



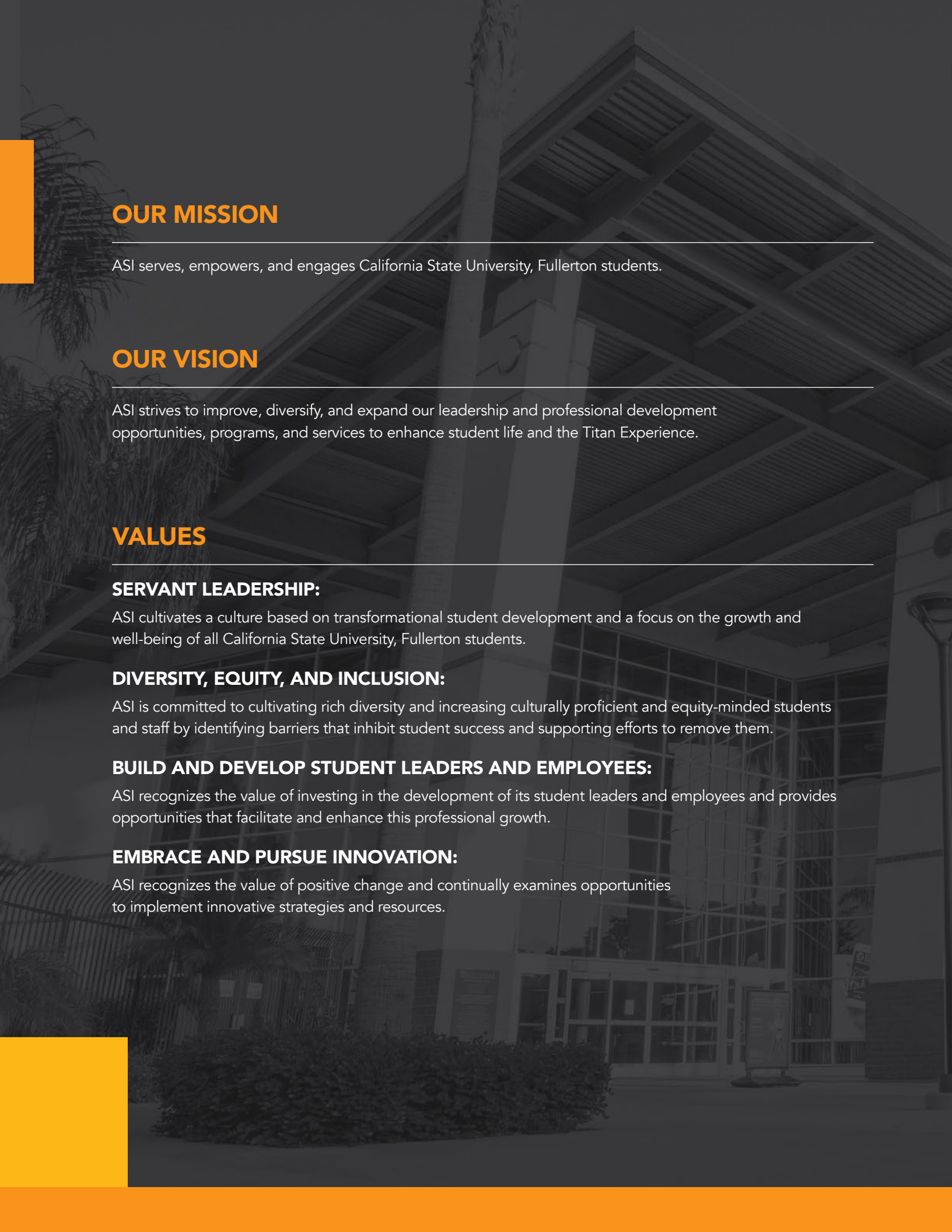
STRATEGIC 2020-25 PLAN SUMMARY REPORT

ASSOCIATED STUDENTS INC., CSUF

TITAN STUDENT UNION
800 N. STATE COLLEGE BLVD.
FULLERTON, CALIFORNIA 92831

ASI.FULLERTON.EDU





OUR MISSION

ASI serves, empowers, and engages California State University, Fullerton students.

OUR VISION

ASI strives to improve, diversify, and expand our leadership and professional development opportunities, programs, and services to enhance student life and the Titan Experience.

VALUES

SERVANT LEADERSHIP:

ASI cultivates a culture based on transformational student development and a focus on the growth and well-being of all California State University, Fullerton students.

DIVERSITY, EQUITY, AND INCLUSION:

ASI is committed to cultivating rich diversity and increasing culturally proficient and equity-minded students and staff by identifying barriers that inhibit student success and supporting efforts to remove them.

BUILD AND DEVELOP STUDENT LEADERS AND EMPLOYEES:

ASI recognizes the value of investing in the development of its student leaders and employees and provides opportunities that facilitate and enhance this professional growth.

EMBRACE AND PURSUE INNOVATION:

ASI recognizes the value of positive change and continually examines opportunities to implement innovative strategies and resources.

INSIDE THE NUMBERS 2020 – 2025

STUDENT RECREATION CENTER

- **1,623,608** / Entries into the Student Recreation Center
- **46,249** / Unique patrons who accessed the Student Recreation Center

FOOD PANTRY

- **52,835** / Appointments for the Food Pantry
- **6,362** / Unique students who accessed the Food Pantry

SPRING CONCERT

- **22,664** / Spring concert attendees

UNIVERSITY CONFERENCE CENTER

- **7,213** / Reservations in the Titan Student Union
- **24,619** / Room bookings

SCHOLARSHIPS

- **\$486,791.47** / Total Awarded

WORK ORDERS (SINCE 2023)

- **4,366** / Work orders completed by the Building Engineering department

GOAL 1

Enhance student leader and student employee development and success.

OBJECTIVES

- Refine and enhance models that continually expand cultural competencies in ASI programs and services.
- Develop and implement a model of comprehensive personal and professional development for student leaders and student employees.
- Develop an intentional and targeted recruitment strategy to ensure a diverse student population involved in ASI.
- Implement and support models that enhance student leaders’ academic success.

