

Associated Students, California State University, Northridge, Inc. 2018-19 Strategic Plan – Final Report

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 classrooms.

- Methodology 1.1.1.1 The Sustainability Center staff will expand recycling program in Jacaranda Hall, Redwood Hall, Bayramian Hall, Santa Susana, Monterrey Hall and Nordhoff Hall.
 - Assessment 1.1.1.1 The Sustainability Center will determine the need for containers, order them and have them placed in targeted buildings by the end of the spring 2019.
 - Outcome 1.1.1.1 This is in progress and Sustainability is working in conjunction with campus Facilities Planning and the Director of Sustainability to determine costs and placement.

Strategy 1.1.2 Continue to publish and promote “Green Event Guidelines”

- Methodology 1.1.2 The AS Sustainability Center staff will work with members of the AS Student Leadership to widely distribute the Green Event Guidelines to campus.
 - Assessment 1.1.2.1 The AS Sustainability staff will engage with the AS Chair and Asst. Chair of Clubs and Organizations to make the event guidelines available online and to distribute the green event guidelines to each organization that attends the September 2018 Recognition Conference.
 - Outcome 1.1.2.1 The guidelines are in the last stages of editing and will be pushed back until September 2019.
 - Assessment 1.1.2.2 The AS Sustainability staff will partner with AS Productions to distribute the event guidelines in a minimum of one sustainable event during the fall 2019 semester and one event during the Spring 2020 semester.
 - Outcome 1.1.2.2 Productions is actively working on following the Sustainable Events Policy that the campus is working on. Earth Fair will be our most sustainable event. For example, we rely on digital marketing, A-Frames and window clings. Our giveaways are a useful reusable product such as mason jars and utensils and décor will not produce significant waste. We used the DC Solar

trailers to power the event. This year we are taking steps to minimize any waste from the set up.

- Assessment 1.1.2.3 The AS Sustainability staff will provide an electronic copy of the event green guidelines for each department on campus, which the AS Senators will follow up on with all campus departments no later than December 1, 2019.
- Outcome 1.1.2.3 The guidelines are in the last stages of editing and will be pushed back until September 2019.
- Assessment 1.1.2.4 The Sustainability Center staff will review and update the green events guidelines with any new information by the end of the Spring 2019 semester, in preparation for the guide being distributed again next year.
- Outcome 1.1.2.4.1 Summer Movie Fest: created an educational video to promote sustainable practices at SMF; developed social media pages to promote best practices (reusable water bottles, bringing food from home, walk/bus/carpool); utilized waste separation trash bins; promoted event through social media to reduce the handing out of flyers; used captions on screens so that the event and information pertaining the event is accessible to all
- Outcome 1.1.2.4.2 Farmers Market: Use of compostable cups
- Outcome 1.1.2.4.3 Big Lecture: Mitigate use of flyers; Utilizing ASL on flyers to make sure information is accessible to all
- Outcome 1.1.2.4.4 Big Show: Promote event using T-Shirts and digital media; host pool parties as promotional events; reduce the amount of popsicles that are given out each year; provide separation bin at event; host scavengers to promote event to mitigate flyer distribution

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

Strategy 1.2.1 Student Leadership will conduct an outreach campaign called the "100 Days Initiative", which challenges the Senators to present in a minimum of 100 classrooms within 100 days of the first day of the Fall, 2018 semester.

- Methodology 1.2.1. Senators will reach out to the Deans and Professors in their Colleges to introduce themselves, explain their role and facilitate the setting up of appointments for in-class presentations through the Chair of Clubs and Organizations.
 - Assessment 1.2.1.1. The Chair of Clubs and Organizations will provide a weekly update to the Chief of Staff on the progress of the initiative.
 - Outcome 1.2.1.1. The Chair of Clubs and Organizations provided bi-weekly updates to the Chief of Staff on the progress of the initiative.
 - Assessment 1.2.1.2 The Chief of Staff will report the number of presentations done, any help that is needed, and progress towards to target goal at each week's Senate meeting.
 - Outcome 1.2.1.2 The Senate was presented with an interactive presentation on the 100 Days Initiative. Twenty-five presentations were made in classrooms.

Strategy 1.2.2 Expand "In a Minute" Series to include more departments in AS, as well as Campus Services.

- Methodology 1.2.2.1 AS Marketing will continue to film and distribute AS Senate “In a Minute” videos after each Senate meeting, and have them posted online within two days of each Senate meeting. AS Senators will continue to participate in presenting each week’s video information.
 - Assessment 1.2.2.1 AS Marketing will work with the Senators to schedule and film the short videos.
 - Outcome 1.2.2.1 AS Marketing is continuing to film and post the series every week
- Methodology 1.2.2.2 AS Marketing will expand the videos by including a short piece about a campus service AS wants to highlight each week (the counseling center, the Oasis, etc.).
 - Assessment.1.2.2.2 The AS Attorney General will be responsible for choosing and preparing a senator for each week’s filming and work with the marketing department to ensure the videos are filmed and uploaded on social media and the AS web-site by Thursday morning each week.
 - Outcome 1.2.2.2 A short one minute video has been created of all AS Services.

Strategy 1.2.3 AS Student Leadership will outreach directly to former AS Presidents and High School student leaders.

