

Associated Students, California State University, Inc.
Strategic Plan Report -- 2014-15
June 2, 2015

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. Increase amount of material reduced, reused, recycled and recycled-content purchased.

Strategy 1.1.1 Participate in national RecycleMania competition

Methodology 1.1.1 Expand program throughout AS

Assessment 1.1.1 Will have 50% participation among AS departments.

Outcome 1.1.1.1 All departments participated; AS department winners ranked and announced.

Outcome 1.1.1.2 Continue program and modify where needed.

Strategy 1.1.2 Develop and propose a test program for beverage container recycling in academic/classroom buildings.

Methodology 1.1.2 Expand program in Sierra Hall and Oviatt Library and determine yield

Assessment 1.1.2 Measures of yield

Outcome 1.1.2.1 Recyclables = 1,447 pounds where none were previously collected.

Outcome 1.1.2.2 Continue partnership with Campus; advocate for a pilot test to remove classroom trash cans in Sierra Hall; collaborate with Campus to market and communicate this action to building occupants and to improve signage

Outcome 1.1.2.3 Incrementally expand this program into all buildings.

Strategy 1.1.3. Publish and Promote “Green Event” guidelines

Methodology 1.1.3. Distribute this information to student organizations.

Assessment 1.1.3.1 Present GEG at 2014 Clubs and Organizations Annual Recognition Conference;

Assessment 1.1.3.2 GEG is linked from MIC web site to AS Recycling web site for all-campus use.

Outcome 1.1.3.1 Continue above in 2015/2016 academic year

Outcome 1.1.3.2 Will encourage AS departments to work toward producing greener events.

Outcome 1.1.3.3 Pilot an Earth Fair as a Zero or Less Waste Event

Strategy 1.1.4 Conduct waste audits

Methodology 1.1.4. Hire a student supervisor to oversee student staff and volunteers conducting audits in campus core.

Assessment 1.1.4. Student hired; two audits conducted

Outcome. 1.1.4.1 Enlisted recycling student assistant and volunteer to conduct visual audits of sidewalk trash bins at two food service areas (Matador Bookstore and Arbor Court) and Earth Fair.

Outcome 1.1.4.2 Integrate waste audits in future contract with campus waste hauling vendors

Goal 1.2 Formally propose the design and construction of the A.S. Campus Sustainability Center

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

Methodology 1.2.1 Submit program statement, operations financial plan, and excel sheet to President's Cabinet; as appropriate, seek Chancellor's Office approval; solicit architectural services to complete the program document, establish site and layout, and estimate costs and detailed financial plan.

Assessment 1.2.1 All tasks will be accomplished

Outcome 1.2.1 Funding has been secured; campus approval has been secured; architecture, consulting and construction firms have been selected and have developed 75% of schematic design; proposal has been presented to Chancellor's Office staff, and the item is on the Board of Trustees agenda for July.

Strategy 1.2.2 Solicit design concepts and ideas from interior design class

Methodology 1.2.2 Will continue to solicit adoption of center as course project for interior design course

Assessment 1.2.2 Interior design course selects Center as project

Outcome 1.2.2 Senior capstone interior design course selected Sustainability Center as model in Fall 2014

Goal 1.3 Support Campus Sustainable Office Program (SOP)

Strategy 1.3 Provide support for students to conduct department SOP assessments

Methodology 1.3 Write position responsibilities; acquire materials; recruit students, and conduct assessments

Assessment 1.3 At least twenty offices assessed; develop online format and create ranking system

Outcome 1.3 Forty-one offices were assessed; developed online format and ranking as well as a format for re-assessment and re-ranking

Goal 1.4 Update A.S. Sustainability Plan

Strategy 1.4 Request a legislative referral to create a Board-approved AS Sustainability plan
Methodology 1.4 Draft update for plan; integrate with Strategic Plan; submit to Board

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 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.

Assessment 1.5.1 Student Voice surveys will be conducted at all major AS events

Outcome 1.5.1 Surveys were conducted at approximately one-half of major AS events

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 Offer brief online video reports of Senate Meetings.

Assessment 1.5.2 There will be a “Judicial Court” and “Productions” in a minute produced and posted regularly.

Outcome 1.5.2 Approximately one dozen Senate-in-a-Minute sessions were produced and three other department shorts

Strategy 1.5.3. 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.

