Programs Assessment Committee Meeting

Minutes

Associated Students Inc., California State University, Fullerton
10/29/2026 2:30 PMPDT
@ ASI Boardroom, Titan Student Union

Meeting Details

Meeting Called By: Eugenie Bassilly, Chair
Meeting Type: Regular
Meeting Attendees: Members, Staff, Public

CSU, Fullerton students, and members of the public may submit comments regarding any item posted on this agenda, or matters of importance to the student body through the Public Comment Form. Comments will be reviewed by the Committee Leadership, and submissions received prior to the meeting that are applicable to the governing body will be read during the meeting.

1. Call to Order (Bassilly)

   Chair Bassilly called the meeting to order at 2:33 pm.

2. Roll Call

Attendance

Present:
Members: Shine Aung, Eugenie Bassilly, Savannah Miller, Anirudh Mukherjee
Liaison Members (Non-Voting): Jocelyn Ambrose, Rebecca Hesgard, Ava Montano

Absent:
Members: Mia Phao

According to the ASI Policy Concerning Board of Directors Operations, attendance is defined as being present prior to the announcement of Unfinished Business and remaining until the scheduled end of the meeting.
* Indicates that the member was in attendance prior to the start of Unfinished Business but left before the scheduled end of the meeting.
** Indicates that the member was in attendance for a portion of the meeting, but not in attendance prior to the announcement of Unfinished Business.
*Departed Early: None
**Late Arrival: None

Motion:
A motion was made and seconded to excuse the absence of Phao due to illness by unanimous consent.

Motion moved by Anirudh Mukherjee and motion seconded by Savannah Miller.

3. Approval of the Agenda

Item 3 - prog_2026_10_29_age.pdf

Motion:
A motion was made and seconded to approve the agenda by unanimous consent.

Motion moved by Anirudh Mukherjee and motion seconded by Savannah Miller.

4. Approval of Minutes

A. 10/1/2026 Programs Assessment Meeting Minutes

Item 4 - prog_2026_10_01_min.pdf

Motion:
A motion was made and seconded to approve the 10/1/2026 meeting minutes by unanimous consent.

Motion moved by Shine Aung and motion seconded by Savannah Miller.

5. Public Speakers

Members of the public may address Programs Assessment Committee members on any item appearing on this posted agenda or matters of importance to students.
There were no public speakers.

6. Reports

A. Chair (Bassilly)

B. Director of Student Government (Hesgard)

Motion:
A motion was made and seconded to recess the meeting due to audio technical difficulties by unanimous consent. The meeting recessed at 2:40 pm and was called back to order at 2:43 pm.

Motion moved by Savannah Miller and motion seconded by Anirudh Mukherjee.

7. Time Certain

None

8. Unfinished Business

None

9. New Business

A. Action: A Resolution to Accept the ASI Student Wellness Initiative Marketing Campaign and ASI Identity Update Report (Bassilly)

The Committee will consider a resolution to accept the ASI Student Wellness Initiative Marketing Campaign and ASI Identity Update Report.

PROG 003 26/27 (Mukherjee-m/Miller-s) A motion was made and seconded to accept the ASI Student Wellness Initiative Marketing Campaign and ASI Identity Update Report.

Chair Bassilly yielded the floor to Christina Cardenas, Director of Organizational Communications and Outreach.

Cardenas presented the "Wellness Our Way" campaign, developed with the firm Cloudstreet over about a year of research, including student interviews, to communicate the Student Wellness Initiative transparently and consistently as it unfolds over several years. Based on its finding that many students do not recognize ASI or its logo, Cloudstreet also proposed a refreshed, more legible ASI identity with the tagline "Student Powered, Empowering Students." The campaign would launch in spring 2027 and the new identity in fall 2027. She closed with the campaign's launch video.

Chair Bassilly opened the floor to questions.