- Methodology 1.2.3.1 AS, under the leadership of the Chief of Staff will host a High School Conference during the 2018-19 Academic Year. The Chief of Staff will coordinate with the office of Student Outreach and Recruitment to coordinate the most effective time and manner of reaching students.
 - Assessment 1.2.3.1 The High School Conference will be held before the end of the Spring 2019 semester, and will include student leaders from a minimum of five different local high schools.
 - Outcome 1.2.3.1 A high school conference was held on Saturday, Feb. 23, 2019 in collaboration with the Partnership for Los Angeles Schools. Approx. 500 high school students, joined by their parents and siblings, were at CSUN for a half-day conference co-sponsored with AS Student Leadership.
- Methodology 1.2.3.2 AS, under the leadership of the Chief of Staff, will host a President’s Day breakfast at the AS Senate meeting on Monday, February 18, 2019. The breakfast will be coordinated with the Alumni Associations, and the AS Manager of Special Projects. AS Presidents and their Vice Presidents from the past 60 years of AS will be invited to attend.
 - Assessment 1.2.3.2 The President’s Day breakfast will be held on Monday, February 18, 2019. A minimum of 20 Presidents/Vice Presidents will attend.
 - Outcome 1.2.3.2 Nine past presidents attended this year’s President’s Day.

Strategy 1.2.4 Increase the number of people from the campus community who speak at weekly Senate meetings.

- Methodology 1.2.4.1. The AS Vice President will oversee and coordinate the efforts of the Chair of Clubs and Organizations, the AS Chief of Staff, the AS Attorney General and the AS Marketing Department to make sure AS widely promotes Open Forum during the 100 Day Initiative, and Senate in a Minute presentations.

- Assessment 1.2.4.1. AS Marketing will start the promotion of open forum in Spring 2019.
- Outcome 1.2.4.1. Students and faculty/staff successfully used Open Forum to promote their events and voice their concerns to the Senate. Twenty-nine presentations were given to the Senate during the Spring 2019 semester and 34 presentations were given during the Fall 2018 semester.
- Methodology 1.2.4.2 AS Marketing will regularly promote Open Forum through social medial and the AS Web Site.
 - Assessment 1.2.4.2.1 The AS Vice President will provide a report to the senate on a regular basis outlining the progress on this Strategy.
 - Assessment 1.2.4.2.1 The AS Government Secretary will keep a weekly record of the number of presentations at each week's Senate meeting, and continue to record these in the Senate minutes.
 - Outcome 1.2.4.2.2 The list of presentations during Open Forum were included in the Senate minutes.
 - Assessment 1.2.4.2.2 The Vice President will provide a report to the Senate at the end of each semester that indicates whether the average number of presentations at Open Forum have increased during the Fall semester, and increased again at the end of the Spring semester.
 - Outcome 1.2.4.2.3 AS Marketing will start the promotion of open forum in Spring 2019.
 - Outcome 1.2.4.2.3 There was no report at the end of the Fall 2018 semester on the number of special presentations at Open Forum.

Strategy 1.2.5 To inform students about upcoming events

- Methodology 1.2.5.1 The AS Chief of Staff will request from AS Marketing to update the AS WebOne calendar regularly to include all upcoming AS, USU, Athletics, and Clubs/Organizations related events.
 - Assessment 1.2.5.1 The Chief of Staff will provide an updated copy of the AS WebOne calendar to the President's Cabinet at each weekly cabinet meetings.
 - Outcome 1.2.5.1 This did not happen.

Strategy 1.2.6 Create new opportunities for students to connect with AS

- Methodology 1.2.6.1 AS will implement a Red Couch Tour, which will be a personal and interactive opportunity for students to talk to AS. Students will be able to give suggestions, share concerns, and build a relationship with their student leaders.
 - Assessment 1.2.6.1.1 AS will hold one "Red Couch Tour" event once a month, for two hours each event, during the months of September, October, November, February, March, and April.
 - Outcome 1.2.6.1.1 The "Red Couch Tour" was held in February and March 2019 with Associated Students providing free refreshments and free supplies to all students, whether or not they participated in the tour.
 - Assessment 1.2.6.1.2 Students will be asked to fill out a satisfaction survey when they participate in a Red Couch Tour, where they will be asked if the event made them feel more able to give suggestions, share concerns, and build a relationship with AS.

- Outcome 1.2.6.1.2 Students are asked questions related to the following topics: Food for Thought, Associated Students, March Madness – CSUN Athletics, Graduation Goals, Mental Health, Sustainability, and Professional Development. Their thoughts were noted on a poster sheet for the Associated Students to reflect, take action, and/or inform the parties necessary about the student perspective.

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: Provide quality and affordable legal services to students.

Strategy 2.1.1 Continue to provide support for the Student Legal Support Center.

- Methodology 2.1.1.1 AS will work with the Student Legal Support Center to find a new location for their services on campus prior to the beginning of the Fall 2018 semester.
 - Assessment 2.1.1.1 The Student Legal Support Center will have a new location and open in it for the fall 2018 semester.
 - Outcome 2.1.1.1 The legal clinic moved to its new home in the University Annex on Reseda Blvd. at the beginning of the Fall 2018 semester.
- Methodology 2.1.1.2 AS will provide promotion for the Student Legal Support Center and their seminar series through the AS web site, social medial and other media support as determined.
 - Assessment 2.1.1.2 The AS web site will feature a page on the Student Legal Support Center as one of AS’s services, and provide information on the clinic’s hours and upcoming speaker series for the semester by the end of the Fall 2018 semester.
 - Outcome 2.1.1.2 The website is up to date and AS Marketing will continue to work with Leanne and clinic to promote.
- Methodology 2.1.1.3 The AS Manager for Student Leadership and Productions will reach out directly with the Dream Center and the USU to create long term means for making sure they can connect their students with the Student Legal Support Center.
 - Assessment 2.1.1.3 The Manager for Student Leadership and Productions will meet with staff colleagues in the Dream Center and the USU and report on those meetings at a staff meeting no later than the end of October, 2018.
 - Outcome 2.1.1.3 The USU and Dream Center are both referring students to the Legal Clinic; the USU has carried workshop flyers for both Legal Clinic fall workshops; the Dream Center regularly refers students.