Methodology 1.5.3 In the month of February, AS will organize at least one tabling event per week, organize outdoor office hours for Senators, and organize an AS mini fair at the end of the month.

Assessment 1.5.3 The events will be held and publicized.

Outcome 1.5.3 AS Awareness Month was held in February with the following events:

AS on Wheels

AS President’s Day event with former Presidents and Vice Presidents invited back to a Senate meeting and lunch

Breakfast with Associated Students /outdoor office hours

Power of Your Voice info tent

AS Scavenger Hunt

Strategy 1.5.4 Promote traditional Open Forum opportunities during Senate Meetings and Open Forum online.

Methodology 1.5.4 Send follow-up emails to campus organizations and entities requesting funding from A.S. to utilize Open Forum.

Assessment 1.5.4 Send follow up emails to campus organizations and entities and track them in a master list.

Outcome 1.5.4 We sent emails as part of the finance process and judicial court inviting the student groups asking funding/chartered status to come to Open Forum. This was done following every finance/JC meeting this year.

Strategy 1.5.5 Create event calendar one year in advance

Methodology 1.5.5 Distribute to staff, student leadership and place it on line

Assessment 1.5.5 The calendar will be developed by SL/P staff and distributed/placed on line by the first week of school 2014.

Outcome 1.5.5 The calendar was distributed at the Senate retreat in May 2014; updated and redistributed/posted on the web page August 1, 2014 and again January 2015.

Strategy 1.5.6 Host at least one presentation a month informing students about A.S. programs and services

Methodology 1.5.6.1 Create official A.S. presentation

Assessment 1.5.6.1 The Chair of Clubs and Organizations will do a minimum of one presentation a month and report on these at the Executive Cabinet meetings.

Outcome 1.5.6.1 The Chair of Clubs and Organizations did one presentation in September. Outdoor Adventures presented to two classes

Methodology 1.5.6.2 Present to University 100 Classes

Assessment 1.5.6.2 The Chief of Staff will arrange presentations by members of the Executive Cabinet and Senate, and report on these at Senate meetings

Outcome 1.5.6.2 – Outdoor Adventures reported to six different University 100 classes. Will combine with other Student Life departments for 2015-16

Strategy 1.5.7 Send updates to clubs and organizations, staff, department chairs, and faculty

about A.S. opportunities

Methodology 1.5.7.1 Maintain an updated email list of department chairs/deans

Assessment 1.5.7.1 The Chair of Clubs and Organizations will compile these updates and send them as stated.

Outcome 1.5.7.1 The Chair of Clubs and Organizations regularly updated clubs and organizations through the Red Hot News. The Coordinator for Student Leadership and Programming regularly sent updates to SALT team members/department chairs and faculty.

Methodology 1.5.7.2 Utilize the Red Hot News, Campus Calendar, Club/organization mailboxes

Assessment 1.5.7.2 The Chair of Clubs and Organizations will provide updates regularly to the Red Hot News and Club Mailboxes.

Outcome 1.5.7.2 This was done monthly throughout the 2014-15 year.

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 Conduct final Children's Center Program Review Report in concert with Student Affairs Program Review

Methodology 2.1.1 Final Program Review report will be written and disseminated

Assessment 2.1.1 Report will be written and disseminated

Outcome 2.1.1 Report was written and disseminated. Will repeat cycle in four years.

Strategy 2.1.2 Maintain NAEYC Accreditation

Methodology 2.1.2 Complete all classroom and program portfolios and attain a score of 70% or above in order to achieve re-accreditation.

Assessment 2.1.2 NAEYC program visit will be completed with no indication of non-compliance.

Outcomes 2.1.2 The NAEYC visit was successfully completed in February 2015 and the Re-Accreditation Report was received in April 2015. The Children's Center has been re-accredited for another five year period. Scores ranged from 95%-100+% in all areas.

Required annual reports will be completed each July to maintain accreditation.

Goal 2.2 Initiate Program Review for rest of AS

Strategy 2.2 Calendar AS-wide Program Review. Recruit external and internal teams

Methodology 2.2 Identify internal and external review teams; create self-study questionnaire, and establish precise timeline for self-study; compilation, visits and report

Assessment 2.2 Those things will be accomplished

Outcome 2.2 Those things have been accomplished. Internal review to occur in May June and external review in July and August with report to come in September.