- Mukherjee asked whether a logo refresh is necessary if the problem is awareness, and whether alternatives such as "powered by ASI" messaging were considered.
  Cardenas said students interviewed often did not recognize or understand the current logo, a clearer identity is needed as a foundation for the wellness campaign, and several logo options were considered, with this one receiving the most support from last year's student leaders.
- Ambrose asked when the logo was last changed.
  Cardenas said it has been at least ten years.
- Bassilly asked who came up with the new logo and whether it is integral to the wellness campaign or could be adopted separately.
  Cardenas said Cloudstreet developed it based on what it learned from students. Dr. Dave Edwards, Associate Vice President and Executive Director, explained that the project began as a wellness campaign only, but Cloudstreet found that students fundamentally did not know what ASI was and recommended the identity update; the two are separate but integrated toward the same goal.

Chair Bassilly opened the floor to discussion.

Hesgard clarified that the resolution adopts both the campaign (spring 2027) and the updated logo (fall 2027), continuing work begun by last year's Board of Directors.

Montano supported the new logo as clearer and more recognizable, noting last year's Board reviewed multiple options and that a stronger identity supports outreach and awareness.

Mukherjee supported Wellness Our Way but questioned how a logo change addresses the underlying awareness issue.

Aung noted the current logo has more character.

Ambrose suggested a design that is legible but more unique.

Dr. Edwards offered to revise the presentation to include the broader awareness campaign before the item moves forward to the Board.

Item 9.A A Resolution to Accept the ASI Student Wellness Initiative Marketing Campaign and ASI Identity Update Report - final.pdf

Item 9.A Marketing Campaign CC_presentation_compressed.pdf

Motion:

A motion was made and seconded to postpone the item to the next meeting by unanimous consent.

Motion moved by Shine Aung and motion seconded by Anirudh Mukherjee.

B. Action: A Resolution to Accept the Art Programs and Exhibits Assessment (Bassilly)

The Committee will consider a resolution to accept the Art Programs and Exhibits Assessment.
PROG 004 26/27 (Mukherjee-m/Miller-s) A motion was made and seconded to accept the Art Programs and Exhibits Assessment.
Chair Bassilly yielded the floor to Kirsten Stava, Titan Student Union (TSU) Director.
Stava reviewed the recommendations from the program assessment: realigning the art workshops with another ASI team; exploring alternate gallery displays (such as digital or traveling displays) and improving existing gallery locations; expanding marketing so all students, regardless of major, know they can exhibit, including performing arts; increasing engagement with campus partners; and, per the Committee's recommendation, maintaining dedicated funding to support student artists without added financial barriers.
Chair Bassilly opened the floor to questions.
There were no questions.
Chair Bassilly opened the floor to discussion.
Chair Bassilly noted that members' rubrics largely aligned on improving gallery visibility and accessibility and moving the workshops under another team. Hesgard said the resolution incorporates the rubric scores received and will be updated with two additional rubrics before going to the Board. Mukherjee said the program is valuable and supported refreshing the galleries and reconsidering how workshops are organized.
Without objection, the Committee moved to a roll call vote.

Item 9.B Programs Assessment Committee - Art Programs and Exhibits - Final-10.22.26.pdf

Item 9.B PAC Operational Program Review Rubric_P1 Ambrose.pdf

Item 9.B Operational Program Review Rubric_P1 Phao.pdf

Item 9.B A Resolution to Accept Art Programs Programs Assessment Committee Report 2026.pdf

Item 9.B PAC Operational Program Review Rubric_P1 Bassilly.pdf

Item 9.B PAC Operational Program Review Rubric_P1 Montano.pdf

Item 9.B PAC Operational Program Review Rubric_P1 Mukherjee.pdf

Motion:

PROG 004 26/27 Roll Call Vote: 4-0-0. The motion to accept the Art Programs and Exhibits Assessment was adopted.

Motion moved by Anirudh Mukherjee and motion seconded by Savannah Miller.