STRATEGIES

- Examine and assess current cultural competency practices and knowledge.
- Empower students with tools for advocacy to voice their concerns.
- Continue to refine programs that promote civic and democratic engagement, global learning, and social responsibility.
- Develop and implement a mental health resources campaign in collaboration with campus partners.
- Increase professional development opportunities for students.
- Promote leadership opportunities to clubs and organizations through student involvement and engagement.
- Administer academic assessments for student leaders twice per semester.
- Develop and implement cross-campus collaborations with academic support centers for student leaders and student employees.

GOAL 1, OBJECTIVE 1:

Refine and enhance models that continually expand cultural competencies in ASI programs and services.

LAUNCHED CAMPUS-WIDE SOCIAL JUSTICE WEEK

In 2020, ASI launched the first campus-wide Social Justice Week, a key initiative designed to increase awareness and promote conversations around social justice issues. This annual event fosters ongoing dialogue and engagement with these critical topics. Social Justice Week creates an environment where cultural competency is at the forefront of campus discourse, laying the groundwork for future initiatives and setting a precedent for integrating cultural understanding into campus life.

HOSTED THE WORLD GAMES EXPO

ASI’s commitment to cultural competency and inclusive education reached a significant milestone with the innovative World Games Expo in Spring 2023. This event celebrated diversity and fostered meaningful cross-cultural understanding. The expo featured interactive games and sports from around the world, serving as powerful tools for cultural exploration and mutual appreciation. Participants engaged directly with global perspectives, experiencing firsthand the rich tapestry of international cultures through a dynamic and participatory platform that extended beyond passive learning.



CREATED A DIGITAL ACCESSIBILITY PROCEDURE

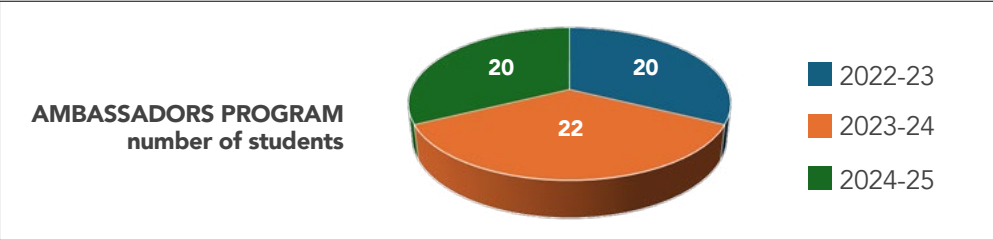
ASI developed a digital accessibility procedure to ensure its website, social media, and graphic designs are more accessible for people with visual disabilities and neurodivergence. This initiative advances ASI’s goal of expanding cultural competency by making digital resources more inclusive, ensuring that all individuals, regardless of ability, have equal access to information.



GOAL 1, OBJECTIVE 2:
Develop and implement a model of comprehensive personal and professional development for student leaders and student employees.

STUDENT GOVERNMENT – ASI LAUNCHED THE GOVERNANCE AMBASSADORS PROGRAM

In Fall 2022, ASI launched the Governance Ambassadors Program to provide leadership opportunities for students and strengthen their involvement in ASI’s decision-making process by training them in parliamentary procedure, guiding them through shared governance, and connecting them with university-wide boards and committees where they can actively contribute.



STUDENT GOVERNMENT – IMPLEMENTED MONTHLY COHORT MEETINGS FOR ADVOCACY COMMISSIONS AND GOVERNANCE AMBASSADORS

In Spring 2025, Student Government launched monthly cohort meetings for the Advocacy Commissions and Governance Ambassadors programs. These meetings provide ongoing personal and leadership development, promote collaboration, and strengthen student leaders’ advocacy skills. Regular training and mentorship equip student leaders with the skills necessary for leadership roles within ASI and in their future careers.

BOLSTERED ASI STUDENT EMPLOYEE TRAINING AND DEVELOPMENT

ASI departments implemented comprehensive professional development initiatives for student employees, reinforcing a commitment to workforce preparation. The Student Recreation Center pioneered this approach in 2020 by hosting professional development training focused on leadership and essential workplace skills. The Children’s Center complemented these efforts by offering advanced training in childcare management and leadership competencies.



Subsequent initiatives have expanded this focus, including the Titan Student Union’s de-escalation and conflict resolution training in Fall 2024 and the Children’s Center’s collaborative wellness session with CSUF’s Counseling and Psychological Services (CAPS). These programs take a multifaceted approach to student employee development, addressing not only professional skills but also mental health and interpersonal communication strategies, ultimately preparing students for complex workplace challenges and long-term career success.

GOAL 1, OBJECTIVE 3:
Develop an intentional and targeted recruitment strategy to ensure a diverse student population involved in ASI.

ADVANCED REPRESENTATION THROUGH STUDENT LEADERSHIP DATA

Student Leader Demographics

In Fall 2022, ASI completed a comprehensive report on the historical academic and personal demographics of student leaders, offering valuable insights into the diversity and composition of ASI Student Leaders.

Building on the initial report, ASI expanded its assessment of student leadership demographics by incorporating involvement profile information through a questionnaire completed at the beginning of each student leader’s term.

ASI then conducted an extensive analysis of student leader representation across multiple demographic areas, comparing it to the general student body from Fall 2018 through Spring 2024. This data analysis was instrumental in refining ASI’s recruitment strategy by highlighting areas where representation was lacking. Based on these findings, ASI developed a multi-year strategic marketing plan to enhance recruitment efforts through targeted outreach, including dynamic social media campaigns, updated candidate guides, and engaging campus events.

