A Resolution Approving the ASI Strategic Plan Working Group Focus Areas and Values
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Contributors: Ana Aldazabal, Saba Ansari, Riley Duncan, Autumn Vanderhook, Matilda Yoo, Veronica Rosas, Aaron Tapper

WHEREAS, The Associated Students Incorporated (ASI) is a 501(c)(3) nonprofit organization that operates as an auxiliary organization of California State University, Fullerton; and

WHEREAS, ASI is governed by the 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 committees and boards; and

WHEREAS, ASI passed A Resolution Approving the Process of the ASI Strategic Plan which set guidelines for the ASI Strategic Plan Process and Working Group; and

WHEREAS, the Strategic Plan Working Group's purpose was to assess the state of the organization and conduct an analysis to develop areas for focus and values; and

WHEREAS, the Strategic Plan Working Group surveyed the campus community and discussed with students, student leaders, student employees, and professional staff; and

WHEREAS, the Strategic Plan Working Group used the collected information to complete a Strengths, Weakness, Opportunities, and Threats (SWOT) analysis; and

WHEREAS, the Strategic Plan Working Group used the SWOT analysis to develop focus areas and values to assist in the development of the Strategic Plan; therefore let it be

RESOLVED, ASI accepts these focus areas and values that the Spring 2019 Strategic Plan Working Group has developed; and let it be further
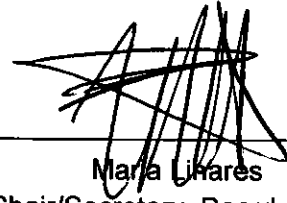
RESOLVED, In Fall 2019, ASI, will utilize these focus areas and values to develop ASI's values, goals, objectives, and strategies to accomplish the strategic plan; and let it be finally

RESOLVED, that this resolution be distributed to the Office of the Vice President of Student Affairs, ASI Executive Director, ASI Associate Executive Director, ASI President, Chair of the Board of Directors, Chair of the TSC Board of Trustees, and applicable ASI departments for appropriate action.

Adopted by the Board of Directors of the Associated Students Inc. California State University, Fullerton on this seventh day of May in the year two thousand nineteen.
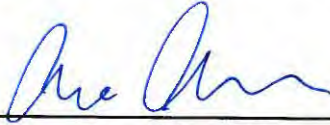
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Tristan Torres
Chair, Board of Directors

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Mar/a L/ñares
Vice Chair/Secretary, Board of Directors

Associated Students Inc., California State University, Fullerton President/CEO does hereby
[✗] approve / [   ] refuse to approve this resolution.

_____   05 | 10 | 19
Ana Aldazabal   Date

ASI President

Strategic Plan Working Group

Focus Areas:

Enhance Student Development and Student Success

- Holistic student wellness approach
- Academic support
- Ensure services and opportunities for communities
- Student leader and student employee growth
    - trust building, conflict management, teamwork
    - mental health and wellness emphasis

Advance Organizational Development and Employee Excellence

- Ensure efficient high quality services, programs, resources through innovation
- Internal communication
- Cohesiveness
- Assessment
    - Data driven and based on evidence as a principle
- Financial Stability
- Student leader transition models
- Employee mental health and wellness

Strengthening Community

- Advocacy for student needs
- Outreach and External Communication
    - Fully define student engagement
- Collaborations

Values:

- Student Focused
- Servant Leadership
- Build and Develop Employees and Student Leaders
- Innovate, Improve, Modernize and Adapt

The following further explanations are the working documents provided as background information for the Focus Areas and Values developed by the Spring 2019 Strategic Plan Working Group.