Goal 2.3 A.S. will promote, facilitate and foster growth in CSUN Matador Pride.

Strategy 2.3.1 Conduct assessment internally and with Institutional Research

Methodology 2.3.1 Camp experience will be assessed by participants and persistence in enrollment and academic success will be assessed by Institutional Research

Assessment 2.3.1 Campers will have greater persistence and academic success and will report greater satisfaction with and confidence about their CSUN experience.

Outcome 2.3.1 Campers persisted and were slightly more academically successful than non-Campers and Campers reported much greater satisfaction with and confidence about their CSUN experience. Other data still to come from Institutional Research.

Strategy 2.3.2 Create and build on existing spirit efforts.

Methodology 2.3.2.1 Establish "Tradition of the Rose" through persistent use in A.S. activities and in publication and use with external groups.

Assessment 2.3.2.1 The Tradition of the Rose will become part of Camp Matador, Matador Sports Clubs, Matador Athletics and other campus organizations.

Outcome 2.3.2.1 The Tradition of the Rose was held as part of Camp Matador, Matador Sports Clubs, Matador Athletics, Sorority Bid Day, the CSSA conference and the Commencement materials and handbook for 2015.

Methodology 2.3.2.2 Develop a means of honoring deceased or "Fall" Matadors through the Tradition of the Rose

Assessment 2.3.2.2 The "Tradition of the Rose" resolution will be amended to include a means of honoring deceased Matadors.

Outcome 2.3.2.2 The "Tradition of the Rose" resolution was amended in April 2015 to include the laying of white roses and candles at the foot of the Matador Statue in honor of "Fallen Matadors".

Methodology 2.3.2.3 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.

Assessment 2.3.2.3.1 The AS Senate will approve funding for post season fan travel and tickets.

Outcome 2.3.2.3.1 The A.S. Senate approved funding for post season fan travel and tickets for both Fall and Spring semesters to allow for Matador fans to travel to support Men's and Women's Basketball, and Women's Softball postseason play.

Assessment 2.3.2.3.2 Cheer and Dance teams will perform at Intercollegiate Athletics events

Outcome 2.3.2.3.2 Agreement among Cheer, Athletics and Sport Clubs facilitated Cheer's participation in Athletics home games. Dance continued to attend and support Athletics.

Methodology 2.3.2.3.3 Increase marketing for and attendance at sport club games.

Assessment 2.3.2.3.3 Posters will be created for most home games and events for Sport Clubs. Attendance will be higher than the previous season.

Outcome 2.3.2.3.3: More resources need to be dedicated to this goal in order for it to be achieved. Advertising games needs to be a higher priority and keeping more accurate attendance counts will provide better data for achieving this goal.

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 Improve sport club registration process

Methodology 2.4.1 Adopt on-line sport club membership and risk management system

Assessment 2.4.1 Software will be fully utilized by Sport Clubs.

Outcome 2.4.1 Software was purchased and tested throughout this academic year. The communication with Campus IT and the vendor took longer than expected. The software should be fully utilized in 2015-16.

Strategy 2.4.2 Expand athletic training program to provide competition and clinic hours, as well as coordination with other campus providers.

Methodology 2.4.2 Assess best way to expand coverage

Assessment 2.4.2 Addition of Professional Staff

Outcome 2.4.2 In fall 2014 a second certified athletic trainer was hired allowing for an expansion of clinical hours and coverage of high risk sport clubs.

Strategy 2.4.3 Expand the programming offered by the athletic training program.

Methodology 2.4.3 Create a strength and conditioning program for high risk sport clubs.

Assessment 2.4.3 Trial run with Women's Soccer showed the need and demand for a high performance program.

Outcome 2.4.3 With the expansion of space into Plaza Studio 1 we were able to allot an area for developing a high performance/lifting. We ran a pilot program with the Women's Soccer Club in the spring, and will be expanded to include the high risk sport clubs.

Strategy 2.4.4 Expand the relationship of the athletic training program with other campus entities.

Methodology 2.4.4 Assess areas that we can create these relationships and the needs.

Assessment 2.4.4 Addition of a Strength and Conditioning intern program, expand relationship with Athletic Training Education Program, and an MOU with the Klotz Student Health Center.