Goa1 2.2: Promote the AS Bike Shop

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

- Methodology 2.2.1.1 Continue to update times and dates of Bike Shop service as well as the shop's location on the AS web site and through social media.
 - Assessment 2.2.1.1 Outdoor Adventures will assess the usage of the Bike Shop by time and location throughout the Fall 2018 semester and provide a report to the Senate by the end of the Fall 2018 semester on the viability of the Bike Shop.
 - Outcome 2.2.1.1.1 The times and locations have been updated. The Shop has been promoted through the AS and the Bike Shop social media.
 - Outcome 2.2.1.1.2 In comparison to the 587 people who utilized the AS Bike Shop in 2017-2018 academic year, thus far there have been 509 people who have utilized the AS Bike Shop.

Goal 2.3: Foster growth in CSUN Matador Pride.

Strategy 2.3.1 Outdoor Adventures will increase the number of Camp Matador weekends.

- Methodology 2.3.1.1 Outdoor adventures will add an additional session of camp for the Summer of 2019.
 - Assessment 2.3.1.1 Outdoor Adventures will successfully fill and hold a second Camp Matador for freshmen during the summer of 2019.
 - Outcome 2.3.1.1 Due to the lack of funding, a second week of Camp Matador was not hosted for 2019. The goal is to receive funding for the 2019-2020 school year in hopes of bringing back the program.

Strategy 2.3.2 Student Leadership will encourage the attendance of students at athletic games.

- Methodology 2.3.2.1 The Chair and Assistant Chair of Clubs and Organizations will update Senators on Athletic Team Schedules, to include AS Sport Club contest and performances.
 - Assessment 2.3.2.1 The Chair and Assistant Chair of Clubs and Organizations will hand out athletics schedules to Senate, Cabinet and each AS Department at the beginning of both the Fall and Spring semesters.
 - Outcome 2.3.2.1 This did not happen.
- Methodology 2.3.2.2 The Chair and Assistant Chair of Clubs and Organizations will challenge clubs and organizations to attend athletic games as part of a competition sponsored jointly by AS and the Department of Athletics.
 - Assessment 2.3.2.2 Clubs/Organizations who attend designated events must submit a picture showing they attended an event; the club/org with the highest percentage of attendees over the course of the competition will win a prize given by AS and the Department of Athletics.
 - Outcome 2.3.2.2. This did not happen.
- Methodology 2.3.2.3 A representative or representatives of AS Student Leadership will attend 15 Athletic games over the course of the 2018-19 Senate Term.
 - Assessment 2.3.2.3 The AS Chief of Staff will organize Student Leadership participation at the games and provide a report to the Senate at the end of the 2018-19 year documenting proof of attendance at a minimum of 15 events.
 - Outcome 2.3.2.3 This did not happen.

Strategy 2.3.3 AS Student Leadership will support CSUN student attendance at Summer Movie Fest.

- Methodology 2.3.3. AS Student Leadership will work with AS Productions to sponsor two “Matamovie Thursday” spirit days where members of the Senate and cabinet are invited to attend a movie together to share dinner and time getting to know another better.
 - Assessment 2.3.3. AS Student Leadership will attend two (2) movies over the course of Summer Movie Fest.
 - Outcome 2.3.3. Members of student leadership attended all of the movies over the course of Summer Movie Fest. Two senators were present for every movie.

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 Increase the fan base for Sport Club performances and competitions

- Methodology 2.4.1.1 The Chair of Clubs and Organizations, in collaboration with the Athletics Department, shall promote awareness of the Matador Sports Network.
 - Assessment 2.4.1.1 Matador Sports Network will continue to be promoted on AS social media and YouTube channel.
 - Outcome 2.4.1.1 Matador Sports Network has been continuing successfully through this academic year, broadcasting over 40 games so far with viewership as high as 700 views.

Goal 2.5: Build stronger relationships between student leadership and the AS departments.

Strategy 2.5.1 Establish formal Student Leadership relationships with each department.

- Methodology 2.5.1.1 Under the direction of the AS Vice President, Senators will be assigned to meet bi-weekly with each of the AS departments throughout each regular semester. The purpose is to allow Senators to hear directly from staff about what is happening in their departments on a regular basis, and to provide feedback from the student perspective to staff. It will also allow staff and student leaders to work as team members on making decisions that affect the type and quality of programs and services AS offers, and to create a sense of camaraderie throughout AS.
 - Assessment 2.5.1.1 The AS Vice President will report to the Senate at the end of both fall 2018 and Spring 2019 semesters to report on the benefits of the meetings, and to recommend whether the program should be continued in the upcoming year.
 - Outcome 2.5.1.1 The program was instituted and Senators were assigned to visit with the managers/coordinators of each department. The meetings proved successful and resulted in the writing and support for a proposed fee referendum for the Spring 2019 ballot. There has been no formal presentation by the Vice President on the effectiveness of the program or on recommendations for its continuation.