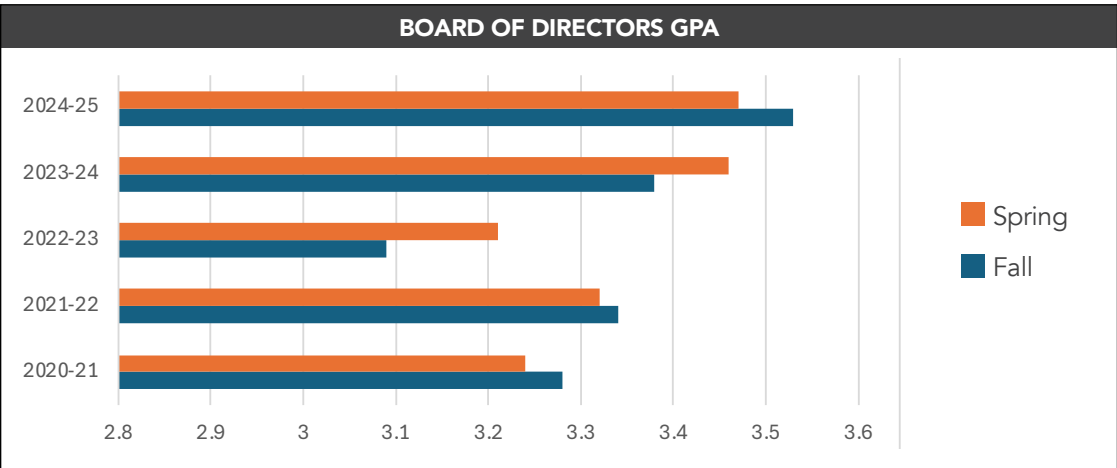
COLLABORATED WITH CSUF DIVERSITY INITIATIVES & RESOURCE CENTERS (DIRC) FOR THE ASI ELECTIONS PROGRAM

To further support diversity in leadership, ASI collaborated with the CSUF Diversity Initiatives & Resource Centers (DIRC) to host informational sessions during the ASI elections program. These sessions aimed to increase engagement from diverse student populations by providing resources and guidance to those who may not have previously considered running for leadership positions. This collaboration, along with enhanced communication efforts, helped break down entry barriers and foster a more inclusive and representative leadership pool.

GOAL 1, OBJECTIVE 4:
Implement and support models that enhance student leaders' academic success.

HIRED AN ACADEMIC SUCCESS COORDINATOR

In Fall 2021, hiring an Academic Success Coordinator marked a critical step in supporting the academic success of ASI student leaders. This role provided tailored advising and career development for student leaders and student assistants, helping them balance their leadership responsibilities or employment with academic goals. The coordinator's focused attention allowed for more individualized academic support, ensuring student leaders and student assistants receive the necessary resources and guidance to maintain and improve their academic performance while engaging in leadership roles or employment within ASI.



ASSESSED ASI STUDENT LEADER ACADEMIC PERFORMANCE

ASI conducted an in-depth assessment and analysis of the academic performance of student leaders, comparing GPA trends over multiple years. This assessment provided valuable insight into the academic progress of student leaders but also helped identify patterns that could inform strategies for further academic support.

EXPANDED ACADEMIC SUCCESS SERVICES FOR ASI STUDENT EMPLOYEES

The Academic Success Coordinator expanded services to include ASI student employees in addition to student leaders. This expanded support was introduced during the Human Resources Resource and Development Conference (RADCon) 2024, the student employee training conference, and was designed to reach a broader group of ASI student assistants. The added focus on supporting student assistants with academic advising provided them with resources to balance work and academics, helping increase their success both in their jobs and studies. This expansion also involved collaboration with other departments to ensure a more comprehensive approach to academic and career support across ASI.

CHILDREN'S CENTER HOSTED A WEEK OF TRAINING AND PROFESSIONAL DEVELOPMENT

Twice a year, the Children's Center hosts a comprehensive week of training and professional development for student employees and Children's Center interns. This included career-specific training as well as individualized professional development. By addressing academic and career-related skills, these trainings help ensure that student assistants succeed academically and develop the practical skills needed for their future careers.

GOAL 2
Advance organizational excellence.

OBJECTIVES

- Develop and implement a model that utilizes assessments and data-based evidence to implement organizational improvements.
- Create and maintain sound corporate practices that lead to long-term financial stability.
- Continue to improve transition and onboarding models.
- Assess, adjust, and enhance the effectiveness of current internal communication to improve cohesion within the organization.
- Advance to current campus technology systems and tools and remain current with evolving technology demands.

STRATEGIES

- Identify organizational areas for intentional growth and develop a plan to achieve improvement in these areas.
- Create and implement department specific employee exit surveys in an effort to identify current strengths and opportunities for improvement.
- Identify and provide professional development opportunities.
- Establish and implement benchmarks to increase program and services outcomes.
- Assess the effectiveness and impact of ASI programs based on data-driven and participant feedback.
- Assess current internal communication channels to determine reach and effectiveness.
- Research and implement a follower-based communication platform to increase organizational communication and buy-in.
- Explore and implement organizational and educational technology.

GOAL 2, OBJECTIVE 1:
Develop and Implement a model that utilizes assessments and data-based evidence to implement organizational improvements.

ADVANCED PROGRAM ASSESSMENT THROUGH DATA-DRIVEN STRATEGIES

ASI implemented a comprehensive and evolving approach to program assessment and feedback collection, demonstrating a consistent commitment to data-driven improvement and organizational development.

Beginning with monthly assessment training for staff in Fall 2021, ASI progressively expanded its evaluation efforts by developing targeted survey initiatives across multiple departments. This included sending over 500 surveys for NIRSA Rec Day and creating department-specific feedback mechanisms.

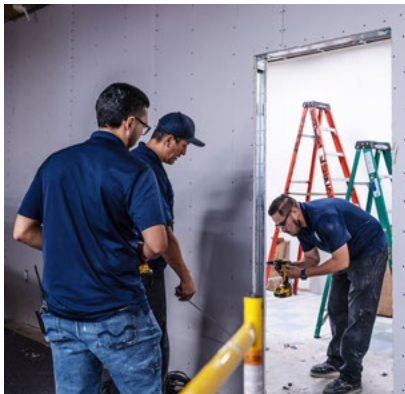
The organization further enhanced its assessment strategy in Spring 2024 by introducing a cultural competency assessment model to ensure inclusivity and cultural sensitivity. These systematic efforts reflect ASI's dedication to continuous improvement, data-informed decision-making, and responsive program management across its various campus services.

CREATED A TEN-YEAR BUILDING IMPROVEMENT PLAN

ASI transformed its approach to facilities management by developing a 10-year facility improvement plan, which represents a strategy for long-term infrastructure optimization. This blueprint goes beyond traditional maintenance, leveraging comprehensive infrastructure assessments and predictive analytics to strategically prioritize facility upgrades that directly support student and staff experiences. This commitment to continuous improvement, strategic resource allocation, and creating dynamic spaces enhances operational efficiency and supports student success.