Outcome 2.4.4 Created a student internship with the Kinesiology department in our new strength and conditioning program; expanded our current involvement with the Athletic Training Education Program with the addition of a third student at our clinical site; created an MOU with the Klotz Student Health Center to provide pre-participation exams for participants and provide access over the year to the sport medicine physician.

Goal 2.5 Improve the health, safety, wellness and recreational life of the CSUN community through Outdoor Adventures.

Strategy 2.5.1. Expand the number of outdoor adventure participants and trips served by A.S. through market research.

Methodology 2.5.1 Offer an accessible hiking trip.

Assessment 2.5.1 Number of trips offered overall and number of accessible trips

Outcome 2.5.1 In Fall 2014, there were 35 trips and in Spring 2015 there were 40 trips, five of which were marketed to and coordinated through DRES

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

Strategy 2.6.1. Implement a campus farmer's market.

Methodology 2.6.1 Work with Raw Inspirations and university partners, start an AS sponsored Farmer's Market in Spring 2015 semester.

Assessment 2.6.1 A market will open Spring semester and run until the week of finals Spring 2015.

Outcome 2.6.1.1 The AS Farmer's Market opened the third week of the Spring semester, and ended the week of finals Spring 2015.

Outcome 2.6.1.2 A resolution in support of the Farmer's Market and Continued Funding for Two Years was passed at the last Senate meeting of the semester.

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 RideShare in different commuter areas, including AS website

Assessment 2.7.1 Rideshare link will be on AS website; number of hits

Outcome 2.7.1 Link is up but relatively few hits; will promote more in 2015-16

Strategy 2.7.2 Expand ZipCar Program

Methodology 2.7.2 Increase the number of ZipCars

Assessment 2.7.2 Number of ZipCars will increase

Outcome 2.7.2 Number of ZipCars tripled from two to six

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 Four free Castaic lake trips in Fall 2014, and 23 free workshops throughout the year

Strategy 2.7.4 Increase the amount of subsidy for student bus passes

Methodology 2.7.4 The AS Senate will pass a recommendation to increase funding for Transportation Subsidies for the Spring 2015 semester, and to the annual budget for 2015-16.

Outcome 2.7.4 The AS Senate passed actions to increase the base amount of transportation subsidy in Spring 2015 and to establish a higher-than-required subsidy for 2015-16 (from \$70,000 to \$80,000).

Strategy 2.7.5 Encourage students to utilize Matador Exchange to sell and trade items.

Methodology 2.7.5 Advertise Matador Exchange on MIND screens, in The Daily Sundial, on AS social media sites and AS website, and emails to students in Housing. Refrigerator magnets with program information will be distributed to all students in Housing as well as door hangers on all rooms.

Assessment 2.7.5 Number of registrants on Matador Exchange

Outcome 2.7.5 309 registrants on Matador Exchange; will promote in 2015-16

Goal 2.8 Provide and advocate for more jobs, internships, and networking experiences for students on campus.

Strategy 2.8.1 Publicize all AS student employment opportunities and internship-type experiences on AS website on a consistent basis.

Methodology 2.8.1 Post all CSUN AS student employment, volunteer, internship and student leader opportunities on link from AS home page

Outcome 2.8.1 Not acted upon in 2014-15

Strategy 2.8.2 Advocate for effective use of a centralized location that hosts all CSUN jobs and internship opportunities

Methodology 2.8.2 University Affairs will advocate for centralized CSUN placement of all job and internship opportunities

Outcome 2.8.2 Not acted upon in 2014-15

Goal 2.9 Strengthen the Legislative Affairs Presence and Governmental Advocacy of Student Government on campus and in the community

Strategy 2.9.1 Maintain close contact with the California State Student Association and the CSUN Director of Government and Community Relations to assist student needs and concerns

Methodology 2.9.1 Participate vigorously in CSU Unity conference, monthly CSSA meetings, CSSA committees, and CHESS

Assessment 2.9.1 Students will attend CS Unity, CHESS and monthly CSSA meetings on behalf of CSU Northridge

Outcome 2.9.1 AS took 7 students to the CSU Unity Conference; 11 students attended CHESS; the March CSSA conference was hosted by CSUN, and a minimum of four (4) students attended monthly CSSA meetings

Strategy 2.9.2 Advocate for CSUN students to serve on statewide committees

Methodology 2.9.2 Student leaders attending CSSA will be encouraged to apply for statewide committee positions.

