

Associated Students, California State University, Northridge, Inc.
Strategic Plan– 2016-17
Midyear report -- February 2017

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, recycled and recycled-content purchased.

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 Oviatt Library, Chaparral and Juniper Halls. However, there is still a need for more in Sierra and Education 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: Juniper Hall, 20; Chaparral Hall, 17; Oviatt, 140; Education, 20; and Jerome Richfield 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 on line and at the recognition conference.
- Assessment 1.1.2 Information will be presented at the clubs and orgs recognition day and we will promote our sustainability initiatives during our tabling events
- Outcome 1.1.2 Green Events Guide (GEG) was presented at two sessions during the 2016 Clubs and Organization Annual Recognition Event on September 24, 2016. AS Sustainability Initiatives are promoted at America Recycles Day, ASSC Sustainable Lifestyles, Farmers Market, and RecycleMania activities. AS Re-Boot Camp practiced principles of the GEG and waste prevention at its event.

Strategy 1.1.3 Expand Sustainable Office Program (SOP)

- Methodology 1.1.3 Make process paperless; establish “recognition” levels, and assess fifty new offices this year and re-visit twenty more.
- Assessment 1.1.3 Number of offices visited and reports written.

- Outcome 1.1.3 To date, 28 offices have been fully assessed and reports written.

Strategy 1.1.4 Update current AS Sustainability Policy (Resolution from 2009).

- Methodology 1.1.4 Spring 2016 a legislative referral was submitted to update both the sustainability committee code and the AS sustainability policy
- Assessment 1.1.4 Sustainability policy will be reviewed in Fall semester 2016
- Outcome 1.1.4 The AS Sustainability Resolution (policy) was reviewed and amended November 28, 2016.

Strategy 1.1.5 Secure approval for design and construction of Sustainability Center from Campus Planning group.

- Methodology 1.1.5 All documents submitted to President's Cabinet and to Chancellor's Office, and program documents have all been approved.
- Assessment 1.1.5 Ground breaking of the sustainability center will be taking place September 19th 2016 and the final grand opening is to be announced in the near future.
- Outcome 1.1.5 The sustainability had a successful groundbreaking, and the center is expected to be ready for fall 2017.

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

Strategy 1.2.1 Establish 100 Classrooms in 100 Days Initiative *in the Fall Semester & 100 Clubs and Organizations in the First 100 days of the spring semester*

- 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 orgs will get in contact with professors in the fall semester to present in 100 class rooms. They will also get in contact with clubs and orgs for the spring semester to present in 100 clubs and orgs in the spring semester.
- Outcome 1.2.1 For fall 2016, AS offered 147 presentations to classrooms. The Chairs of Clubs and Organizations has now started working on the 10 clubs and orgs presentations.

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 of Senate Meetings, financial processes, and upcoming events.
- Assessment 1.2.2 The attorney general will begin these series after meeting with marketing in regards to greater promotion of the video.

- Outcome 1.2.2 There have been three (3) Senate-in-a-minute videos produced.

Strategy 1.2.3 Throughout the month of February there will be events around campus to teach students about Associated Students

- Methodology 1.2.3 In the month of February, the chief of staff will coordinate at least 10 events through out the month.
- Assessment 1.2.3 The AS Chief of Staff will provide an overview of the AS Awareness Month 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 Chief of Staff has created a master calendar for different AS events throughout the month of February.
- Outcome 1.2.3.2 The Chief of Staff held a successful month of activities during Feb. 2017, which included a high school conference with 103 attendees

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.
- Assessment 1.2.4 Follow-up emails will be sent to those requesting funding to encourage 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 Create an online event calendar to inform students on upcoming events.