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

Strategy 2.6.1 Advocate for a diversity of food to be sold on campus.

- Methodology 2.6.1.1 AS members of the TUC Board, the AS President and Vice President will work alongside the University Affairs Committee with the task of advocating for an increase in the availability of vegan, halal, kosher and other types of food.

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

- Methodology 2.6.2.1 The AS Marketing department will advertise the location and hours of the counseling center through the AS web page and on social media.
 - Assessment 2.6.2.1 The AS Marketing Department will include the UCS on the AS web page by the end of September 2018, and will publish their hours and location through Social Media at least once a month throughout the regular academic semester both Fall 2018 and Spring 2019.
 - Outcome 2.6.2.1 AS Marketing did not receive this request.
- Methodology 2.6.2.2 AS Productions will reach out to the UCS and invite them to table at least once a semester during the Farmer's Markets.
 - Assessment 2.6.2.2 The UCS will table at one farmer's market during the Fall 2018 semester and at one during the Spring 2019 semester.
 - Outcome 2.6.2.2 UCS came out to table in November at the Farmers Market. The Blues Project reached out to Productions and tabled at a Farmer's Market in October.
- Methodology 2.6.2.3 AS will institute a mandatory training session facilitated by the University Counseling Center for all AS staff.
 - Assessment 2.6.2.3 The AS Director of Human Resources will set up a mandatory training session for all staff to be held in conjunction with the AS Student/Staff Development or similar event during the 2018 – 2019 year.
 - Outcome 2.6.2.3 This did not happen.
- Methodology 2.6.2.4 Under the direction of the AS Chief of Staff, AS will host a Mental Health Awareness Week in the Spring in collaboration with the Blues Project, the USU, and the Oasis. The Chair and Asst. of Clubs and Organizations will work with the MIC to inform all recognized campus clubs of the Mental Health Awareness Week.
 - Assessment 2.6.2.4 A Mental Health Awareness Week hosted by AS will be held by the end of the Spring 2019 semester. A copy of the marketing for the week will be sent out through the MIC's social media/web presence to all registered campus clubs/organizations.
 - Outcome 2.6.2.4 This did not happen.

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

- Methodology 2.6.3.1 The AS Marketing Department, in collaboration with the AS Chief of Staff, will develop a page on the AS website that includes all health and wellness resources on campus, and will also work to increase AS marketing of these resources.
 - Assessment 2.6.3.1 The AS Marketing Department will create the web page by the end of October, 2018, and will provide regular reports to the Internal Affairs committee on traffic to that website.
 - Outcome 2.6.3.1 AS Marketing did not receive this request.

- Assessment 2.6.3.2 The Chief of Staff will provide monthly updates to the Internal Affairs Committee that have been included in/added to/removed from the web page, and share any feedback received from these departments about the effectiveness of the AS resource page in referring students to them.
- Outcome 2.6.3.2 This did not happen

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

Strategy 2.7.1 Promote pedestrian, bicycle and mass transit options for students.

- Methodology 2.7.1.1 AS Marketing will promote the AS Bike Shop, Lime Bike Program, and the Metro U-Pass through the AS web site and social media.
 - Assessment 2.7.1.1 AS Marketing will list all three programs on the AS web page by the beginning of the Fall 2018 semester, and continues to post on social media once a month throughout the academic year.
 - Outcome 2.7.1.1 AS Marketing completed this task.
- Methodology 2.7.1.2 AS marketing will create a Lime Bike promotional video that will be available to show at a variety of presentations on campus.
 - Assessment 2.7.1.2 AS marketing will script and create a Lime Bike promotional video with the Senators before the end of the fall 2018 semester. The Lime Bike Presentation will be included in the spring 2019 “100 Day Initiative” presentations”.
 - Outcome 2.7.1.2 AS Marketing has completed this task.
- Methodology 2.7.1.3 AS Marketing will work with the Office of Community and Governmental Relations to promote and share this video with the surrounding community.
 - Assessment 2.7.1.3 The video will be shown at the local neighborhood council meetings during the Spring 2019 semester.
 - Outcome 2.7.1.3 This will not occur, because Lime cancelled the program.

Strategy 2.7.2 Offer free Outdoor Adventure trips and workshops.

- Methodology 2.7.2.1 AS Outdoor Adventures will continue to offer free trips and workshops.
 - Assessment 2.7.2.1 There is a need to reassess the concept of free trips.
 - Outcome 2.7.2.1 In the past, students got excited for the free trip but then on the day of, the trip was canceled due to the financial weight placed on Outdoor Adventures. It would be a better to have trips that will be given to students at a subsidized price.
- Methodology 2.7.2.2 AS will promote these opportunities to clubs and organizations for their retreats.
 - Assessment 2.7.2.2 AS Outdoor Adventures will track the number of free trips and workshops offered in the fall 2018 and spring 2019 semesters, as well as the number of clubs and organizations that use these opportunities as retreats, and report that information to the Internal Affairs Committee each semester for use in assessing future program offerings.
 - Outcome 2.7.2.2 In the Fall 2018, there were six workshops hosted by Outdoor Adventures, and there are six more that will be hosted in Spring 2019. One trip was cancelled in the Fall due to a lack of attendance

Strategy 2.7.3 Subsidize Metro U-passes for students to purchase at the AS Ticket Office.