Focus Areas:

Enhance Student Development and Student Success

Holistic student wellness approach
- Mindful of environmental and individual factors that affect student life
  - Mind, body, and spirit

Academic support
- Create opportunities for student leader and student employee academic support
- Ensure equitable access to opportunities and resources for diverse communities
- Provide services, programs, and resources that students benefit from
- Intentional inclusivity for varied communities

Student Leader and Student Employee Growth
- Create opportunities for students to acquire skills and enhance as individuals (personal and professional)

Mental health and wellness emphasis
- Provide education and resources for student leaders and employees to *properly* manage personal health

Student leader transition models
- Continue to enrich the model of student leader transition to ensure effectiveness

Advance Organizational Development and Employee Excellence

Ensure efficient high quality services, programs, resources through innovation

Internal Communication
- Foster open, active, and transparent communication
- Over-communicate
  - Clear, timely and organized steps for announcements, meetings, presentations, reports
- Maintain ethical standards to ensure effective communication
  - Develop a greater sense of unity and understanding within the organization and its departments in order to reduce negativity, miscommunication, and/or interdepartmental tension

Collaboration
- Enhance interdepartmental relationships
- Improve intradepartmental collaborations

Assessment
- Data driven
- Based on evidence
- For every area of the organization

Financial Stability
- Project our financial future and create strategies to ensure success

Employee mental health and wellness
- Provide education and resources for employees to *properly* manage personal health

Strengthen Community

Advocacy
- Create and facilitate avenues for student feedback
  - Ensure underrepresented students are being heard
- Address student needs through civic engagement

Outreach
- Foster open, active, and transparent communication
- Maintain ethical standards to ensure effective communication
  - Develop a greater sense of unity through campus divisions and departments understanding ASI as an organization in order to reduce negativity, miscommunication, and/or tension
- Determine the needs of students (uninvolved and involved) and act accordingly

Collaboration
- Create and develop partnerships across campus divisions and departments
- Collaborate with external partners (e.g., other CSUs, Chancellor's Office, City of Fullerton, etc.)

Values:

Student focused
- Having the students best interest in hand when making decisions
- We exist to serve

Student Success
- Identifying themes and barriers that inhibit student success to actively remove them
  - Supporting students in their education to ultimately graduate and/or supporting them with job/life training
  - Co-curricular activities

Student development
  - Providing students with support and resources for both academic and workplace learning opportunities and financial management (professionalism).

Servant Leadership (trust building, conflict management, teamwork)
- Leadership where main priority is to serve the students we represent
  - Core value we all should have in terms of we are here for the students and to serve.
  - In order to serve effectively we need to build our teams, learn about conflict management and be resilient so we are being the best advocates the students deserve

Build and Develop Employees and Student Leaders
- Invest in our people
  - Make them better well-rounded individuals
  - Continuous training for current employees to keep current and keep constant quality standards
- Professionally developing
  - making them ready for careers and graduation

Innovate, Improve, Modernize, Adapt
- ASI thrives on its ability to change policies, programs, events, and structure according to what is needed as dictated by its external environment
  - Paying attention to the current trends
  - Do things the best way not just the way they have always been done
  - Be more efficient

SWOT Analysis

Strengths
- Providing quality services and resources to students
- Giving opportunities to be involved
  - Gives work experience for future careers
- Diversity and promoting diversity
  - Programs that serve multiple communities
- Student centered and student focused

Weaknesses
- On-going trainings and transitions (student leaders)
  - Refreshers
  - Team building
  - Job/career counseling
  - High turnover rates (student employees)
- Assessment
- Divide between ASI areas
  - Student government and student employees
  - Student government and ASI departments
- Transparency and accountability

Opportunities
- Collaborations
  - Within ASI areas
  - Campus departments and entities
  - Community
  - CSU system
- Wellness
  - Mental health
  - Healthy trend (fitness)
  - Holistic approach
- More opportunities of leadership growth in student employment
- Engage students where they are at
- Diverse student population

Threats
- Budget reliant on student enrollment
- Funding from state
  - Negative less funding for the university (leads to fewer students and less ASI funds)
  - Negative in more funding for preschool for all (may affect the Children's Center)
- Minimum wage increase
- Political climate
- Social Media
- Impaction has on representative nature and resources