EVALUATED ASI FACILITY OPERATIONS WITH BRAILSFORD & DUNLEAVY

In Fall 2022, ASI collaborated with Brailsford & Dunleavy to create and implement a comprehensive survey assessing the operations of ASI facilities, including the Titan Student Union and the Student Recreation Center. This survey collected valuable feedback from users and staff, enabling ASI to identify areas for improvement. These results helped guide the Associated Students Inc. Student Wellness Initiative (ASWI), which launched in the Spring of 2023. The ASWI is a student-led initiative based on the 8 Dimensions of Wellness, designed to bring wellness facilities, programs, and services to CSUF students.



GOAL 2, OBJECTIVE 2:
Create and maintain sound corporate practices that lead to long-term financial stability.

ESTABLISHED A CHIEF FINANCIAL OFFICER POSITION

In a move toward organizational excellence and financial governance, ASI altered its financial leadership structure in Spring 2023 by elevating the Director of Financial Services position to a Chief Financial Officer (CFO) position. By establishing this critical leadership role, ASI demonstrated a commitment to long-term financial stability, ensuring a strategic fiscal management approach beyond traditional financial administration.

UPDATED AND RENEWED ASI'S MASTER OPERATING AGREEMENT WITH CSUF THROUGH 2033

ASI renewed and updated its Master Operating Agreement with CSUF in Spring 2023, securing a comprehensive 10-year partnership and establishing a framework for organizational sustainability and strategic alignment. The renewed agreement serves as a critical instrument of institutional continuity, enabling ASI to plan, innovate, and grow confidently while maintaining a strong, collaborative relationship with CSUF.

IMPLEMENTED A NEW CHILD ENROLLMENT MANAGEMENT SYSTEM

The Children's Center researched, procured, and implemented a sophisticated child enrollment management system in Spring 2023, signaling an approach to operational efficiency and financial management. The new enrollment management system enables precision in tracking, reporting, and managing complex administrative processes, ultimately supporting the organization's broader goals of financial stability and operational excellence.

UPDATED PRICING AND FEE STRUCTURES FOR EVENT SPACES

The Titan Student Union (TSU) and Student Recreation Center (SRC) continue to offer a wide range of programs and services that enhance student engagement, recreation, and campus life. In line with its commitment to financial sustainability, ASI regularly assesses and updates the pricing and fee structures for event spaces such as the University Conference Center, Titan Bowl & Billiards, facility rentals, and staffing expenses. These adjustments help ensure essential campus resources remain competitive, accessible, and financially sustainable. Through these ongoing efforts, ASI takes a proactive approach to facility management, conducting regular reviews and making necessary changes to better meet student needs while maintaining the financial health of the organization.

TRANSITIONED TO FRESHWORKS SOFTWARE FOR CONTRACT MANAGEMENT

ASI implemented Freshworks software as a comprehensive contract repository solution in Spring 2025, marking a significant advancement in the organization's contract management. This digital platform is a strategic initiative designed to transform how ASI manages contractual documentation. The Freshworks system enables efficient contract tracking, review, and alignment, supporting ASI's broader goals of financial stability, operational excellence, and effective organizational management.

GOAL 2, OBJECTIVE 3:
Continue to improve transition and onboarding models.

IMPLEMENTED BOARD MEETING PROTOCOL AND ROBERT’S RULES OF ORDER TRAINING

ASI implemented a comprehensive training initiative focused on Board Meeting Protocol, Resolutions, and Robert’s Rules of Order, enhancing the organizational governance capabilities of student leaders. This training promotes organizational clarity, procedural integrity, and professional development by equipping student leaders with advanced knowledge of parliamentary procedures. The training is a deliberate investment in student potential, providing practical governance skills that empower students to navigate complex organizational dynamics with confidence and expertise.



IMPROVED EMPLOYEE ONBOARDING

Throughout Fall 2023 and Spring 2024, ASI implemented a comprehensive approach to employee onboarding by developing structured frameworks to support new student employees. In Fall 2023, the organization introduced a detailed roadmap for Titan Student Union (TSU) student teams, standardizing onboarding templates for positions including building managers, setup crew, event attendants, University Conference Center clerical assistants, Information & Services, DIY/Art program, and Food Pantry student teams. Building on this success, ASI expanded its onboarding strategy in Spring 2024 by developing a comprehensive document for Student Recreation Center employees that provided critical information on software, corporation policies, campus resources, and key staff contacts. Due to its success, ASI applied these same foundations to full-time staff in Spring 2025 for the TSU Operations team in collaboration with Human Resources.

UPDATED ONBOARDING AND TRAINING FOR ADMINISTRATIVE GRADUATE ASSISTANTS

ASI significantly improved the onboarding process for graduate assistants within the Student Government department. This included creating a new, centralized onboarding process with an orientation and training session, as well as a virtual resource storage system. Travel funding guidelines were clarified, and a training slideshow was introduced during one-on-one advising sessions and Inter-Club Council meetings. This ongoing process ensures that new graduate assistants are well-equipped and informed as they transition into their roles within ASI.

GOAL 2, OBJECTIVE 4:
Assess, adjust, and enhance the effectiveness of current internal communication to improve cohesion within the organization.

CREATED ASI CALENDAR OF PROGRAMS AND EVENTS

ASI developed a comprehensive calendar of programs and events to enhance organizational communication and coordination. This digital platform represents a sophisticated solution to internal communication challenges, serving as a centralized hub that seamlessly integrates departmental activities, operational needs, and organizational programming. The calendar system eliminates scheduling conflicts and encourages collaborative planning.

STREAMLINED HIRING, ONBOARDING, AND TERMINATION PROCESSES

ASI’s Human Resources department fundamentally reimagined organizational talent management by comprehensively digitizing and streamlining hiring, onboarding, and termination processes in Fall 2021. By leveraging digital technologies to eliminate paper-based inefficiencies, ASI created a more agile, responsive, and user-centric human resources workflow that dramatically reduces administrative friction and enables smoother transitions for incoming and departing employees.