Assessment 2.9.2 At least one student leader from CSUN will apply to be part of a statewide committee.

Outcome 2.9.2 Senator Jhaspreet Ghotra was on the Students with Disabilities Committee for the 2014-15 session and Chief of staff Jorge Reyes served on the Social Justice and Equity Council for the Fall 2014 semester.

Strategy 2.9.3 Designate a CSUN student to serve as a Liaison to the CSU Board of Trustees

Methodology 2.9.3 The AS President will serve as the CSUN student liaison to the CSU Board of Trustees, and will attend every monthly meeting in the gallery to represent CSUN and bring information from the Trustees meeting back to the Senate

Assessment 2.9.3 The President and Vice President of AS will be in attendance at each CSU Board of Trustees meeting during their term, and bring information from the Trustees meeting back to the Senate

Outcome 2.9.3 The President and Vice President of AS were in attendance at each CSU Board of Trustees meeting during their term and brought information from the Trustees meeting back to the Senate.

Strategy 2.9.4 Create an annual We the People or politically focused event

Methodology 2.9.4 AS Productions will hold a "Rock The Matador Vote" event in Fall 2014

Assessment 2.9.4 AS Productions will assign a producer and hold the event no later than December 2014, with the goal of getting a minimum of 3000 students to register to vote in the Fall 2014 gubernatorial race in California.

Outcome 2.9.4 A multi-day Rock The Matador Vote event was held; one event in Housing and a second the next day on the Bookstore Lawn.

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 Develop online point of sale for sport club merchandise.

Methodology 3.1.1 Explore current working systems with other campus entities for a natural partnership (TUC, Athletics, Bookstore).

Assessment 3.1.1 Sport clubs will be able to sell merchandise online.

Outcome 3.1.1 Partnership with the TUC and Sport Chalet made online sales for Sport Club merchandise possible.

Strategy 3.1.2 – Develop methods for collecting fees from Sport Clubs to offset student wages.

Methodology 3.1.2 – Explore NIRSA campus practices for fee collection with Sport Clubs, with the intent of implementing in Fall 2015.

Assessment 3.1.2 Sport clubs participants will pay a fee that goes towards offsetting the large cost of student wages.

Outcome 3.1.2 Sport Clubs will implement a fee in 2015-16, the cost is yet to be determined.

Strategy 3.1.3 Secure external funding for Outdoor Adventures, including Camp Matador

Methodology 3.1.3 Apply for grants through various on-campus and off-campus entities

Assessment 3.1.3 Secure external support for Camp Matador

Outcome 3.1.3 Secured \$10,000 from Provost; food from Pizza Rev, and t-shirts from Point Meridien.

Goal 3.2 Make access to, allocation of and use of the A.S. fee more equitable, accountable and economical.

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

Methodology 3.2.1. Make brief video and power point presentations, explaining discrete segments of the AS allocations and spending policies, practices and procedures to be available online.

Outcome 3.2.1 Not acted upon in 2014-15

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 populate it with AS financial information

Assessment 3.2.2 Opengov.com will be placed on AS website and populated with AS data

Outcome 3.2.2 Opengov.com has been populated and placed on test website.

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. Complete and publish a student employee handbook.

Methodology 4.1 Complete editing of handbook and secure Personnel Board and Senate approval of it

Assessment 4.1 Handbook submitted to Personnel Board and Senate for approval. All students will be able to have access to AS hiring procedures and updated information of legal requirements for employment.

Outcomes 4.1 Implementation of student employee handbook will be presented at the Student/Staff Development Day and able to view online for all new hires.

Goal 4.2 Improve retention of senators, cabinet, and student employees

Strategy 4.2.1 Foster leadership and professional development for senators, cabinet, and student employees

Methodology 4.2.1.1 Student Leadership will host a “Re-Boot” camp training in January for returning Senators, cabinet members and student employees from all departments of AS.

