



A Resolution to Conclude the 2013-2018 ASI Strategic Plan **Sponsor: Kayleigh Bates**

WHEREAS, The Associated Students, Incorporated (ASI) of the California State University, Fullerton is the official voice of the students of the campus; and

WHEREAS, ASI is governed by ASI Board of Directors, who set policy for the organization, approve all funding allocations to programs and services, and advocate on behalf of student interests on committee and boards; and

WHEREAS, the strategic planning process is a deliberative, disciplined approach to producing fundamental decisions and actions that shape and guide the implementation of the mission, vision, values, and goals of an organization;¹ and

WHEREAS, CSU Fullerton aims to become a model comprehensive university, nationally recognized for exceptional programs that prepare our diverse student body for academic and professional success;² and

WHEREAS, in order to achieve this mission, CSU Fullerton developed a five-year strategic plan for 2013-2018 that encapsulated the key strengths and attributes of the University, and identified the opportunities and challenges by defining primary objectives and specific initiatives necessary to strengthen the University's institutional vitality;³ and

WHEREAS, the plan articulated CSU Fullerton's forward-looking vision, provide a roadmap for next steps, created University-wide consensus and alignment, and comprehensively sketched a big-picture view of CSUF's priorities and most pressing issues that will guide the University's deployment of its programmatic, faculty, staff and fiscal resources;⁴ and

WHEREAS, the CSU Fullerton Strategic Plan developed four goals for the University which included: to develop and maintain a curricular and co-curricular environment that prepares students for participation in a global society and is responsive to workforce needs, to improve student persistence, increase graduation rates University-wide, and narrow the achievement gap for underrepresented students, to recruit and retain a high-quality and diverse faculty and staff, and to increase revenue through fundraising, entrepreneurial activities, grants, and contracts;⁵ and

¹ Bryson, J. M. (2011). Strategic planning for public and nonprofit organizations: a guide to strengthening and sustaining organizational achievement. Hoboken, NJ: Wiley.

² http://planning.fullerton.edu/_resources/pdf/CSUF-Strategic-Plan.pdf

³ http://planning.fullerton.edu/_resources/pdf/CSUF-Strategic-Plan.pdf

⁴ http://planning.fullerton.edu/_resources/pdf/CSUF-Strategic-Plan.pdf

⁵ http://planning.fullerton.edu/_resources/pdf/CSUF-Strategic-Plan.pdf

WHEREAS, in alignment with the CSU Fullerton Strategic Plan, ASI entered into the strategic planning process in 2013 with a vision to ensure ASI is an advocate for the student experience that provides opportunities for development, engagement, and building Titan Pride within a collaborative, collegiate community where ASI strives to be a beacon: welcoming, inclusive, innovative, and responsive;⁷ and

WHEREAS, the ASI Strategic Plan, drafted in the summer of 2013 and approved by the Board of Directors in September 2013, identifies the opportunities and challenges faced by ASI and defines the organization's primary focus, as well as specific goals to assist the organization's effort to support student success;⁸ and

WHEREAS, ASI engaged stakeholders to analyze the state of the organization and identified a set of themes to map the development of goals of the strategic plan including involvement, training, leadership education and development, assessment, employment, communication, advocacy, marketing, communication, space, technology, collaboration, and climate;⁹ and

WHEREAS, ASI developed four strategic goals from these themes which included to create an environment that fosters student success and Titan Pride through participation and engagement in the programs, services, facilities, events, employment, and leadership of the ASI, to ensure that the voice of students is represented in the shared governance of the ASI, university and CSU system as well as in the local, state and federal levels, to establish a cohesive and strategic marketing/communication plan that centers on awareness of ASI opportunities and the importance of garnering, analyzing and responding to student feedback, and to create a climate that enhances collaboration, student access to services, and opportunities for students to connect with each other and the campus community through the utilization of innovation, technology and streamlined processes;¹⁰ and

WHEREAS, progress towards achieving the goals of the ASI Strategic Plan proceeded slowly as the implementation of the plan was not clearly defined, professional staff were challenged to manage the strategic initiatives, and there were not mechanisms in place to communicate progress to stakeholders; and

WHEREAS, a number of issues contributed to the implementation challenges including staff leadership changes that shifted the strategic direction of the organization, new student leadership with expanded priorities, and overall changes to the university; and

WHEREAS, the 2016-2017 ASI Board of Directors has assessed the progress towards completing the strategic goals and has identified a number of special projects they wish the organization to prioritize in the next year, including focusing on communication and outreach efforts to students; and

WHEREAS, the University will begin the 2019-2023 strategic planning process during the 2017-2018 academic year and ASI plans to align the upcoming ASI Strategic Plan with this timeframe; therefore let it be

⁶ <http://asi.fullerton.edu/downloads/stratPlan/stratPlan13-18.pdf>

⁷ <http://asi.fullerton.edu/downloads/stratPlan/stratPlan13-18.pdf>

⁸ <http://asi.fullerton.edu/downloads/stratPlan/stratPlan13-18.pdf>

⁹ <http://asi.fullerton.edu/downloads/stratPlan/stratPlan13-18.pdf>

¹⁰ <http://asi.fullerton.edu/downloads/stratPlan/stratPlan13-18.pdf>

RESOLVED, the ASI Strategic Plan has been fully assessed and opportunities for progress have been identified, allowing the ASI Board of Directors to officially conclude the work of the 2013-2018 ASI Strategic Plan; and let it be finally

RESOLVED, that this resolution be distributed to the following campus department, divisions, and/or entities for their support and consideration: Office of the Vice President for Student Affairs, ASI Leader and Program Development, and ASI Executive Offices.

Adopted by the Board of Directors of the Associated Students, California State University, Fullerton, Inc., on the ninth day of May in the year two thousand and seventeen.



Kayleigh Bates
Chair, Board of Directors



Yanitza Berrios
President/CEO



Veronica Kdeiss
Vice Chair, Board of Directors