- Methodology 1.2.5.1 Distribute to staff, student leadership and place it on line.
- Assessment 1.2.5.1 All AS events will be shared through our AS website. Big AS events will be shared on red hot news, and students will be encouraged to sign up for our newsletters during our tabling events.
- Outcome 1.2.5.1 Calendar is updated and events sent to MIC for Red Hot News on regular basis with all events. Students are signed up for newsletter using iPads at every tabling event.
- Methodology 1.2.5.2 Promote this event calendar to the student body via AS social media, MIND screen usage, and inclusion in the AS Newsletter.
- Assessment 1.2.5.2 - AS WebOne calendar will be promoted via AS social media and the AS Bulletin.
- Outcome 1.2.5.2 All events and calendars are shared on an ongoing basis on Social media and AS Bulletin.

Strategy 1.2.6 Create online AS suggestion box

- Methodology 1.2.6 AS will give students an opportunity to give suggestions and concerns online.
- Assessment 1.2.6 The AS website will create a space for a suggestion box to make it easier for students to give AS their input via web.
- Outcome 1.2.6 In fall 2016, a legislative referral was sent to internal affairs in this regard, and the suggestion box was implemented on the AS website with the help of our AS marketing department.

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. Make legal services available to students

Strategy 2.1 Create a space where students can go in to receive information in they are in need of legal services

- Methodology 2.1. Give students legal advice for free or subsidized cost.
- Assessment 2.1 AS will work on enhancing the partnership CSUN has with Southwestern Law School to bring student interns with the over view of one general attorney, or AS will look into other existing legal clinics in other Universities.
- Outcome 2.1.1 AS Student leadership created this partnership with Southwestern Law School, and both parties have agreed to create such clinic.
- Outcome 2.1.2 Both parties have executed an agreement.
- Outcome 2.1.3 A CQF proposal was created to cover a part of the main attorney's salary.

Goal 2.2: Fully furnish AS bike shop and initiative promotion.

Strategy 2.2 Finish touches on the newly inaugurated bike shop and promote times and location for it.

- Methodology 2.2 Outdoor adventures will finish furnishing mobile bike shop and the times and dates for it will be available for students online.
- Assessment 2.2 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 Bike shop is up and operating five days a week.

Goal 2.3: AS will foster and growth in CSUN Matador Pride.

Strategy 2.3.1 Outdoor adventures will increase the days in Camp Matador for summer of 2016.

- Methodology 2.3.1 Camp Matador for freshmen in big bear will increase by one day.
- Assessment 2.3.1 This now four-day camp will give the freshmen participants the opportunity to connect with their future classmates by giving them an extra day to through bonding activities.
- Outcome 2.3.1 Camp matador was increased to four days, and 100 campers attended Camp Matador summer of 2016.

Strategy 2.3.2 Expand on engagement with Intercollegiate Athletics

- Methodology 2.3.2.1 Provide 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 2.3.2.1 The accomplishment of each of the above
- Outcome 2.3.2.1 Cheer and Dance have remained under Sport Club supervision and continue to support NCAA events and games. Sport Club Athletic Training has continued to work with NCAA Athletics and the SHC.

- Methodology 2.3.2.2 The Chair of Athletics will give updates to senate and cabinet on winning games for our intercollegiate sports and our AS marketing will market their wins and encourage students to attend the upcoming ones.
- Assessment 2.3.2.2 Number of updates and social media postings
- Outcome 2.3.2.2 The chair of athletics has updated the AS members on winning games.

- Methodology 2.3.2.3 Have AS -- as an organization -- attend one athletics or Sport Club event in the Fall semester and one in the Spring Semester.
- Assessment 2.3.2.3 The Chair of Athletics will organize an evening where AS -- as an organization -- will attend one athletics or Sports Club event. A similar event will be scheduled for the Spring 2017.
- Outcome 2.3.2.3. On February 1st, the AS Student Leadership will host an AS basketball night to support our men's basketball team.

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 Matador Sports Network successfully streamed 24 events in the Fall 2016 semester, averaging 260 views per broadcast.

Goal 2.5: Complete Program Review for AS.

Strategy 2.5 Complete AS-wide Program Review.

- Methodology 2.5 Integrate recommendations into 2016-17 and develop a time table for the completion of each recommended action.
- Assessment 2.5 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 Recommendations have been integrated in this plan. The Board will review 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 Increase diversity on food sold on campus.