Assessment 4.2.1.1 Re-boot Camp will be held and receive positive feedback

Outcome 4.2.1.1 Re-Boot was very well-received. Will be continued in 2015-16

Methodology 4.2.1.2 Establish an all-AS student staff and leadership event in the summer

Assessment 4.2.1.2 Day will be established for summer 2015 and funding designated

Outcome 4.2.1.2 Day was established for July 2015.

Strategy 4.2.2 Create an exit interview form for students leaving their leadership positions.

Methodology 4.2.2 The AS Executive Cabinet will develop an exit interview form to give to students who leave Senate, cabinet or other leadership positions.

Assessment 4.2.2 The exit interview form will be passed by the Executive Cabinet

Outcome 4.2.2 The exit interview form was passed by the Executive Cabinet . Will be executed in 2015-16.

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 Common Learning Outcome 4 – The student will work effectively in teams.

Strategy 5.1 AS will begin a two year assessment effort to gauge how well student leaders/staff work effectively in teams in Student Leadership, Productions, Outdoor Adventures, Sport Clubs, Children's Center and the Recycling Center

Methodology 5.1 The first phase of the assessment will include assessing the training offered to student leaders/employees throughout AS

Assessment 5.1 Department heads and student leader/employees will each complete a survey instrument designed to gauge their competencies in 7 core areas of a teamwork rubric. These results will be combined and a report distributed to the staff leaders to design intervention strategies for department-specific training throughout the spring semester. A report on the spring semester results will be submitted by each supervisor and tabulated.

Outcome 5.1 The department heads and student leader/employees completed surveys; a report was distributed to each supervisor with suggestions for Spring 2015 training objectives. The reports from each supervisor are still being compiled.

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

Methodology 6.1.1 Continue to add transactional business to AS website

Assessment 6.1.1 Census of all online transactional processes will be done each year.

Outcomes 6.1.1 AS currently a total of eight transactional processes. It has online processes for its annual and supplemental budget requests, the IRA annual and supplemental requests, Marketing materials/services requests and a facility/vehicle reservation process for AS Sports Clubs.

Methodology 6.1.2. Work with Universal Design Center to ensure accessibility of all AS web pages

Assessment 6.1.2 Each year the AS Marketing web design students and supervisors take a UDC instructional training in order to maintain the university standards regarding online accessibility. All information and documents on the AS website will comply with, or exceed, the university accessibility standards.

Outcome 6.1.2 The AS website and all of the documents it contains are currently accessible, complying with the UDC guidelines.

**APPENDIX ONE. ASSOCIATED STUDENTS SUSTAINABILITY ACTION PLAN
STRATEGIC ELEMENTS FOR 2014-15
As coordinated with CSUN Sustainability Plan
Will be integrated into Strategic Plan for 2015-16**

A. WASTE AND MATERIALS MANAGEMENT

Issue 1: Reduction of total waste generated by the campus (including landfill, recycling, and other disposal methods)

- a. Collect and evaluate existing baseline trash data.

Participated in this process with the Institute by providing detailed historic data on recycled materials. Ongoing.

- b. Update current AS Sustainability Policy (Resolution from 2009).

Not accomplished; deferred to 2015-16.

- c. Reduce use of all disposable dinnerware, plates, utensils and cups in AS offices and in its programs and services.

Accomplished in Administration/Accounting/Student Leadership suites and at most AS programs. Ongoing.

- d. Evaluate implementation of electronic signatures on all AS documents and expand use of online processes to replace paper process where appropriate.

Have eliminated many wet signatures when not needed or required by someone else. Awaiting campus approval for those documents where this effort can be expanded.

- e. Advocate installation of stations for filling reusable water containers.

Nothing advanced in this year following 2013-14 success.

Issue 2: Increase diversion of waste from landfills

- a. Construct a new recycling facility to provide expanded recycling ability both in terms of quantity and types of materials recycled.

Funding has been secured; campus approval has been secured; architecture, consulting and construction firms have been selected and have developed 75% of schematic design; proposal has been presented to Chancellor's Office staff, and the item is on the Board of Trustees agenda for July.

- b. Expand recycling collections program to academic buildings. In 2014-15, conduct pilot program in Sierra Hall, Eisner College of Education and Oviatt Library. Assess volume of materials collected. Expansion may need to wait until the recycling facility is complete to accommodate increased volume.

Pilot was conducted and showed promise of value in expanding to other academic buildings, patiently.