BRIGHTLY IMPLEMENTATION FOR EMPLOYEE ACCESS

As part of a strategy to enhance facility management and operational efficiency, ASI implemented the Brightly work order management system in the Fall of 2021, improving how facility maintenance issues are reported and tracked within ASI. This digital platform provides ASI employees with a streamlined, user-friendly solution for communicating critical building maintenance needs to the Building Engineering department. The system allows employees to submit maintenance requests, track the status of work orders, and ensure timely resolution of infrastructure concerns, ultimately supporting the continuous smooth operation of ASI facilities and minimizing potential disruptions to daily activities.

IMPROVED ORGANIZATIONAL COMMUNICATION AND PROCESSES

ASI progressively enhanced its internal communication and operational processes by improving documentation and reporting systems. Beginning with updates to facility reservation and marketing request forms in Fall 2022, the organization continued to refine its approach by updating the University Conference Center (UCC) FAQ and submission forms in Spring 2024, which included more specific equipment request options to streamline event planning. In the Fall of 2024, a comprehensive weekly report template was developed to integrate with various organizational reports, including monthly reports for the Vice President of Student Affairs and Strategic Enrollment Management and the Board of Directors. These systematic improvements demonstrated ASI’s commitment to enhancing interdepartmental communication, reducing processing delays, and creating more structured, efficient workflows that support clearer information sharing, more accurate event planning, and better alignment with broader organizational objectives.

GOAL 2, OBJECTIVE 5:

Advance to current campus technology systems and tools and remain current with evolving technology demands.

IMPLEMENTED NEW FINANCIAL SOFTWARE (SAGE)

ASI upgraded its financial management infrastructure by implementing SAGE, a sophisticated enterprise financial software system, to advance organizational fiscal operations. The new system represented an advancement, enabling a comprehensive digital transformation of financial processes through seamless, paperless payment and purchase order workflows. This enables ASI to optimize financial processes, improve accuracy, and support more agile and responsive fiscal decision-making.

IMPROVED TITAN STUDENT UNION FACILITY

ASI implemented technology upgrades across the Titan Student Union in response to evolving technological demands and the need for flexible communication platforms. The organization equipped the Board Room, meeting rooms, and Portola Pavilion spaces with advanced projection systems and cameras to support hybrid and virtual engagement, enabling seamless participation for in-person and remote attendees.

UPGRADED STUDENT RECREATION CENTER TECHNOLOGY

ASI implemented comprehensive technological improvements to the Student Recreation Center’s pool management systems, focusing on enhancing water quality and maintenance efficiency. The organization installed a CO2 dispensing unit and a new pool chemical controller, significantly improving pool chemical management’s precision and consistency. These strategic technological upgrades enabled more efficient chemical monitoring and control, ensuring optimal water conditions and creating a better recreational experience for pool users. By investing in advanced pool management technologies, ASI demonstrated its commitment to maintaining high-quality facility standards and leveraging technological solutions to improve campus recreational infrastructure.



ACCEPTED DIGITAL TITAN CARDS AT FOOD PANTRY AND SPRING CONCERT

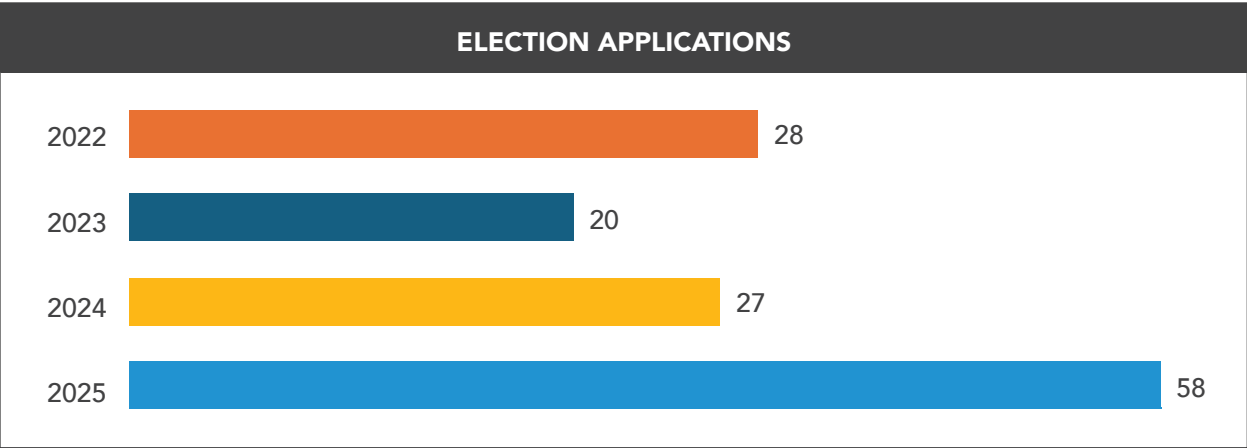
ASI enhanced student access to critical services and campus events by implementing digital Titan Card acceptance at the Food Pantry and Spring Concert in Spring 2024. This approach enhances student convenience by combining technology with essential campus services. By eliminating the need for physical cards, ASI offers a seamless experience that empowers students to easily access campus resources and entertainment.

ENHANCED DIGITAL COMMUNICATION

ASI transformed digital communication by upgrading display technologies across key campus facilities. The organization replaced all existing televisions in the Titan Student Union and Student Recreation Center and implemented advanced Carousel signage software, creating a sophisticated digital communication infrastructure. This strategic technological investment enabled dynamic, real-time information dissemination, significantly enhancing the organization’s ability to communicate effectively with students, staff, and campus visitors.

ADOPTED INFOREADY FOR ASI ELECTIONS CANDIDACY APPLICATIONS

In Spring 2025, ASI adopted InfoReady, a platform for candidacy applications in the ASI Elections program. This technological upgrade provided built-in authentication for student applicants, helping to significantly increase the number of submissions. There were 58 applicants in the Spring 2025 cycle compared to the previous year’s 27 applicants.



GOAL 3

Strengthening community.

OBJECTIVES:

- Strengthen ASI student leader and employee relationships.
- Enhance and provide opportunities for interactions, collaborations, and sharing of information with the Titan community.
- Contribute to the model of the Titan Experience by refining ASI programs and services to increase student participation.
- Increase opportunities to support students through advocacy and partnerships.
- Develop campus partnerships to enhance ASI programs and services.
- Develop meaningful collaborations within the surrounding Fullerton area.