C. Discussion: Program #2 ASI Commissions (Bassilly)

The Committee will discuss ASI Commissions.
Chair Bassilly yielded the floor to Rebecca Hesgard, Director of Student Government, and Ingrid Mata, Student Government Coordinator.
Hesgard and Mata presented the assessment of the Commissions program: five advocacy commissions under three executive officers, with 12 student leaders who lead advocacy, outreach, and awareness through initiatives. In 2025-2026, commissions held 28 activities, including 9 new initiatives, partnered with 23 entities, and checked in about 1,900 participants; the total program cost was $86,197.10, funded entirely by student fees. The SWOT analysis noted strengths in student-led initiatives and campus partnerships, and weaknesses in fragmented data collection, role ambiguity, and limited funding and space. Recommendations include adding director positions to the three commissions without them and clarifying job descriptions, building a first-year engagement pipeline, increasing the budget, and standardizing data collection.

Item 9.C Y26-27 Programs Assessment Report - Commissions Program.pdf

Item 9.C Programs Assessment Committee-COMMISSIONS-10.29.26-FINAL.pdf

Motion:
A motion was made and seconded to extend the meeting by 10 minutes by unanimous consent.

Motion moved by Eugenie Bassilly and motion seconded by Anirudh Mukherjee.

Due to time constraints, questions and discussion were deferred; the item will return as Unfinished Business at the next meeting.

10. Announcements & Member's Privilege

None

11. Adjournment (Bassilly)

Chair Bassilly adjourned the meeting at 3:53 pm.



Eugenie Bassilly
2026-11-13 16:38 UTC
Chair, Programs Assessment Committee



Erika Perret-Martinez
2026-11-13 18:05 UTC

Recording Secretary

Roll Call 2026-2027

10/29/2026 PROGRAM ASSESSMENT Committee Roll Call

Attendance	Board Members			
			Present	Absent
NSM	AUNG	SHINE	1	
CHAIR	BASILLY	EUGENIE	1	
HHD	MILLER	SAVANNAH	1	
ECS	MUKHERJEE	ANIRUDH	1	
HSS	PHAO	MIA		1
			Present	Absent
			4	**1**

Attendance	Liaisons			
			Present	Absent
CHAIR DESIGNEE	AMBROSE	JOCELYN	1	
ADVISOR	HESGARD	REBECCA	1	
PRES. DESIGNEE	MONTANO	AVA	1	
			Present	Absent
			3	0

*Recording Secretary: Erika Perret-Martinez

Roll Call Votes			001 A Resolution to Accept the ASI Student Wellness Initiative Marketing Campaign (Postponed)		
			YES	NO	ABSTAIN
NSM	AUNG	SHINE			
HHD	MILLER	SAVANNAH			
ECS	MUKHERJEE	ANIRUDH			
HSS	PHAO	MIA			
CHAIR	BASILLY	EUGENIE			
			YES	NO	ABSTAIN
			0	0	0

Roll Call Votes			002 A Resolution to Accept the Art Programs and Exhibits Assessment		
			YES	NO	ABSTAIN
NSM	AUNG	SHINE	1		
HHD	MILLER	SAVANNAH	1		
ECS	MUKHERJEE	ANIRUDH	1		
HSS	PHAO	MIA			
CHAIR	BASILLY	EUGENIE	1		
			YES	NO	ABSTAIN
			4	0	0

A RESOLUTION TO ACCEPT THE ASI STUDENT WELLNESS INITIATIVE MARKETING CAMPAIGN AND ASI IDENTITY UPDATE REPORT
Sponsor: Eugenie Bassilly, Chair, Programs Assessment Committee

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, sets policy for the organization, approves all funding allocations to programs and services, and advocates on behalf of student interests on committees and boards; and

WHEREAS, the ASI Board of Directors oversees major strategic initiatives, communication strategies, and organizational branding to ensure alignment with student interests and needs; and

WHEREAS, ASI engaged Cloudstreet, a national branding and marketing firm, to develop a long-term communication strategy for the ASI Student Wellness Initiative (ASWI), providing dedicated research and comprehensive communication strategies; and