- Methodology 2.6 AS will look into getting more food options for students that need vegan, halal, kosher and other types of food.
- Assessment 2.6 A legislative referral will be submitted to the AS senate and University affairs will work the TUC and Farmers Market to begin this process.
- Outcome 2.6.1 In fall 2016, two senators worked on increasing the increasing the diversity of foods on campus.
- Outcome 2.6.2 Halal options are now available on different parts of the University.
- Outcome 2.6.3 The University Affairs committee is now focusing on increasing Kosher options.

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 More than doubling the 2015-16 users, there are now 1,537 registered users. We cannot know, however, how this converts into actual rides shared or from what distance.

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 Will have offered twelve free workshops and six trips for \$5 user fee.

Strategy 2.7.4 Create a bike rental program for students.

- Methodology 2.7.4 AS president and vice president will initiative the creation of a bike rental program to be available for students for the 2016-2017 academic year
- Assessment 2.7.4 A bike company will be selected to purchase a number of bikes that students will be able to rent through the Outdoor Adventures department
- Outcome 2.7.4.1 In Fall 2016, this initiative was worked on, and it was decided to apply for CQF funding for this initiative.
- Outcome 2.7.4.2 In Spring 2017 Senate deferred including the bike rental program in the annual budget.

Strategy 2.7.5 Create subsidized Metro U-passes for students to purchase at the AS Ticket Office

- Methodology 2.7.5 AS will work with Metro to execute this plan. Funds will be allocated to subsidize U-passes to \$95 for students.

- Assessment 2.7.5 \$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 2.7.5.1 Over 1600 students utilized this discount and purchased the Metro U-Pass, triple the prior year.
- Outcome 2.7.5.2 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 2.8.1.1 Participate vigorously in AOA, CSUnity conference, monthly CSSA meetings, CSSA committees, and CHESS (California Higher Education Student Summit).
- Assessment 2.8.1.1 the AS Student Government will attend monthly CSSA meetings, *and be a part of* CSSA committees.
- Outcome 2.8.1.1 The AS President, Vice President and Chair of Legislative Affairs attended all 2016-17 CSSA meetings. CSUN AS Chair of Legislative Affairs was appointed to the internal affairs committee, CSUN AS chair of sustainability is now the sustainability officer for the California State Student Association, and Vice President is a part of the social justice and equity council committee.

- Methodology 2.8.1.2 Participate vigorously in CSUnity conference
- Assessment 2.8.1.2 AS will send delegates to the CSU Unity conference in August 2016.
- Outcome 2.8.1.2. CSUnity took place in August and 11 AS leadership members attended.

- Methodology 2.8.1.3 Maintain close contact with CSUN Director of Governmental and Community Relations
- Assessment 2.8.1.3 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 2.8.1.3 The AS Chair of Legislative Affairs met with the CSUN Director of Government and Community Relations twice during the fall 2016 semester.

Strategy 2.8.2 Increase voter registration within CSUN students

- Methodology 2.8.6 The student leadership department will work on initiatives to increase voter registration

- Assessment 2.8.2 AS President and Chair of Legislative Affairs will meet with other campus entities to bring Turbovote® to campus and promote via web to increase the CSUN voter turn out in the upcoming election.
- Outcome 2.8.2 We had a total of 1,617 register for Turbovote®, and CSUN received a recognition from Turbovote® for its efforts to increase civic engagement.

Strategy 2.8.3 Educate our senate board on issues that are going on in the board of trustee meetings

- Methodology 2.8.3 The Chair of Legislative Affairs will serve as the CSUN student liaison to the CSU Board of Trustees.
- Assessment 2.8.3. 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 2.8.3. The Chair of Legislative Affairs has physically or virtually attended most Board of Trustees meetings so far this year and has twice presented to the Senate on major issues.

Strategy 2.8.4 Create an annual Big Politics or politically focused event.

- Methodology 2.8.4 A fall event to this end will be planned and executed.
- Assessment 2.8.4 AS Productions will be assigned the task of programming a Big Politics event, and will also create an election fair the day of the national presidential election.
- Outcome 2.8.4 The Productions team, and the Chair of Legislative Affairs created a successful Big Politics events in October, and had the national Green Party presidential candidate speak during the event.