- Methodology 2.7.3.1 AS will continue to work with Metro to execute this plan. Funds will be allocated to subsidize U passes at \$95 for students. To qualify for the subsidy, undergraduate students must be enrolled in 6+ units and graduate students must be enrolled in 3+ units. Student who do not meet the unit requirement must pay \$174.40. Students must provide proof of eligibility at the time of purchasing Metro passes.
 - Assessment 2.7.3.1 AS will sell Metro passes to students. The AS Manager for Support Services worked with the AS Ticket Office and Manager for Student Leadership to develop a plan for verifying student eligibility at the time of purchasing a pass, and presented that to the Internal Affairs Committee for approval and recommendation to the Senate as policy during the Fall 2018 semester. Upon the approval of the policy, AS will sell Metro passes based on the ability of a student to provide verification of eligibility.
 - Outcome 2.7.3.1 This goal has been completed

Goal 2.8: Strengthen the Community and Government Relations 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 as member organizations in AOA, Monthly CSSA meetings, CSSA committees, and attend the CHESS (California Higher Education Student Summit).
 - Assessment 2.8.1.1 The AS President will report on the AS participation in each monthly CSSA meeting to the Senate.
 - Outcome 2.8.1.1 The AS President did report on AS participation in each monthly CSSA meeting to the Senate.
 - Assessment 2.8.1.2 The AS Executive Director will provide regular updates on AOA at bi-weekly staff meetings.
 - Outcome 2.8.1.2 This did not happen.
 - Assessment 2.8.1.3 AS Student Leadership will provide a minimum attendance of ten student leaders at the March 2019 CHESS conference.
 - Outcome 2.8.1.3 AS brought 15 students to the CHESS Conference in March 2019.

Strategy 2.8.2 Strengthen AS relationship with the Director of Government and Community Relations.

- Methodology 2.8.2.1 The AS Chair of Government and Community Relations will meet once a month with the University Director of Government and Community Relations to update them on AS advocacy, lobbying and voter registration efforts.
 - Assessment 2.8.2.1 The AS Chair of Government and Community Relations will hold meetings once a month and update the President's Cabinet each month on the progress of these meetings.
 - Outcome 2.8.2.1 Meetings were held as the University Director of Government and Community Relations once or twice a semester. The AS Chair of

Government and Community Relations updated the AS President's Cabinet and Senate following each meeting.

- Methodology 2.8.2.2 The AS Chair of Government and Community Relations will work with the AS Manager of Student Leadership and Productions to renew the TurboVote contract for this year, and will work with the Director of Government and Community Relations to share access to TurboVote with the rest of the university.
 - Assessment 2.8.2.2 AS will renew the TurboVote contract with funding from the Legislative Affairs budget.
 - Outcome 2.8.2.2 AS renewed the TurboVote contract for the Fall 2018 midterm elections.

Strategy 2.8.3 Increase voter registration within CSUN students.

- Methodology 2.8.3.1 The Chair of Government and Community Relations will develop a lobby corps with a minimum membership of ten people, who will focus on voter registration for the Fall 2018 semester.
 - Assessment 2.8.3.1 The Senate will pass the amended Chair of Government and Community Relations Code which includes structure for a lobby corps in early September. There will be a lobby corps with a minimum of 10 active members by the end of September 2018 in time for Big Politics and the Fall 2018 elections.
 - Outcome 2.8.3.1 The amended code, including the lobby corps provisions, was passed in early September.
- Methodology 2.8.3.2 The Chair of Government and Community Relations, in collaboration with the members of the President's Cabinet and AS Marketing, will promote opportunities to register to vote including those sponsored by AS, the USU, campus clubs and organizations, and campus departments.
 - Assessment 2.8.3.2 The opportunities to register to vote will be marketed, and the Chair of Government and Community Relations will share those at a Fall 2018 senate meeting.
 - Outcome 2.8.3.2.1 This was accomplished in early Fall 2018.
 - Outcome 2.8.3.2.2 AS Marketing supported this project in the Fall of 2018.
- Methodology 2.8.3.3 AS Student Leadership will encourage all students employed/volunteering through AS to register to vote for the Fall 2018 elections.
 - Assessment 2.8.3.3 Senators meeting with AS department leadership in bi-weekly meetings will share TurboVote information for their students to register; staff will share results at a staff meeting during the Fall 2018 semester.
 - Outcome 2.8.3.3 Information about registering and using TurboVote were shared widely at Senate meetings and was discussed at a staff meeting in mid-September.
- Methodology 2.8.3.4 AS Student Leadership will establish a target number of registered voters they wish to reach, and will establish a way of rewarding/celebrating the achievement of that goal by AS.

- Assessment 2.8.3.4 AS Student Leadership will establish a targeted number of registered voters, post and widely share that number with AS departments and staff/students, and carry out a celebration/reward program for achieving it.
- Outcome 2.8.3.4 AS Student Leadership established a targeted number of registered voters, posted and widely shared that number with AS departments and staff/students. An unconfirmed 234 new voter registrations were recorded; cost of renewing the contract was \$4,000 which is approximately \$17 for each registration. There was no celebration / reward program instituted at the end of the voter registration period.

Strategy 2.8.4 Educate the Senate on issues in the Board of Trustee meetings.

- Methodology 2.8.4.1 The Chair of Government and Community Relations will serve as the CSUN student liaison to the CSU Board of Trustees, and attend the month Trustee meetings in Long Beach (class schedule permitting). If they cannot attend in person, they will watch the meetings online and bring issues relevant to our campus to the Senate meeting the following meeting. They will provide special training sessions to the Senate as needed.
 - Assessment 2.8.4.1 The Senate will receive a report on each month's Board of Trustees Meeting, and will receive special trainings on issues as needed.
 - Outcome 2.8.4.1 The President and Vice President of AS provided updates to the Senate after each monthly CSSA meeting. Special trainings and presentations regarding EO1100 and EO11R were provided during the course of the Fall semester, as well as a briefing by the Chancellor during the height of campus unrest over the GE issue.