WHEREAS, over the course of the past year, Cloudstreet conducted on-campus visits, interviewed students, and participated in multiple conversations with student leaders and ASI staff, identifying a need to clearly connect students' investment in ASWI with benefits available now and improvements planned for the future, while ensuring students have consistent, accessible information about available funding, programs, and services; and

WHEREAS, this research allowed Cloudstreet to suggest an ASWI communication strategy focused on the student-focused, student-driven aspect of the initiative, which was translated into the "Wellness —Our Way" campaign; and

WHEREAS, the work also identified an opportunity to strengthen recognition of ASI's role across its programs, services, and spaces, leading to a proposed, refreshed ASI identity, supported by the message "Student powered. Empowering students." and a new ASI logo; therefore, let it be

RESOLVED, the ASI Board of Directors accepts the ASI Student Wellness Initiative Marketing Campaign and ASI Identity Update report; and let it be further

RESOLVED, the ASI Board of Directors approves the "Wellness—our way" campaign direction and visual identity, with the launch planned for spring 2027; and let it be further

RESOLVED, the ASI Board of Directors approves the refreshed ASI logo and supporting brand identity, with rollout planned for fall 2027; and let it be finally

RESOLVED, that ASI management and staff are directed to implement the approved campaign and implement the updated ASI brand identity, and that this Resolution be distributed to the ASI Associate Vice President and Executive Director and applicable departments and staff for appropriate action.

Adopted by the Board of Directors of the Associated Students Inc., California State University, Fullerton on the seventeenth day of November in the year two thousand and twenty-six.

