

**Associated Students Strategic Plan  
2013-14 Strategic Plan**

***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.

Methodology 1.1.1. Place A.S. supplemental, transfer and travel requests as well as IRA supplemental funding requests online

Methodology 1.1.2. Evaluate implementation of electronic signatures on all A.S. documents

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

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

Methodology 1.1.3. Expand program into Sierra Hall

Strategy 1.1.4. Publish and Promote “Green Event” guidelines

Methodology 1.1.4.1 Measure amount of visitors to “Green Event” planning guidelines area on website.

Methodology 1.1.4.2 Return of methodology of distributing this information at student organization conference.

Strategy 1.1.5. Support student conducted waste audits

Strategy 1.1.6. Continue applying to various sources of funding for the support of sustainable projects

**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.

Methodology 1.2.1 Submit program statement and excel sheet to Facilities Planning, Design and Construction.

**Goal 1.3.** Support Campus Sustainable Office Program

Strategy 1.3.1. Provide materials and financial support for Sust 300 students to continue to conduct department and individual audits

**Goal 1.4.** Create A.S. Sustainability Plan

**Goal 1.5.** Educate more students about programs and services of A.S.

Strategy 1.5.1. Increase measurability of the impact of marketing efforts using quantifiable market research methods at all AS events.

Methodology 1.5.1.1. Student Voice surveys will be conducted at all major AS events to determine how students heard about the event and to determine possible impact of MIND Screen advertising on event attendance.

Strategy 1.5.2. Expand “In a Minute” Series to give students quick and easy information about Associated Students and Campus Services.

Methodology 1.5.2.1 Offer brief online video reports of Senate Meetings.

Strategy 1.5.3. Post in-depth profiles of Student Leaders on website and Matador Reporter.

Methodology 1.5.3.1. In-depth profiles of Senators will be written/produced. All such profiles will be hosted on website and one per week in Matador Reporter.

Methodology 1.5.3.2. Post office hours on website and office.

Strategy 1.5.6. In the month of February, A.S. will organize at least one tabling event per week, organize outdoor office hours for Senators, and organize an A.S. mini fair at the end of the month in honor of A.S. Awareness Month.

Strategy 1.5.7. Promote traditional Open Forum opportunities during Senate Meetings and Open Forum online.

Methodology 1.5.7.1 Send follow-up emails to campus organizations and entities requesting funding from A.S. to utilize Open Forum.

Strategy 1.5.8. Create event calendar one year in advance

Methodology 1.5.8.1 Distribute to staff, student leadership and place it online.

Strategy 1.5.9. Increase Awareness of Free Advertisement Opportunities for Clubs, Organizations, and Campus Entities.

Methodology 1.5.9.1 Market the availability of Matador Reporter, Red Hot News & MIND Screens

Strategy 1.5.10. Hold/Host at least one presentation a month informing students about A.S. programs and services

Methodology 1.5.10.1 Create official A.S. presentation

Methodology 1.5.10.2 Present to University 100 Classes

Strategy 1.5.11. Increase Social Media Following

Methodology 1.5.11.1 Provide incentives to students for following A.S. Social Media

Strategy 1.5.12. Send updates to clubs/orgs, staff, department chairs, and faculty about A.S. Opportunities

Methodology 1.5.12.1 Maintain an updated email list of department chairs/deans

Methodology 1.5.12.2 Utilize the Red Hot News, Campus Calendar, Club/Organization Mailboxes

Strategy 1.5.13. Rebrand of A.S.

***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 2.1.2. Conduct final Program Review Report in concert with Student Affairs Program Review

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

Strategy 2.2.1. Document Matador Camp Pilot Experience.

Strategy 2.2.2. Refine and Repeat Matador Camp based on Pilot outcome.

Strategy 2.2.3. Create and build on existing spirit efforts.

Methodology 2.2.3.1 Establish "Tradition of the Rose" through persistent use in A.S activities and in publication and use with external groups.

Methodology 2.2.3.2. Expand on engagement with Intercollegiate Athletics to include ticketing support; sports club/NCAA integration; cheer and dance team support; access to AS media for NCAA events; IRA support; post-season ticket purchases; resolutions supporting successful NCAA teams, and athletic training resource sharing.

Methodology 2.2.3.3. Establish a Commission on Athletics to coordinate spirit efforts

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

**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.

Methodology 2.4.1. Offer an accessible hike trip.

Strategy 2.4.2. Establish Matador Bike Shop in alignment with Spring 2013 resolution.

**Goal 2.5.** Increase the representativeness of the student government.

Strategy 2.5.1. Senators maintain contact with their constituents through club/organization meetings/events, tabling opportunities, finance information sessions, and annual finance process.