Strategy 2.8.5 Create an annual Big Politics event for the Fall 2018 semester.

- Methodology 2.8.5.1 The Chair of Government and Community Relations will work collaboratively with the AS Productions Department to develop a Big Politics event for the Fall 2018 semester designed to register a targeted number of students to vote.
 - Assessment 2.8.5.1 A Big Politics event will be held and will recruit the targeted number of voters.
 - Outcome 2.8.5.1.1 A Big Politics event was held on October 15, 2018 with the goal of recruiting new voters to register through TurboVote.
 - Outcome 2.8.5.1.2 AS Productions hosted a Big Politics event. Students registered to vote with Turbovote and for those who could not register or already were registered we conducted surveys to receive a voucher to visit representatives for the upcoming midterm elections. Completed vouchers received a free burger. We had 500 burgers and we ran out!

Strategy 2.8.6 Establish a working Lobby Corps.

- Methodology 2.8.6.1 The Code on the Chair of Government and Community Relations will be amended to include language outlining the structure for a Lobby Corps.
 - Assessment 2.8.6.1 The Senate will approve an amended Code by the end of September 2018
 - Outcome 2.8.6.1 The Senate approved an amended Code in September 2018.
- Methodology 2.8.6.2 A minimum of ten Lobby Corps members will be recruited and active in time for the voter registration and Big Politics events.

- Assessment 2.8.6.2 A minimum of ten Lobby Corps members will have been recruited and active in time for the Fall 2018 voter registration and Big Politics events.
- Outcome 2.8.6.2 – Ten lobby corps members were recruited and worked as part of the Fall 2018 voter registration/Big Politics event committee. These members included Senators and members of AS Productions, as well as students-at-large.

Goal 2.9: Create a more inclusive AS

Strategy 2.9.1 Improve the AS practices around inclusive language and action.

- Methodology 2.9.1.1 Collaborate with the University Student Union' Board of Directors and the Pride Center to host a workshop for AS and USU student leadership on the topic of inclusivity.
 - Assessment 2.9.1.1 The AS President and/or Vice President will meet with the USU's Board Chair and the campus Chief Diversity Officer and the Pride Center Coordinator to establish a workshop to be held before the end of the Spring 2019 semester.
 - Outcome 2.9.1.1 This was not done.

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

- Methodology 2.9.2.1 Create a working Clubs and Organizations 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 The COAST Team will be added to the Code on the Chair of Clubs and Organizations; the Code will be passed by the Senate and the Team will be established with a minimum of five members actively working by the end of the Fall 2018 semester.
 - Outcome 2.9.2.1 This did not happen.
- Methodology 2.9.2.2 The Chair of Clubs and Organizations or their assistant will attend council meetings to relay/receive information to/from AS and the councils. The Chair of Clubs will report back through the President's Cabinet, and the AS Chief of Staff will provide regular updates to the Senate.
 - Assessment 2.9.2.2 The Chief of Staff will provide monthly updates to the Senate on the progress of this initiative.
 - Outcome 2.9.2.2 This did not happen.

Strategy 2.9.3 Host a Student Leadership Summit

- Methodology 2.9.3.1 Collaborate with the MIC to reach out to leaders of various clubs and organizations for a Student Leadership Summit. The AS President, USU Board of Directors, Chief of Staff and Chair of Clubs and Organizations will work together to recruit speakers and design workshops for a two-day retreat to be held on campus.
 - Assessment 2.9.3.1 A retreat will be held by the end of the Spring 2019 semester with a minimum of 30 participants.
 - Outcome 2.9.3.1 There are no plans in the works to hold this, and no student interest expressed thus far.

Strategy 2.9.4 Encourage A-Z LGBT Training

- Methodology 2.9.4.1 Collaborate with the Pride Center, the Faculty President, and the Office of Student Affairs to request data on the amount of A-Z LGBT Training presented.
 - Assessment 2.9.4.1 A meeting will be held, and plans developed to increase the number of trainings presented on campus.
 - Outcome 2.9.4.1 Senator Nieves-Cruz continues to work on a survey related to LGBTQ issues and a climate survey as of May 2019.

Strategy 2.9.5 Advocate for a minimum of one inclusive restroom in every building at CSUN.

- Methodology 2.9.5.1 The University Affairs Committee will be charged with contacting PPM to receive information on what plans are already in place, and what impediments there are to providing this accommodation.
 - Assessment 2.9.5.1 The University Affairs Committee will provide a report to the Senate with the results of this meeting before the end of the Fall 2018 semester.
 - Outcome 2.9.5.1 No progress at this point.
- Methodology 2.9.5.2 The President and Vice President of AS will make this a topic of first concern in their regular meetings with the University President and Vice President for Student Affairs, and will provide updates to the Senate on a regular basis on the progress of the university towards this goal.
 - Assessment 2.9.5.2 The President and Vice President will provide updates to the Senate on the progress of this goal.
 - Outcome 2.9.5.2 No progress reported at this point.

Strategy 2.9.6 Advocate that all legal documents affiliated with CSUN provide non-binary, intersex and transgender identification options.