Chair, Board of Directors

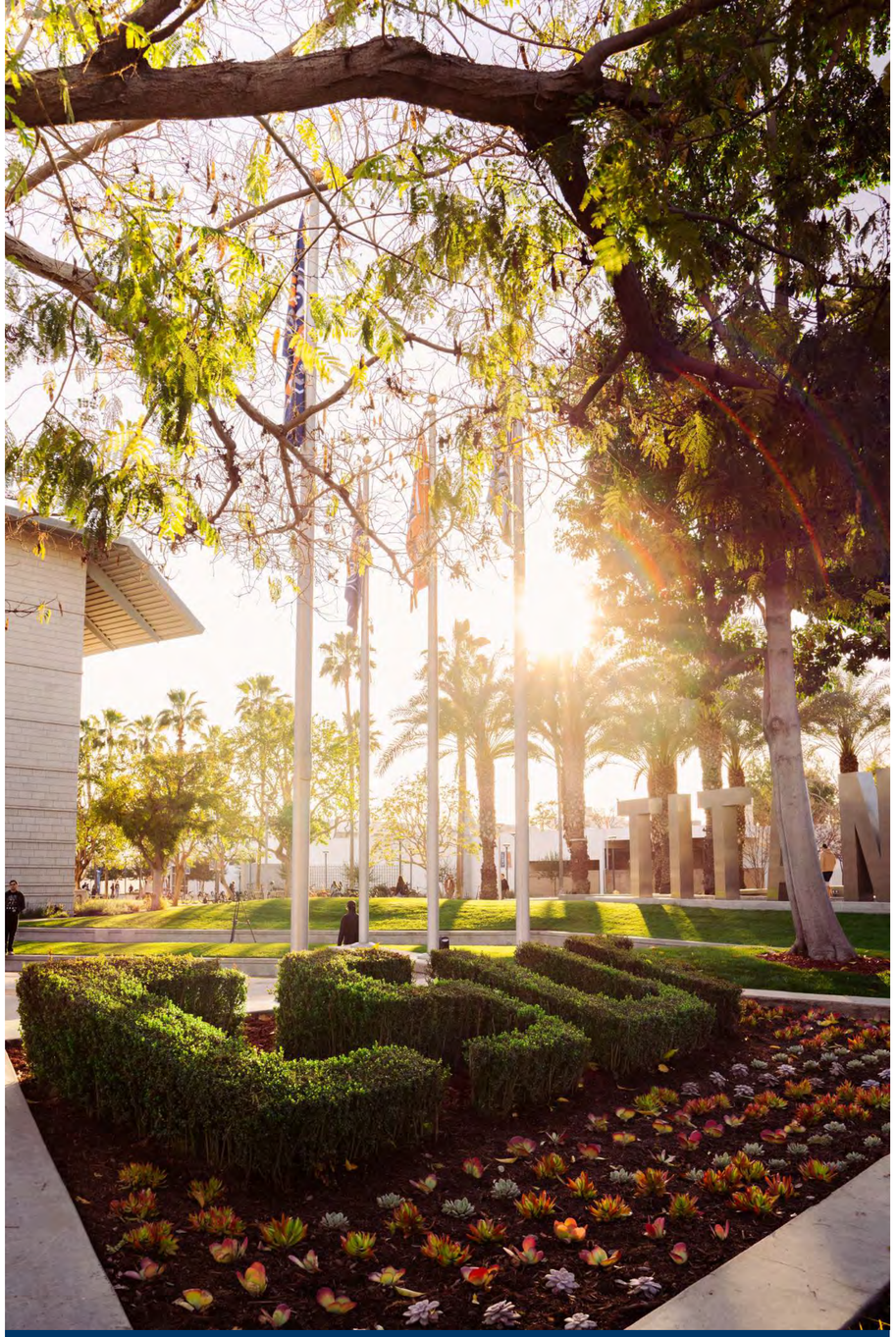
Secretary, Board of Directors

ASI STUDENT WELLNESS INITIATIVE

Marketing Campaign & ASI Identity Update

Christina Cardenas

Director of Organizational Communications & Outreach



ASSOCIATED STUDENTS INC., CSUF | OCT 2026

Why we’re here



The ASI Student Wellness Initiative expands student support, programs, and spaces over several years.

We need to tell that story. Effectively.

- Students need to understand what their investment supports and how to access the benefits.
- A consistent campaign connects opportunities available now with improvements ahead.
- Cloudstreet brought dedicated research and strategy capacity alongside MCD’s roughly 1,000 annual projects.



How the work developed

Nearly a year of research, conversation & creative development

- Cloudstreet visited campus to understand the student environment.
- Student leaders and ASI staff participated in multiple conversations.
- The team tested how to make a complex initiative clear and relevant to students.

CSUF’s student-led wellness initiative

Wellness Our Way



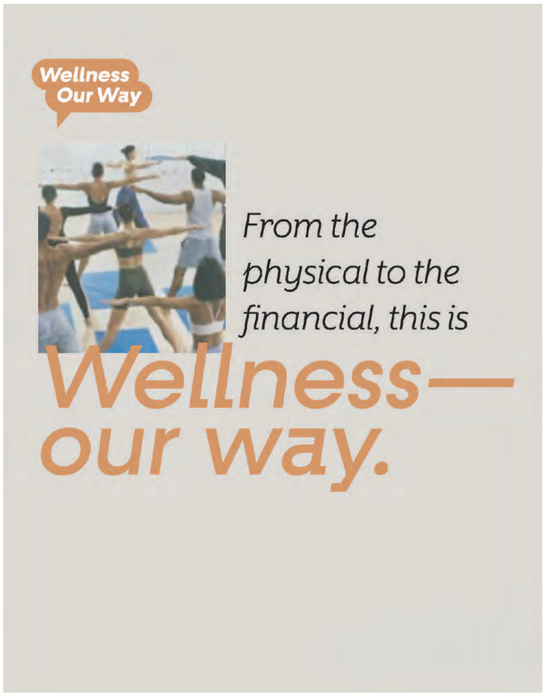




What students will see



- Student faces & voices



- Clear information about funding, programs, & services



- A consistent look across digital channels, print, and campus spaces



- Flexible enough to grow with the initiative

How students will experience it.

The launch introduces the idea.
Ongoing messages make it useful.