STRATEGIES:

1. Develop and implement a student employee recognition program.
2. Refine and improve the professional employee recognition program.
3. Create and implement opportunities for student leaders and student employees to engage in discussions.
4. Create and implement professional development events for student leaders and professional employees to unite, network, and identify opportunities for collaboration.
5. Research and implement a shared calendar with events happening within ASI.
6. More effectively leverage technology and creative solutions to share pertinent and timely information and explore interpersonal communications.
7. Strategically identify opportunities for cross campus collaboration.
8. Continue to develop and enhance opportunities for campus and surrounding Fullerton area collaborations.

GOAL 3, OBJECTIVE 1:

Strengthen ASI student leader and employee relationships.

INTRODUCED STUDENT EMPLOYEE APPRECIATION WEEK

In Spring of 2023, ASI Human Resources started a Student Employee Appreciation Week. This engagement effort continues to evolve as an ongoing approach to celebrating and valuing student employees. By providing dedicated opportunities to acknowledge student staff contributions, ASI reinforces its commitment to creating a supportive, inclusive workplace culture that recognizes student employees' critical role in the organization's success.

COLLABORATED WITH CHILDREN'S EDUCATIONAL CENTER AND THE BOARD OF DIRECTORS FOR BOOK READING EVENT

In Fall 2023, ASI collaborated with the Children's Educational Center (CEC) and the ASI Board of Directors to organize a book-reading event for 50 enrolled children. This event provided an opportunity for student leaders and student athletes to connect with both the children and Children's Center staff, building meaningful relationships and enhancing community engagement among ASI student leaders and employees.



LAUNCHED PROFESSIONAL / PERSONAL DEVELOPMENT WORKSHOP SERIES

ASI hosted a professional and personal development workshop series in Fall 2024, co-hosted by the Academic Success Coordinator and the Human Resources department, as part of its commitment to student leader growth and organizational development. This ongoing initiative reflects ASI's integrated approach to nurturing student leadership potential, focusing on both professional skill enhancement and personal growth. Beyond a singular event, the workshop series represents ASI's long-term commitment to empowering student leaders through targeted learning opportunities, skill-building experiences, and leadership excellence.

STUDENT LEADERS INTEGRATED INTO INSTITUTIONAL COMMITTEES AND PROGRAMS

In Fall 2024, ASI advanced its commitment to inclusive leadership and organizational transparency by strategically integrating student perspectives into key institutional committees and programs. By appointing student representatives—including a Board of Directors (BOD) member and a student employee—ASI ensured that student voices were part of decision-making processes that shape campus life. From contributing to institutional assessment efforts and serving on the Student Development Committee for the annual RADCon event, to supporting peer engagement through the Mentorship Program, this initiative demonstrated ASI's dedication to empowering student leaders as active collaborators. These opportunities helped bridge communication gaps, foster shared governance, and promote a more inclusive, collaborative organizational culture.

GOAL 3, OBJECTIVE 2:

Enhance and provide opportunities for interactions, collaborations, and sharing of information with the Titan community.

PRODUCED END-OF-SEMESTER RECAP VIDEO

The Marketing, Communications, and Design team produced a comprehensive end-of-year highlight video that serves as a dynamic narrative of ASI’s annual achievements and forward-looking vision. This multimedia communication tool captures the extraordinary accomplishments of ASI, providing a comprehensive overview of the organization’s impact, innovative initiatives, and aspirational goals. The highlight video effectively bridges communication gaps by strategically leveraging digital platforms, including the ASI YouTube channel and diverse social media networks, offering the Titan community an immersive, accessible window into the organization’s work.

COLLABORATED WITH CSUF IT FOR ESPORTS LOUNGE

In Spring 2023, ASI and the CSUF Division of Information Technology forged an innovative partnership to create a cutting-edge Esports Lounge. In designing this state-of-the-art gaming environment, ASI and IT demonstrated their commitment to recognizing esports as a legitimate platform for student connection, skill development, and community building. The Esports Lounge provides students with a premier technological environment for competitive and recreational gaming. It signals the organization’s responsiveness to emerging student interests, creating an inclusive space that bridges technology, entertainment, and social interaction within the campus community. There have been 20,559 visitors since inception.



SUPPORTED DIVERSITY INITIATIVES RESOURCE CENTER

In Fall 2024, ASI reaffirmed its commitment to campus diversity and inclusive community building through a strategic partnership with the CSUF Diversity Initiatives and Resource Centers (DIRC). ASI student leaders and DIRC staff engaged in a comprehensive dialogue to strengthen collaborative efforts and advance student advocacy initiatives. This partnership culminated in a \$10,000 contribution from ASI, specifically allocated to support the new Southwest Asian and North African (SWANA) and Native American & Indigenous resource centers with culturally relevant décor and furniture. ASI’s financial support, coupled with its symbolic dedication to creating welcoming spaces, highlights its commitment to honoring and celebrating the diversity of the Titan community. This collaborative effort exemplifies ASI’s ongoing focus on fostering inclusive environments, supporting marginalized student populations, and promoting cross-cultural understanding on campus.



EXPANDED CAMPUS OUTREACH

Over the past five years, ASI implemented a comprehensive, multi-faceted approach to community engagement and visibility, strategically expanding its outreach and communication efforts across campus. The organization progressively developed innovative engagement strategies, beginning with the University Conference Center Open Houses, which started in Fall 2022, to introduce students, faculty, and staff to ASI resources. By Spring 2025, these efforts had evolved to include targeted departmental outreach, strategic repositioning of pop-up Food Pantry events to maximize student accessibility, and diverse promotional initiatives.

The introduction of Titan Spotlight story uploads in Fall 2024 provided a dedicated platform for sharing ASI’s initiatives. Collaborative opportunities with campus partners – Orientation, Outreach, Recruitment, Welcome Weekend, Transfer Fest, Fall in Love with Cal State Fullerton, and the Transfer Adult Re-entry Parenting & Pregnant Student Center (TAPP) – further amplifying the organization’s reach. Through these efforts, ASI has significantly enhanced its visibility, strengthened campus community connections, and created multiple touchpoints for student engagement.