Strategy 2.8.5 Work with the local government and other community organizations surrounding CSUN in order to increase internship opportunities and our presence in the community.

- Methodology 2.8.5 Reach out to local officials across the San Fernando Valley and surrounding areas to establish a relationship.
- Assessment 2.8.5. Local official from various political parties will be invited to our big politics event.
- Outcome 2.8.5 Nothing yet done

Goal 2.9: Create a more inclusive AS.

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

- Methodology 2.9.1.1 Implement a workshop during the annual clubs and orgs recognition day hosted by the MIC 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 to create a workshop.
- Outcome 2.9.1.1 President and Vice President met with our campus chief diversity officer and the Pride Center Coordinator, and created a presentation in regards to inclusivity, and what it means to be a 21st century Matador.

- Methodology 2.9.1.2 Collaborate with the University Student Union's Inclusive Language Campaign week
- Assessment 2.9.1.2 AS will get in contact with ILC point person to create a collaboration with the USU on this project.
- Outcome 2.9.1.2.

- Methodology 2.9.1.3 Advocate for the increase of gender neutral restrooms on campus
- Assessment 2.9.1.3 AS will meet with Vice President of Finance and Administration, Colin Donahue to get a report of the gender-neutral restrooms the campus currently has, and create a plan to increase that number.
- Outcome 2.9.1.3.1 A number of restrooms that were single stall were identified, and its signage changed from single stall to gender inclusive. As of the end of fall 2016, PPM had identified an additional 40 restrooms that will go through the same change.
- Outcome 2.9.1.3.2 Gender inclusive restrooms will be included in the new Sustainability Center.

Goal 2.10: Support the Creation of a CSUN Food Pantry.

Strategy 2.10.1 AS collaboration with CSUN new food pantry.

- Methodology 2.10.1 Student leadership with work hand and hand with the Office of Student Involvement and Development to help with the execution of the Food Pantry.
- Assessment 2.10.1. A legislative referral will be written to brainstorm ideas to help collect or purchase food for the food pantry.
- Outcome 2.10.1.1 Vice President started a food competition to raise food for food pantry. It will be recommended to continue this competition or look for different alternatives to continue to help the food pantry.
- Outcome 2.10.1.2 A temporary program was created that offered anyone who donated to the food pantry a discount to the Campus Store. This was to raise food for the holiday season.

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 The campus Title IX coordinator at CSUN will give a presentation to the AS senate in regards to sexual violence on November 14th 2016
- Assessment 2.11.1. Graduate assistant 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. A presentation was given to the Senate on November 14, 2017 that included discussion and training groups Information included sexual assault awareness/protection/reporting information

- Assessment 2.11.2 University affairs committee will work on making information for victims of sexual assault more accessible
- Outcome 2.11.2 The University Affairs committee felt that the campus was investing significant time and resources into this issue at the present time. They agreed to table the issue indefinitely at the end of the Fall legislative session, with the suggestion that future concerns could be referred back into committee.

- Assessment 2.11.3 Campus safety ad hoc committee will work on expanding the hours of Matador Patrol to match the time in which all campus buildings close
- Outcome 2.11.3 AS Campus Safety Ad Hoc committee submitted its report to CSUN President Harrison in November, 2017. One of the recommendations in that report was that the university expand the hours of Matador Patrol to match the time in which all campus buildings close.

- Assessment 2.11.4 Campus safety ad hoc committee will also work with the department of police services to make sure the screening for the people hired for Matador Patrol is secure enough to make sure all matador patrols respect our students
- Outcome 2.11.4.1 The campus Safety ad hoc committee addressed many of the issues that students had. A report was created with a strategic plan to address these issues. The report was shared with different campus entities, including the University President. Different campus departments have individually worked on different issues in the report to collectively make the campus a safer place for students.