- A student-centered launch video introduces the campaign.
- Campus and digital materials build recognition.
- Specific messages connect students to funding, programs, and services.









Why refresh the ASI logo?

ASSOCIATED STUDENTS INC

CALIFORNIA STATE UNIVERSITY, FULLERTON®

(Current ASI Logo)

Help students connect their experiences to ASI.

- Students may recognize a program without knowing ASI supports it.
- A consistent identity makes that connection clearer.
- An updated logo works across campus spaces, print, and digital channels.

ASSOCIATED STUDENTS INC

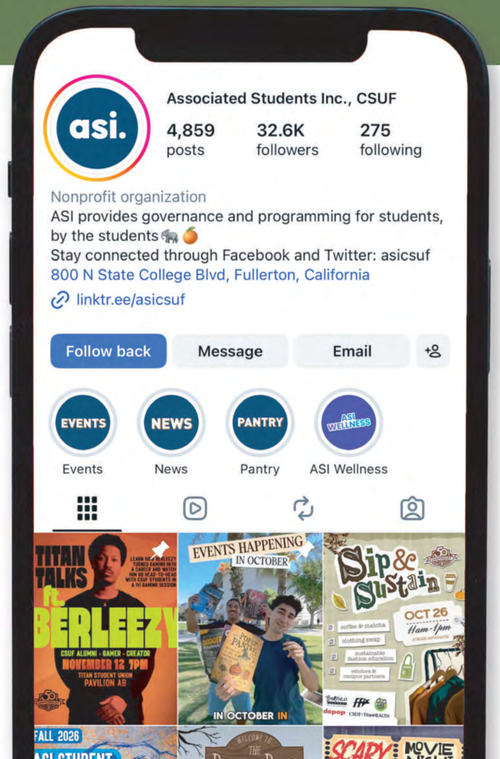
Student powered.
Empowering students.

ASSOCIATED STUDENTS INC | CALIFORNIA STATE UNIVERSITY FULLERTON



Student powered. Empowering students.







Timeline

FALL 2026

Finalize wellness creative and prepare launch materials

SPRING 2027

Launch Wellness our way campaign

Wellness Our Way

FALL 2027

Introduce the refreshed ASI identity

asi.

ONGOING

Highlight student benefits, stories and initiative milestones



Thank you.

Questions?

A RESOLUTION TO ACCEPT THE ASI ART PROGRAM AND EXHIBITS PROGRAM ASSESSMENT REPORT

Sponsor: Programs Assessment Committee

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 ASI Board of Directors, sets policy for the organization, approves all funding allocations to programs and services, and advocates on behalf of student interests on committees and boards; and

WHEREAS, the ASI Programs Assessment Committee is a designated standing committee of the ASI Board of Directors and is tasked with the assessment of existing ASI programs and services and consideration of new programs to be established; and

WHEREAS, during its first meeting of the academic year, the ASI Programs Assessment Committee selects established ASI programs for annual assessment, with findings to be presented by the Program Director; and

WHEREAS, the ASI Art Programs and Exhibit program was selected to be assessed and reviewed during the 2026-2027 academic term with findings shared and discussed by the Committee; and

WHEREAS, Kirsten Stava, Director of the Titan Student Union (TSU), reviewed the Art Program and Exhibit program's outcomes, user data, feedback channels, impact, budget, SWOT Analysis, and recommendations with the ASI Programs Assessment Committee; and

WHEREAS, student evaluations and committee feedback reflected overall strong performance for the Art Programs and Exhibits program, including a 75% excellent rating across Learning Outcomes, Financial Impact, and Student Experience, as well as a 25% good rating for User Data; and

WHEREAS, student feedback highlighted the program's vital role in providing peer-to-peer learning, portfolio-building assets, extra credit opportunities, and a platform to showcase student diversity across all academic majors; therefore, let it be

RESOLVED, the ASI Board of Directors accepts the report provided to the ASI Programs Assessment Committee and approves continuation of the ASI Art Programs and Exhibits program for a three (3) year term prior to its next comprehensive assessment review; and let it be further