- Methodology 2.9.6.1 The University Affairs Committee will be asked to write a resolution stating the AS Position on this issue and the resolution will be forwarded to the parties on campus who can make this happen.
 - Assessment 2.9.6.1 The Senate will pass the resolution and forward it on to the mailing list at the close of the document.
 - Outcome 2.9.6.1 No progress at this point.

Strategy 2.9.7 Advocate for gender-neutral syllabi on campus.

- Methodology 2.9.7.1 The University Affairs Committee will be asked to invite the Faculty Senate President to a meeting to explain the current progress towards gender-neutral syllabi, and to request that the Faculty Senate President create a syllabus generating workshop for faculty, staff and administrators.
 - Assessment 2.9.7.1 The University Committee Affairs will report to the Senate on the outcome of this meeting prior to the end of the Spring 2019 semester.
 - Outcome 2.9.7.1 No progress to this point.

Goal 2.10: Support the CSUN Food Pantry

Strategy 2.10.1 Create a channel of food donations for the CSUN Food Pantry.

- Methodology 2.10.1 AS Sustainability will work with the Marilyn Magram 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 Sustainability 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 The AS Sustainability Committee was dissolved and this item was dropped.

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 The University Affairs Committee will be asked to develop a proposal to help the CSUN Food Pantry obtain a refrigerator to store fruits and vegetables, and bring the results of their research to the Senate for approval/support.
 - Assessment 2.10.2.1 A recommendation will be given to the Senate before the end of the Spring 2019 semester.
 - Outcome 2.10.2.1 No progress to this point.
- Methodology 2.10.2.2 Work with the CSUN Food Pantry, AS Productions and the TUC to encourage Farmers Market and TUC Donations to the Food Pantry.
 - Assessment 2.10.2.2 AS Marketing will work with the food pantry and the TUC to develop a flyer that AS Productions can distribute weekly to those shopping at the Farmer’s Market, and to those who receive Farmer’s Market publicity.
 - Outcome 2.10.2.2.1 AS Marketing is still waiting for the request to produce the flyer.
 - Outcome 2.10.2.2.2 Working with the CSUN Food Pantry has not been addressed yet. AS Productions will begin to ask the vendors if they can donate fresh foods that would otherwise be thrown away.
 - Outcome 2.10.2.2.3 AS Productions reached out to Maria asking to promote the Food Pantry at the market. The Nutrition Justice interns addressed food insecurity at Earth Fair.

Strategy 2.10.3 Provide marketing resources for 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 organizations and between AS internal committees on who can donate the most food/toiletries to the pantry.
 - Assessment 2.10.3.1 The Sustainability Center and AS Student Leadership will coordinate together to create a club competition for the Fall 2018 and Spring 2019 semesters; the competitions will be held and donations will be given to the CSUN Food Pantry.
 - Outcome 2.10.3.1 Completed in Fall 2018

Strategy 2.10.4 Explore options to donate leftover food to the CSUN Food Pantry and the surrounding community.

- Methodology 2.10.4.1 The University Affairs committee will be asked to set up a meeting with the TUC and the Food Pantry, in order to see if there are ways to create avenues for leftover food sharing.

- Assessment 2.10.4.1 The University Affairs Committee will provide a report and recommendations to the Senate by the end of the Fall 2018 semester, and will follow up during the Spring 2019 semester.
- Outcome 2.10.4.1 The Senate passed SB 2018-19-05, which asks the University Corporation to cut the price of prepared food items by 50% during the last hour they are open.

Goal 2.11: AS will address sexual violence on campus.

Strategy 2.11.1 AS will host a Title IX presentation.

- Methodology 2.11.1.1 The AS Attorney General will set up a time for the Title IX coordinator at CSUN to give a presentation to the AS Senate in regard to sexual violence.
 - Assessment 2.11.1.1 The AS Attorney General will hold a meeting for Senators during the Fall 2018 semester.
 - Outcome 2.11.1.1 This workshop was not held.

Goal 2.12: AS will continue to support the CSUN Dream Center, undocumented students, DACA students, and AB540 students.

Strategy 2.12.1 Continue to support the CSUN Dream Center.

- Methodology 2.12.1.1 Support DACA students by continuing to advocate on their behalf and by empowering them to advocate for themselves.
 - Assessment: 2.12.1.1 AS Student Leadership will develop an assessment tool that will allow the CSUN Legal Clinic to assess the number of DACA students who request consultations through the Legal Center, and report those results to the Senate at the end of both the Fall 2018 and Spring 2019 semesters.
 - Outcome 2.12.1.1 This was not done formally, although the Legal Clinic did keep records of DACA student services requested.

Goal 2.13: Collaborate with the Alumni Association to promote student success and retention.

Strategy 2.13.1 Create a partnership between OSID Peer Mentorship Program and the Alumni Associations to provide new mentorship opportunities for CSUN students.

- Methodology 2.13.1.1 The AS President will work with all departments to investigate the creation of a mentorship program that would start when a student enters CSUN, and would be for the duration of their time here, with the goal of providing mentorship from an Alumni perspective throughout their undergrad years.
 - Assessment 2.13.1.1 The AS President will provide an update to the Senate on the progress of this initiative, and a proposal would be developed for creating this internship experience.
 - Outcome 2.13.1.1 No progress to this point.

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, Sport Clubs, Outdoor Adventures and the Children's Center.