- Assessment 2.11.4.2 There will be a safety fair at a Farmer's Market
- Outcome 2.11.4.2 A campus safety fair was created during a Farmer's Market where there were a lot of different campus resources informing students about their different programs.

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

Strategy 2.12.1 Continue to support CSUN Dream center, and study abroad program for Dreamers.

- 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 2016-2017
- 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 Meetings were held

- Methodology 2.12.1.2 Help implement a study abroad program for CSUN dreamers, given that CSUN has the highest population of undocumented students in the CSU System.
- Assessment 2.12.1.2 Vice president will be participating in a study abroad program for Dreamers through CSULB, and will help implement these program at CSUN for only CSUN students
- Outcome 2.12.1.2 The University Affairs committee decided to table this legislative referral indefinitely due to the uncertain circumstances for AB 540 students due the new federal administration.

Goal 2.13: Complete Program Review for AS.

Strategy 2.13 Complete AS-wide Program Review.

- Methodology 2.13 Integrate recommendations into 2016-17 and develop a time table for the completion of each recommended action.
- Assessment 2.13 Recommendations will be integrated into this Strategic Plan and timetable will be presented to the Board of Directors for their review and input.
- Outcome 2.13 Recommendations have been integrated in this plan. The Board will review the restructuring timetable in September.

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 Secure external funding for Outdoor Adventures, including Camp Matador.

- Methodology 3.1 Apply for grants through various on-campus and off-campus entities
- Assessment 3.1 Value of donated goods, services and cash
- Outcome 3.1 No progress yet

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 Update the brief video and power point 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 3.2.1 Chair of Finance will be presenting at the 2016 clubs and orgs recognition conference. They will have an updated presentation that will be given to AS marketing to update last year's outdated information.
- Outcome 3.2.1 Information has been updated and two presentations were made by the Chair of Finance at the recognition conference.

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 the AS website and used to share budget information with students.
- Outcome 3.2.2 This will be launched with the publication of the 2017-18 annual budget.

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

- Methodology 4.1.1.1 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 4.1.1.1 Student Leadership will host a "Re-Boot" camp in January 2017. The camp will include returning Senators, cabinet members, and student employees from all departments of AS and Student Life.

- Outcome 4.1.1.1 In January 2017 we had a successful Reboot Camp around the theme of “The Power of Why”
- Methodology 4.1.1.2 Establish organization-wide staff and student development program for summer.
- Assessment 4.1.1.2 in the 2016-17 academic year AS will continue the student/stuff development day that was initiated in 2015.
- Outlook 4.1.1.2 Accomplished. Strong program and turnout. Continued for 2017.
- Methodology 4.1.1.3 AS President and Vice President will plan creative bonding events for the student leadership department
- Assessment 4.1.1.3 AS president and vice president will make the last summer movie fest a bonding night, have bonding dinners through out the year as well as other activities such as college bowling nights.
- Outcome 4.1.1.3 There were two potlucks and one scheduled night at a CSUN men’s basketball game as “bonding” events in the Fall 2016 semester. No events have been planned for the Spring 2016 semester.

Strategy 4.1.2 Create an exit interview form for students leaving their leadership positions.

- Methodology 4.1.2 The AS Executive Cabinet will develop an exit interview form to give to students who leave Senate, cabinet or other leadership positions.
- Assessment 4.1.2 The AS Cabinet will develop an exit interview form to give to students no later than the end of the Fall, 2016 semester.
- Outcome 4.1.2 The exit interviews have been successfully implemented.

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: Students in Associated Students learn to engage in civil discourse.

Student Affairs Common Learning Themes addressed:

1. Common Learning Theme 5.3: Demonstrating Social and Civic Responsibility
 - a. Common Learning Outcome 5.3.1. – A CSUN Student will engage with and effectively function in a diverse society.
 - b. Common Learning Outcome 5.3.3. – A CSUN Student will participate in the governance and function (operation) of a community.
2. Common Learning Theme 5.4 – Utilizing Effective Thinking

- a. The student's way of thinking will evolve.
- b. The student can effectively articulate their thoughts and feelings.