Issue 3: Increased awareness of waste, recycling and related issues (See also “B. Education”)

- a. Enhance description of recyclable and non-recyclable items on the AS Recycling and Institute for Sustainability websites, with information on where/how to recycle them.

Not yet complete

Issue 4: Improve collection of and access to waste related data and information (See Issue 1, a and b)

- a. Conduct comprehensive assessment of historical waste and recycling data with Institute and appropriate Sustainability course students. Report data.

Reported recycling volume/weight from the past; Institute for Sustainability assuming leadership for overall data collection.

- b. Support student-conducted regular waste audits (food, trash, recycling, etc.).

Enlisted recycling student assistant and volunteer to conduct visual audits of sidewalk trash bins at two food service areas (Matador Bookstore and Arbor Court) and Earth Fair. Integrate waste audits in future contract with campus waste hauling vendors.

B. EDUCATION (See also Issue 3 under “Waste and Materials Management”)

Issue 1: Expand education on sustainability principles and practices to entire campus population

- a. Support and – in some cases -- produce campus awareness events: World Water Day, America Recycles Day, RecycleMania, Sustainability Day, Earth Fair and other programs.

Events were all produced; generally very effective.

- b. Assist Student Outreach and Recruitment and Student Development in integrating sustainability features in campus tours by Ambassadors and Orientation Leaders.

Sustainability features were communicated to tour guide leadership.

Issue 2: Increase formal educational offerings in sustainability

- a. Support the students in the Sustainable Office Program (SOP) in SUST 310 in work to extend beyond their classroom experience; document coverage of campus offices and departments through SOP.

Wrote position responsibilities; acquire materials; revised questionnaire and converted to electronic version; recruited students, and conducted 41 assessments; developed online format and ranking as well as a format for re-assessment and re-ranking

C. TRANSPORTATION

Issue 1: Reduced total number of commuting miles

- a. Continue public transportation subsidies for students; expand if and as indicated by needs assessment.

Supplemented annual allocation for a total of \$125,000 in subsidies; Board established \$80,000 as amount in annual allocation going forward, up from the original \$70,000.

- b. Research student need for increased shuttle service to Metrolink station and advocate for it if indicated by research.

Not addressed

- c. Promote RideLinks or other ride-sharing program and educate students about safe use of such programs.

Secured access to the CSUN RideShare link (RideLinks) on the AS website, thus enabling access to ride-sharing by students

- d. Expand contract for ZipCar program and advocate for additional parking spaces for ZipCars.

ZipCar program expanded from two to six vehicles this year, with likely more to come in the future.

- e. Participate in campus bicycle master plan development

Ken Premo co-chaired the Institute for Sustainability's Transportation Working Group where this was discussed.

- f. Complete Smart Parking Pilot

Not accomplished.

D. OTHER MATTERS

ENERGY

Issue 2: Improve physical infrastructure to save energy through efficiency and conservation measures

- a. Prioritize energy efficiency improvements in the Children's Center (insulation, double-paned windows, window shading, thermostat locations etc.) and replace kitchen ventilation/cooling system.

Kitchen ventilation system has been replaced. Other matters are pending

DINING SERVICES

Issue 2: Increase the availability of fresh, healthy vegetarian/vegan dining options on campus

- a. Advocate for the availability of fresh, healthy vegetarian/vegan dining options on campus.

Senate passed a resolution supporting the CalFresh program and supported distribution of Pure (c) organic Bars on campus.

- b. Institute Farmer's Market with healthy food choices and educational programming.

Farmer's Market began weekly operation in February 2015. Eight-five per cent of students voting in the Spring 2015 election reported that they were aware of the Market.

ADMINISTRATION

Issue 1: Incorporate the objectives defined for sustainability into established campus, division, and program planning processes.

- a. Explore feasibility of AS Sustainability Coordinator position, overseeing and coordinating recycling, education and other initiatives.

Drafted position description for AS Sustainability Manager and restructured subordinate positions; Manager position slated to be funded and filled in 2016-17.

- b. Maintain active staff and student role on Institute of Sustainability Advisory Board, Green Core Team and Administration, Education, Waste Reduction and Transportation Working Groups.

AS is represented on the Institute Advisory Board, the Green Core Team and on five of the ten working groups (transportation; education, administration, waste and materials management, energy and water).