- Methodology 3.1.1.1 Apply for grants and seek donations through various on-campus and off-campus entities.
 - Assessment 3.1.1.1 Apply for grants and seek donations through various on-campus and off-campus entities.
 - Outcome 3.1.1.1.1 We submitted an application to the U.S. Department of Education for a Child Care Access Means Parents In School (CCAMPIS) grant and were awarded a grant for \$268,500.00 per year for four years 2018 -2022. This money is specifically to subsidize the Children's Center tuition for qualified CSUN student parents. Included is approximately \$30,000.00 per year for program improvements like shade structures, new outdoor tables and benches, new outdoor equipment, new classroom technology equipment, etc. It also covers a small portion of some staff salaries and benefits.
 - Outcome 3.1.1.1.2 Sports Clubs will be utilizing the new Foundation donation page when it becomes available this semester. Both Women's Rugby and Ice Hockey had successful alumni/ae weekends, raising roughly \$5,000 between the two events. As the events continue to be successful, we will seek more donations from the alumnae/i.

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 3.2.1.1 A video or PowerPoint series on applying for funding and proper use of funding will be produced and placed on the AS website.
 - Outcome 3.2.1.1 Funding videos were created and were added to the AS site in Spring 2019.

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

- Methodology 3.2.2.1 Contract with OpenGov.com on AS website and continue to populate it with AS financial information to the page.
 - Assessment 3.2.2.1 OpenGov link will be populated with CSUN AS data and placed on the AS website. The website will be updated on a monthly basis to ensure that all information is up to date.

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

Strategy 3.3.1 Staff 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 3.3.1 See Strategy
 - Assessment 3.3.1 Group will be formed and program funding will be assayed.

- Outcome 3.3.1 This has been completed.

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 A.S. departments.
 - Assessment 4.1.1.1 ReBoot Camp will be held in January 2019.
 - Outcome 4.1.1.1 AS ReBoot Camp was held January 11, 2019 and included 96 students from across AS.
- Methodology 4.1.2.1 The AS HR Department and AS Student Leadership will host an organization-wide staff and student development program for summer.
 - Assessment 4.1.2.1 Student Staff Development Day will be held in July 2019
 - Outcome 4.1.2.1 Work is in progress for the Development Day program.
- Methodology 4.1.3.1 AS President and Vice President will plan creative bonding events for the student leadership department.
 - Assessment 4.1.3.1 Three events will be held.
 - Outcome 4.1.3.1 No progress to this point.

Goal 4.2: Update the Student Employee Manual and the Staff Employee Manual

Strategy 4.2.1 AS Administration will review and update portions of the student and staff employee manuals.

- Methodology 4.2.1 The Executive Director 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 The Personnel Board has completed its review of the Personnel Manual and will present it to the Senate in June 2019.

Goal 4.3: Include internships as part of the Student Leadership Program

Strategy 4.3.1 Establish an undergrad internship for two students in Political Science, who will serve their internships with the AS President and Vice President, with the Manager for Student Leadership and Productions as the academic supervisor.

- Methodology 4.3.1.1 Student Leadership will recruit two undergraduate political science students to serve one-semester internships as aids to the President and Vice

President. Their work will be academically supervised by the AS Student Leadership Manager.

- Assessment 4.3.1.1 The interns will be recruited, and their experience will be evaluated in order to place the next semester of interns.
- Outcome 4.3.1.1 The AS President has an intern as of the Spring 2019 semester.

Strategy 4.3.2 Establish an undergrad internship for one student in Recreation Tourism Management or similar field who wants to learn event management and Production.

- Methodology 4.3.2. An undergraduate intern in RTM will work on programs being produced by the Leadership department, including but not limited to retreats, re-boot camp, and other events that include the Leadership staff.
 - Assessment 4.3.2.1 An undergrad intern will be hired and work for the fall 2018 semester, at which time the success of the internship will be evaluated before taking another intern on for the Spring 2019 semester.
 - Outcome 4.3.2.1 No undergrad intern was hired for the 2018-19 year.

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 5.1.1 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 5.1.1.1 Speaker will be secured.
 - Outcome 5.1.1.1 The quest speaker was Hoan Do, American Ninja Warrior contestant
- 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.
- 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 Benchmarks were developed for the conference, and were key in planning the 3 hour presentation by the speaker. Students were asked to set a goal as a result of the workshop, and those goals will be sent back out to the students as well as a letter reiterating the main learning from the camp.
- Methodology 5.1.4.1 Include student staff from throughout AS organization as part of Re-Boot camp.
 - Assessment 5.1.4.1 Student staff from all departments will participate in the event planning.

- Outcome 5.1.4.1 A Re-Boot camp training was held on Friday, Jan. 11, 2019. 105 students RSVP'd for the conference and 94 attended.

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, and update as needed, web-based applications for all AS information and services for ease of accessibility and participation.

- Methodology 6.1.1.1 Inventory our current transactional business on the AS website to determine what can be added. Ensure that all AS related information is up to date at all times.
 - Assessment 6.1.1.1 Inventory our current transactional business on the AS website to determine what can be added. Ensure that all AS related information is up to date at all times.
 - Outcome 6.1.1.1 We will continue to investigate the use of digital signatures, electronic receipts, and document flow to streamline the online transactional experience
- Methodology 6.1.1.2 Re-evaluate security and re-sign all 3rd party cloud application contracts.
- Methodology 6.1.1.3 Move organization production data to Google Cloud.
- Methodology 6.1.1.4 Implement file sharing Vis Google collaboration tools.
- Methodology 6.1.1.5 Implement cloud printing services.