RESOLVED, the ASI Board of Directors encourages ASI management to review the following areas concerning improvements to the ASI Art Programs and Exhibits program:

1. Realign the workshop/Do-It-Yourself events component with a different ASI team.
2. Explore alternate gallery display channels.
3. Refresh and reassign the existing galleries.
4. Expand marketing and promotional outreach to increase overall gallery foot traffic and clarify that exhibition opportunities are open to all students, regardless of major.
5. Increase engagement with campus communities to enhance the gallery experience and showcase student diversity.
6. Maintain dedicated funding allocations so that portfolio-building and extra credit opportunities remain accessible to students without additional financial barriers; and let it be finally

RESOLVED, that this Resolution be distributed to the ASI Associate Vice President and Executive Director and applicable departments and staff for appropriate action.

Adopted by the Board of Directors of the Associated Students Inc., California State University, Fullerton on the seventeenth day of November in the year two thousand and twenty-six.

Chair, Board of Directors

Secretary, Board of Directors

Learning Outcomes Provide evidence that the program offers opportunities for students to meet the learning outcomes aligned with ASI's Strategic Values.	25%	Describes significant evidence that most or all learning outcomes are integrated within the program and met by student users.	Demonstrates evidence that some of the learning outcomes are built into the program, and clear data that student users have met these outcomes through the program.	Does not clearly demonstrate how the learning outcomes are met by student users of the program, or that the learning outcomes are integrated within the program's design.
Financial Impact Provide a budgetary overview of the program over the past academic year. This should include the scope of the program staffing, if the program generates revenue, and if the program requires additional out of pocket costs to student users.	25%	Budgetary overview explicitly explains the scope of the program's finances, including staffing costs for one year. Students experience minimal or no additional cost to use the program. The program may also have a healthy revenue stream or external funding source.	Budgetary overview explains the scope of the program's finances, including staffing costs for one year. Students may experience some or minimal additional cost to use the program.	Budgetary overview does not explain the scope of the program's finances, including staffing costs for one year. Students may experience significant additional cost to use the program.
User Data Provide overall usage of the program and any key data demonstrating trends of program usage by students.	25%	The data provided details a clear use of the program by students on a frequent basis or program growth overall. Recurring use of the program occurs often, and users are of diverse backgrounds.	The data provided describes regular use of the program. Recurring student users sometimes occurred.	The data provided did not clearly describe the overall use of the program or did not demonstrate regular program usage throughout the past year. Recurring program users rarely occurs.
Student Experience Provide data on the student experience or satisfaction of program users. Include how often it is collected, if the data displays positivity or needs for program growth.	25%	Student satisfaction or experience is measured on an ongoing basis and clearly defined within the data provided. Experiences are positive overall.	Student satisfaction or experience is measured on a periodic basis and/or somewhat defined within the data provided. Experiences are somewhat positive.	Student experience is infrequently measured and/or not defined within the data provided. Experiences demonstrate a need for program improvement.