- Strategy 5.1 Utilizing a variety of engagement opportunities, students involved within the Associated Students as staff and/or student leaders will receive exposure to current thought and practices regarding the importance of civil discourse and engage in learning opportunities designed to improve and broaden their skill set.
- Methodology 5.1.1. Student Staff Development Day in July 2016 will have Civil Discourse as a key theme, and include a speaker to address related issues.
 - Assessment 5.1.1.1. – Student participants will participate in both a pre and post-event written assessment related to the effectiveness of the training on key areas related to civil discourse.
 - Outcome 5.1.1.1. - Students participated in both a pre and post-event written assessment related to the effectiveness of the civil discourse training. The primary learning from the report was that students believe they have strong skills related to civil discourse, but that others they work with in AS do not have the same level of skill they do.
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- Methodology 5.1.2 We The People Fair Oct. 6, 2016
 - Assessment 5.1.2.1 – AS will hold a We The People fair on Oct. 6, 2016, which will include tabling by local political parties, candidates for office, and statewide ballot initiatives.
 - Outcome 5.1.2.1 – AS held a “We The People” fair on Oct. 6, 2016. It was attended by apx. 750 people, and featured a tabling by local political parties, statewide ballot initiatives, and candidates for office including a speech by Green Party Presidential Candidate Jill Stein.
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- Methodology 5.1.3 Bring it to the Table movie showing with Political Science department and Department of Community Engagement.
 - Assessment 5.1.3.1 – AS will specifically invite the Political Science department at CSUN to bring their classes to a showing of “Bring It To The Table”; as well as provide the programming including theater and staff for showing the film at a location that is available to students, faculty and staff on campus.
 - Outcome 5.1.3.1 - 5.1.3.1 – AS Collaborated with the Department of Community Engagement and presented the “Bring it to the Table” movie on October 19. The movie was shown from 8 am – 8 pm at 2 hour intervals in the USU Theater, and was attended by 8 classes in the Political Science department, as well as numerous freshman 101 classes, and interested campus individuals. Total attendance for the 12 hours of film was apx. 400 people.

- Methodology 5.1.4 Bring it to the Table training for each AS department
- Assessment 5.1.4.1 – Supervisors will be asked to have their staff view “Bring it to the Table”, either during the on-site screenings or via a link from the library where the film can be viewed on computer.
- Outcome 5.1.4.1 – AS provided the library link for viewing “Bring it to the Table” to each department manager, with the request that they make this available to their staff and organize a conversation about the impact of the video and potential use for the information in working with their students.

- Methodology 5.1.5 – Reboot Camp with focus on Civil Discourse/communication skills as themes.
- Assessment 5.1.5.1 – AS will hold Reboot Camp in January, 2017 and have Civil Discourse as a main theme.
- Outcome 5.1.5.1 – AS held Reboot camp on January 17, 2017 with an emphasis on Civil Discourse as the main theme. 153 people were in attendance.

- Methodology 5.1.6 – Spring AS Elections theme will reflect emphasis on civic engagement and political discourse in addition to “get involved/vote”.
- Assessment 5.1.6.1 – The Elections Committee will choose a Spring 2017 theme that includes a reference to, or value placed on Civil Discourse.
- Outcome 5.1.6.1 – the Spring 2017 has selected the theme “Rise. Run. Represent”. They chose the three words because they believe they speak to activism, involvement, and community engagement – all of which are fueled by the ability to civilly engage with others, including those you disagree with. They are midway through the presentation of four Civil Discourse workshops for the individuals filing to run as candidates in the elections.

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 AS 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 Transactional business will continue to be added to the AS website.
- Outcome 6.1.1 Ongoing process of adding transactional business to the AS website, as exemplified by budget requests, volunteer opportunity opportunities, student employment applications, Matador Discounts vendor form.

- Methodology 6.1.2 Work with Universal Design Center to ensure accessibility of all AS web pages.
- Assessment 6.1.2 Will continue to work to ensure accessibility of all AS web pages.
- Outcome 6.1.2 Ongoing monitoring of the AS web pages will continue.