GOAL 3, OBJECTIVE 3:

Contribute to the model of the Titan experience by refining ASI programs and services to increase student participation.

LAUNCHED ASI STUDENT WELLNESS INITIATIVE



ASI implemented a student-led initiative to enhance wellness resources, programs, and facilities at CSUF. Recognizing the need for expanded wellness services, ASI developed a plan centered around the 8 Dimensions of Wellness to improve physical, emotional, social, financial, and academic well-being for Titans.



To establish the initiative, the university president and the CSUF Student Fee Advisory Committee approved

an alternative consultation campaign, a structured process to engage students in meaningful discussions about proposed fee adjustments. This method fostered deeper conversations to ensure students fully understood the proposal and provided informed feedback.

Through this process, ASI engaged more than 14,000 students over two years, gave 400 presentations, hosted 75 tabling and information sessions, and reached 111,000 viewers via social media. President Ronald Rochon approved the Associated Student Wellness Initiative (ASWI) in Spring 2025. ASI also collaborated with several campus partners, such as the Division of Student Affairs and Strategic Enrollment Management, the College of Health and Human Development, faculty partners, and the Student Health Center, to create a unified approach to promoting holistic student well-being.

OFFERED CHILDREN'S CENTER INTERSHIPS

The Children's Center continues to offer a transformative internship program that transcends traditional experiential learning, providing a comprehensive professional development pathway for students interested in early childhood education. This program bridges academic theory with practical, hands-on experience, preparing students for future career success while enhancing their educational journey.



REVAMPED THE TSU STUDENT ART SHOW

In the Spring of 2024, ASI reimagined its annual student art show, introducing an innovative categorization strategy that expanded artistic representation and student participation. In response to feedback from the ASI Board of Directors, the organization developed three intentional exhibition categories:

- "Traditional" (encompassing paintings, drawings, and photography)
- "3-D" (featuring sculptures, glassworks, and dimensional art), and
- "Digital" (highlighting digital art, photography, and digital drawings).

This restructuring creates an inclusive platform, celebrating artistic diversity and providing meaningful opportunities for students working across varied creative mediums. Ultimately, these changes make the art show more accessible, representative, and engaging for the entire campus creative community.



GOAL 3, OBJECTIVE 4:

Increase opportunities to support students through advocacy and partnerships.

ENGAGED TODDLERS IN GROSS MOTOR PLAY SESSION

In Spring 2024, ASI facilitated a collaboration between the Children's Center and the CSUF Kinesiology Department, creating an innovative educational experience that bridged academic learning and early childhood development. Through this partnership, kinesiology students designed and led a specialized indoor gross motor play session for toddlers, supporting the growth and progress of young children's physical abilities. This initiative provided kinesiology students with hands-on experience while offering young learners valuable opportunities to build essential motor skills.

ADVANCED STUDENT GOVERNMENT INITIATIVES THROUGH CAMPUS PARTNERSHIPS

ASI's Student Government continued to be a driving force for campus-wide advocacy and student empowerment, successfully leading initiatives that reinforced its commitment to meaningful community impact:

- Titans Turn Out (Lobby Corps) -- Mobilized students, clubs, and organizations to amplify student voices in advocacy efforts.
- Family-Based Petition Clinic (Social Justice & Equity Commission) -- Partnered with the Titan Dreamers Resource Center to provide critical support for vulnerable student populations.
- Restorative Justice Workshop (University Affairs Commission) -- Created a platform for dialogue and systemic understanding around justice reform.

These initiatives strengthened partnerships across campus, empowered students to drive meaningful change, and fostered collaborative engagement to address complex social issues.

LED TITANS TO VICTORY AT STATEWIDE BALLOT BOWL

ASI reinforced its role as a leader in student civic engagement, achieving statewide recognition in voter registration and electoral participation through the California University and College Ballot Bowl. Key accomplishments included:

- Winning the Ballot Bowl competition in 2020 and in 2024.
- Registering 5,470 students to vote.
- Leading the Civic Engagement Working Group, which registered 2,149 students during the 2024 General Election.

In Spring 2025, ASI's commitment to civic engagement was formally recognized, with CSUF receiving the CSU Award for Best Civic and Voter Empowerment Action Plan. These achievements highlight ASI's comprehensive approach to student advocacy, extending its impact beyond campus boundaries.

GOAL 3, OBJECTIVE 5:

Develop campus partnerships to enhance ASI programs and services.

CREATED BEYOND THE CONVERSATION SPEAKER SERIES

Starting in Fall 2021, ASI partnered with the Division of Student Affairs and Strategic Enrollment Management to launch the “Beyond the Conversation” Speaker Series, a groundbreaking program designed to cultivate a more inclusive, diverse, and socially conscious campus environment. This collaboration brought together prominent voices from entertainment, activism, and social leadership, featuring an exceptional roster of speakers, including Yara Shahidi, Angela Davis, Daniel Dae Kim, Michael Phelps, Hunter Schafer, David Hogg, Nikole Hannah-Jones, Danny Trejo, Tyler James Williams, Dianne Guerrero, Issa Rae, Ke Huy Quan, Cynthia Erivo, Daveed Diggs, Giancarlo Esposito, and Stephanie Beatriz. The program gives students unprecedented access to leaders and creates opportunities for deep, nuanced conversations about identity, social justice, and personal growth.



STARTED ASI DIVERSITY, EQUITY, AND INCLUSION PROGRAM

In Fall 2021, ASI collaborated with CSUF’s Human Resources and Inclusive Excellence (HRIE) to launch a comprehensive Diversity, Equity, and Inclusion (DEI) program, marking a pivotal moment in the organization’s commitment to fostering an inclusive campus environment. This deliberate partnership established a structured approach to integrating DEI principles, moving beyond surface-level initiatives to create a lasting framework that supports underrepresented communities and drives meaningful cultural transformation. The launch of this program underscored ASI’s proactive dedication to developing sustainable, impactful strategies that promote student success across all dimensions of identities and experiences.

