitable, accountable and economical.

Strategy 3.2.1 Teach AS funding process to requestors with contemporary media.

- § Methodology 3.2.1.1 Update the brief video and PowerPoint presentations that are on the AS website explaining discrete segments of the AS allocations and spending policies, practices, and procedures to be available online.
- § Assessment A video or Power Point series on applying for funding and proper use of funding will be produced and placed on the AS website
- § Outcome 3.2.1.1 The AS Chair of Finance was able to reach out to over 300 Clubs and Organizations through the conference. No media were created..

Strategy 3.2.2 Promote access to OpenGov.com software to share budget information and increase transparency with students.

- § Methodology 3.2.2 Put OpenGov.com on AS website and add populate it with AS financial information to the page.
- § Assessment 3.2.2 Opengov link will be populated with CSUN AS data and placed on the AS website
- § Outcome 3.2.2 Done. Recommendation is to continue the contract with OpenGov.com as it currently stands since it enables the students to access our financial records and increase transparency to the students. However, we have to ensure that the website is updated on a monthly basis so the accuracy of the information is up to date.

**Goal 3.3** Conclude financial analysis of A.S. programs and services.

Strategy 3.3 Ken Premo will convene a group of student leaders and student and staff employees and propose a model by the end of Fall semester and assay the programs by the end of Spring semester.

- § Methodology 3.3 See Strategy
- § Assessment 3.3 Group will be formed and program funding will be assayed.
- § Outcome 3.3 Some preliminary analysis has been undertaken and this goal will continue to 18-19 term.

***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** Improve retention of senators, cabinet, and student employees

Strategy 4.1 Foster leadership and professional development for senators, cabinet, and student employees.

- § Methodology 4.1.1 Student Leadership will host a "Re-Boot" camp training in January for returning Senators, cabinet members, and student employees from all A.S. departments.
- § Assessment 4.1.1 Reboot Camp will be held in January 2018
- § Outcome 4.1.1 Student leadership hosted a "Re-Boot" camp in January 2018 which was attended by 141 Senators, Cabinet members, students and professional staff from all departments of the Associated Students.

§ Methodology 4.1.2 Establish organization-wide staff and student development program for summer.

§ Student Staff Development Day will be held in July 2017.

§ Outcome 4.1.2 Student Leadership worked with Human Resources to plan and execute Student Staff Development Day in July 2017.

§ Methodology 4.1.3 AS President and Vice President will plan creative bonding events for the student leadership department.

§ Assessment 4.1.3 Three events will be held.

§ Outcome 4.1.3 The AS President and Vice President hosted a number of events to bring student leaders together, including attendance at a variety of Summer movies on campus, a Men's Soccer game during the Fall 2017 semester, and a Dodger Night in the Spring 2018 semester, as well as a variety of in-suite potlucks.

§ Methodology 4.1.4 Establish a post-retreat, ongoing curriculum for student leaders using current needs assessment, likely to include a student leader handbook.

§ Assessment 4.1.4 The AS Attorney General assumed the responsibility for developing and hosting in-house trainings. The Graduate Assistant for Training and Development position was eliminated in the 2017-18 annual budget, so there were no assessments created for the Student Staff Leadership Day conference to guide future trainings.

§ Outcome 4.1.4 The Productions Coordinator is putting the AS Senate handbook online, with the goal of having it ready for the May 29-30 2018 Senate Leadership retreat.

#### **Goal 4.2** Update the Student Employee Manual and the Staff Employee Manual

Strategy 4.2 AS Administration will review and update portions of the student and staff employee manuals.

§ Methodology 4.2.1 General Manager and Human Resources team will focus on leave, breaks, benefits, and dispute portions of those documents to conform to current legislation and best practices.

§ Assessment 4.2.1 The staff employee manual will be completely reviewed and presented to the Personnel Board.

§ Outcome 4.2.1 We have completed the draft and presented to the Personnel Board. In 2018-19, we shall complete the Personnel Board review and seek Senate review and approval.

#### **Goal 4.3** Establish student government internship program.

Strategy 4.3 Develop intern position descriptions; recruit interns, establish individual goals and action plans and connect them with their mentor/supervisor.

§ Methodology 4.3.1 Establish five internships for spring 2018 under a public affairs and legislative track.

§ Outcome 4.3.1 During the Spring 2018 semester, two internship tracks were established (public affairs and legislative), and two interns were hired from a pool of applicants. The student interns worked on a variety of projects including research for lobbying day, managing the application and paperwork processes for taking 14 students to CHESS, and served as assistants to the President's Cabinet on a variety of other tasks. One of the interns also attended the CHESS conference.

***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.***

**Goal 5.1:** Increase student competence in the area of Civil Discourse.

Strategy 5.1 Focus Re-Boot Training on Civil Discourse training.

§ Methodology 5.1.1 Manager for Student Leadership and Productions will contract a speaker that has expertise in this area.

§ Assessment 5.1.1 Speaker will be secured.

§ Outcome 5.1.1 Dr. Elayne Savage was contracted to be the guest speaker for Re-Boot Camp in January 2018.

§ Methodology 5.1.2 Manager for Student Leadership and Productions will recruit Re-Boot training staff that have the ability to facilitate and accurately record observations related to student learning in this area.

§ Outcome 5.1.2 Reboot camp training staff included both professional and student staff from Outdoor Adventure who facilitated the morning parts of the activities.

§ Methodology 5.1.3 Establish benchmarks for the training that allow for accurate observations.

§ Assessment 5.1.3 Benchmarks will be established; curriculum will be offered to address benchmarks; and learning will be assessed.

§ Outcome 5.1.3 The retreat had a number of specific benchmarks related to conflict resolution, including to:

1. Identify at least two (2) areas where they have felt "dissed", or rejected in the workplace.
2. Identify and discuss issues related to rejection and its impact in the workplace.
3. Articulated on paper at least three strategies presented during the workshop that can be used to resolve conflict in the workplace.

§ Methodology 5.1.4 Include student staff from within throughout AS organization as part of Re-Boot camp.

§ Assessment 5.1.4 Student staff from all departments will participate in the event planning

§ Outcome 5.1.4 All student leaders and staff representing every department and activity within Associated Students were invited to attend Re-Boot camp and each department coordinated one or more sessions of the training.

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

**Goal 6.1:** Provide increased and enhanced web-based services to student clients and others.

Strategy 6.1.1 Utilize/implement web-based applications for all AS information and services for ease of accessibility and participation.

§ Methodology 6.1.1 Inventory our current transactional business on the AS website to determine what can be added.

§ Outcome 6.1.1 AS web documents are accessible online. There are recommendations for reporting on changes and how the process can be improved. It is noted that applications can improve this process or edit changes.

§ Ongoing 6.1.1 Campus will be implementing document-flow and e-signature systems in the near future. This goal will be completed once these systems are in place.