Strategy 2.5.2. Increase voter turnout from 2013 voter turnout.

Methodology 2.5.2.1 Have Matty the Matador encourage students to vote.

Methodology 2.5.2.2 Expand Election Street Team.

Strategy 2.5.3. Senators meet monthly with deans, department chairs or other administrative staff

Methodology 2.5.3.1 Implement Monthly Senator and Committee Chair Reports to be turned in to the A.S. Vice President

Strategy 2.5.4. Establish meetings with Daily Sundial Staff to update students on campus issues, programs, and events

Strategy 2.5.5. Re-establish Vent in a Tent as a means to discover constituent concerns

Strategy 2.5.6. Increase student participation with A.S.

Methodology 2.5.6.1 Have Volunteer Sign Up Sheets available at each event

**Goal 2.6.** Advocate for, Support and Promote initiatives designed to enhance the quality of students' academic experience.

Strategy 2.6.1. Record students' impressions of the new Learning Commons Area in the Oviatt Library

**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 2.7.1.1. Establish and support the ongoing development and use of Matador Bike Shop.

Methodology 2.7.1.2. Research possibility of using RideShare to help find carpool groups in different commuter areas

Methodology 2.7.1.3. Implement ZipCar Program

Strategy 2.7.2. Encourage students to utilize Matador Exchange to sell and trade items.

Strategy 2.7.3. Support implementation of Smart Parking program.

**Goal 2.8.** Provide more programs and services catering to the diversity on campus

Strategy 2.8.1. Expand on commissions catered to specific student communities

Strategy 2.8.2. Research the campus cultural houses and advocate for improvements to facilities

Strategy 2.8.3. Host and Support college specific fairs to cater to students in specific majors and class times

**Goal 2.9.** Provide and advocate for more jobs, internships, and networking experiences for students on campus.

Strategy 2.9.1. Publicize all AS student employment opportunities and internship-type experiences on AS website on a consistent basis.

Strategy 2.9.2. Advocate for effective use of a centralized location that hosts all CSUN jobs and internship opportunities

Strategy 2.9.3. Expand student participation on advisory committees to the CSUN President

Strategy 2.9.2. Create networking opportunities with CSUN alumni through programs like the “N-Crowd”

**Goal 2.10.** Strengthen the Legislative Affairs Presence and Governmental Advocacy of Student Government on campus and in the community

Strategy 2.10.1 Reestablish in Lobby Corps

Strategy 2.10.2 Maintain close contact with the California State Student Association and the CSUN Director of Government and Community Relations to assist student needs and concerns

Strategy 2.10.3 Advocate for the next student trustee to be from CSUN

Strategy 2.10.4 Advocate for CSUN students to serve on statewide committees

Strategy 2.10.5 Designate a CSUN student to serve as a Liaison to the CSU Board of Trustees

Strategy 2.10.6 Increase Involvement with Northridge East Neighborhood Council

Strategy 2.10.7 Create an annual We the People or politically focused event

Strategy 2.10.8. Register students to vote throughout the year

Strategy 2.10.9 Advocate for an improvement in student accessibility to a CSUN voting location in order to increase involvement in local, state and federal politics.

**Goal 2.11.** Research the possibility of a Virtual Interactive Map to guide students to campus resources

***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.  
Methodology 3.1.1.1. Expand Children's Center "Friends" list.

Methodology 3.1.1.2 Foster relationships with local businesses and philanthropic organizations and foundations in order to solicit contributions and funding.

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

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

Strategy 3.2.1. Finalize and distribute the accounting operations manual to include front desk manual.

**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 A.S. funding request forms available for online submission.

Strategy 3.3.2. Teach our funding process to requestors with contemporary media.

Methodology 3.3.2. Make brief video and power point presentations, explaining discrete segments of the AS allocations and spending policies, practices and procedures to be available online.

Strategy 3.3.3. Utilize OpenGov.com software to share budget information and increase transparency with students

***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 and Publish a student employee handbook .

Strategy 4.1.2. Establish a modified version of supervisor manual for students

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

**Goal 4.2.** Increase communication and interaction between A.S staff employees and student leadership.

Strategy 4.2.1 Mutually inform staff leadership and board members about major issues facing one another.

Strategy 4.2.2 Host a yearly meet and greet between A.S staff employees and student leadership.

Strategy 4.2.3. Fill most vacancies within 4 weeks

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

Strategy 5.1.1. Foster Leadership and Professional Development Trainings for senators, cabinet, and student employees

***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 6.2.** 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.