PARTNERED WITH FRATERNITY AND SORORITY LIFE TO SUPPORT CHILDREN’S CENTER

ASI established a partnership with CSUF Fraternity and Sorority Life (FSL) to create meaningful community service opportunities and provide targeted support for the Children’s Center. In Spring 2024, FSL students focused their fundraising efforts on a shade structure for the Children’s Center, addressing a critical infrastructure need to enhance outdoor learning and play environments.

Building upon this success, the partnership expanded in Spring 2025 to support educational advancement with fundraising efforts dedicated to purchasing STEM-focused learning materials for the Children’s Center. Beyond fundraising, FSL members directly supported Children’s Center families by hosting an event where they distributed school materials to families. These initiatives exemplified ASI’s commitment to fostering collaborations, providing direct support to families, and creating meaningful community service opportunities for student organizations.



COLLABORATED WITH HOUSING & RESIDENTIAL LIFE FOR REC’D ALL NIGHT

The Student Recreation Center (SRC) and Housing and Residential Engagement formed a partnership that enhances the on-campus student experience through strategic and diverse programming. This collaboration introduced engagement opportunities such as pool parties, welcome events, resident advisor team-building activities, and critical professional development programs, including cardiopulmonary resuscitation (CPR) certifications.

The partnership’s key event, Rec’d All Night, became an essential annual tradition in 2014, underscoring the organization’s dedication to fostering student community and introducing resources. In Fall 2024, the event reached a major milestone by attracting 1,190 first-year students and providing an immersive introduction to the SRC’s extensive programs and services. This long-standing partnership demonstrated a comprehensive approach to student engagement, seamlessly integrating recreational opportunities, community building, and essential skill development.



FEATURED ON “THE COLLEGE TOUR” ON AMAZON PRIME VIDEO

ASI achieved a significant milestone in national visibility by being featured in Season 13 of “The College Tour” on Amazon Prime Video. This documentary series highlights authentic, student-driven narratives of campus life. The ASI Board Chair and a Board of Directors member from the College of Education were featured in the episode.

Hosted by Alex Boylan, The College Tour provides an immersive look into collegiate experiences, focusing on student perspectives on academics, housing, campus life, career preparation, and institutional uniqueness. In collaboration with the campus Outreach, Recruitment, and Orientation office, ASI’s participation expanded its storytelling beyond traditional marketing channels, providing a compelling, nationwide look into the vibrant student experience at Cal State Fullerton.

STRENGTHENED CAMPUS SAFETY THROUGH INTERDEPARTMENTAL RISK REVIEW

In the Fall of 2024, ASI implemented a comprehensive interdepartmental safety and risk review, bringing together multiple campus units to strategically assess facility safety protocols. In collaboration with the University Police Department (UPD), the Division of Campus Information Technology, Campus Planning, Facilities and Maintenance (CPFM), and Risk Management, the group identified potential risks, evaluated existing safety measures, and developed integrated strategies to enhance safety across ASI-managed spaces. This group will continue to work together to ensure ASI facilities remain safe, well-maintained, and aligned with best practices in risk management.

GOAL 3, OBJECTIVE 6:

Develop meaningful collaborations within the surrounding Fullerton area.

ADVANCED YOUTH ENGAGEMENT THROUGH INNOVATIVE EDUCATIONAL AND RECREATIONAL PROGRAMS

ASI has maintained impactful youth engagement programs, demonstrating a strong commitment to serving the Fullerton community through educational and recreational initiatives. The Titan Youth Summer Camp and Learn to Swim program provide local children with critical skill-building, academic enrichment, and recreational opportunities.

Amid the unique challenges of the COVID-19 pandemic in Summer 2020, ASI exhibited remarkable adaptability, pivoting to innovative virtual programming that included online swim lesson videos, virtual drawing days, and digital outdoor adventure experiences. These efforts ensured continued community connection and learning despite unprecedented obstacles.

The youth programs support children’s development, promote water safety, and foster meaningful engagement across diverse formats. ASI’s commitment to community service, youth development, and educational outreach is evident in its ability to develop and adapt these programs over five years.



EXPANDED STUDENT FOOD SECURITY THROUGH INNOVATIVE PANTRY PROGRAMS

ASI developed a comprehensive food security initiative through the creation of the ASI Food Pantry, addressing student food insecurity with sustainable, long-term solutions. During the COVID-19 pandemic, when the university faced financial challenges, ASI stepped in to provide essential funding, ensuring the Pantry’s continued operation. Initially launched as a mobile food pantry, the program evolved into a dedicated space in the Titan Student Union (TSU) in Fall 2021.

ASI has continuously enhanced the program’s reach and impact by developing innovative partnerships with:

- Local grocery stores for unsold edible food donations.
- The Arboretum & Botanical Garden at Cal State Fullerton for composting and fresh produce exchange.
- Bracken’s Kitchen and Second Harvest Food Bank for providing ready-made frozen meals.

In Fall 2024, ASI significantly expanded the Pantry’s capabilities by relocating to a larger TSU space and purchasing a refrigerated van to support broader food collection capabilities. Substantial grant funding further validated the program’s impact, including:

- A \$75,000 grant from Kaiser Foundation Hospitals to purchase refrigerated lockers, support culturally diverse food options, and expand vegetarian and vegan selections.
- A \$70,000 grant from the California Department of Food and Agriculture Healthy Refrigeration Grant Program to purchase refrigerators, freezers, and portable refrigeration units to support Pop-Up Pantry events.



STRENGTHENED FAMILY SUPPORT AND STUDENT LEARNING THROUGH THE ASI CHILDREN’S CENTER

The ASI Children’s Center is a premier early childhood education institution, recognized for its ongoing National Association for the Education of Young Children (NAEYC) accreditation and comprehensive approach to community engagement and support. The center goes beyond traditional childcare models, fostering collaborations across academic, healthcare, and local community sectors to provide multi-layered benefits for families and students. Such partnerships include those with the Elks Lodge, Orange County Diaper Bank, Osher Lifelong Learning Institute, and university graduate programs in the Department of Communicative Disorders.

These collaborations enable comprehensive hearing and vision screenings, provide free diapers for Children’s Center families, and provide practical learning experiences for students. By integrating community resources, professional training, and family-centered support, the ASI Children’s Center stands as a model of educational innovation that extends far beyond conventional childcare approaches.