Jocelyn Ambrose

ASI Programs Assessment Committee

ART PROGRAMS & EXHIBITS

Category	Weight	Excellent	Good	Basic
Learning Outcomes Provide evidence that the program offers opportunities for students to meet the learning outcomes aligned with ASI's Strategic Values.	25%	Describes significant evidence that most or all learning outcomes are integrated within the program and met by student users **Excellent: In terms of wellness, the art program helps with learning and relaxation.**.	Demonstrates evidence that some of the learning outcomes are built into the program, and clear data that student users have met these outcomes through the program.	Does not clearly demonstrate how the learning outcomes are met by student users of the program, or that the learning outcomes are integrated within the program's design.
Financial Impact Provide a budgetary overview of the program over the past academic year. This should include the scope of the program staffing, if the program generates revenue, and if the program requires additional out of pocket costs to student users.	25%	Budgetary overview explicitly explains the scope of the program's finances, including staffing costs for one year. Students experience minimal or no additional cost to use the program. The program may also have a healthy revenue stream or external funding source. **Excellent: No cost for the student! The finances are provided and self-explanatory.** **The full-time staff position could potentially be reassessed and the budgets could be adjusted.**	Budgetary overview explains the scope of the program's finances, including staffing costs for one year. Students may experience some or minimal additional cost to use the program.	Budgetary overview does not explain the scope of the program's finances, including staffing costs for one year. Students may experience significant additional cost to use the program.
User Data Provide overall usage of the program and any key data demonstrating trends of program usage by students.	25%	The data provided details a clear use of the program by students on a frequent basis or program growth overall. Recurring use of the program occurs often, and users are of diverse backgrounds. **Excellent: There is a student count and many new and**	The data provided describes regular use of the program. Recurring student users sometimes occurred.	The data provided did not clearly describe the overall use of the program or did not demonstrate regular program usage throughout the past year. Recurring program users rarely occurs.

		reoccurring students are included in the report.		
Student Experience Provide data on the student experience or satisfaction of program users. Include how often it is collected, if the data displays positivity or needs for program growth.	25%	Student satisfaction or experience is measured on an ongoing basis and clearly defined within the data provided. Experiences are positive overall. **Excellent: Survey responses are positive and well received.**	Student satisfaction or experience is measured on a periodic basis and/or somewhat defined within the data provided. Experiences are somewhat positive.	Student experience is infrequently measured and/or not defined within the data provided. Experiences demonstrate a need for program improvement.

Grading Outcomes:

- Programs receiving a committee evaluation of **Excellent** are recommended to continue for the next 3 years before additional review is required.
- Programs receiving a committee evaluation of **Good** are recommended to continue for the next 2 years before additional review is required.
- Programs receiving a committee evaluation of **Basic** are recommended to be reviewed the next academic year or recommended to sunset the program.

Art Programs and Exhibits

Overall rating: Good
Program recommendation: Transform

Learning Outcomes: Good

The program demonstrates meaningful alignment with ASI's strategic values, particularly through its emphasis on student wellness, community engagement, belonging, and creative expression. The workshops and gallery exhibitions provide opportunities for students to connect with others and participate in campus activities. I am just a little unclear on what the true learning outcomes that students are intended to reach.

Financial Impact: Good

The program reported total expenditures of $61,269 for FY 2025–2026, with $47,750 allocated toward staffing. I appreciate that students can participate without additional costs, making the program financially accessible. However, staffing represents approximately 78% of total expenditures, which raises questions regarding operational efficiency and resource allocation. Although the program provides meaningful benefits, I believe it would be worthwhile to evaluate whether staffing responsibilities could be redistributed or streamlined, particularly if programming is transitioned to another ASI department.

User Data: Good

The program demonstrates consistent student participation however, the report does not provide historical attendance comparisons or sufficient information regarding recurring participants and the diversity of students reached.Overall, I would rate User Data Good because participation is evident, but additional information is needed to evaluate long-term growth and effectiveness.

Student Experience: Excellent

I believe student experience is one of the strongest aspects of this program. The testimonials demonstrate how the workshops have helped students manage stress, develop friendships, and feel more connected to the campus community. I particularly appreciate that students described the environment as welcoming and inclusive, especially those who may not feel as comfortable participating in traditional student organizations. The fact that programming and supplies are provided at no additional cost also contributes to accessibility.

Overall Thoughts for Discussion

Overall, I believe Art Programs and Exhibits is a valuable program that should continue, but with strategic adjustments to improve its effectiveness and long-term sustainability. The participation numbers demonstrate student interest, and the testimonials highlight the importance of

providing accessible spaces where students can express themselves, relieve stress, and build community.

I agree with the recommendation to explore restructuring the program, particularly transitioning workshops and DIY programming to another ASI team. However, I believe any organizational changes should prioritize maintaining the quality and accessibility of student programming. Additionally, I would like to see greater emphasis on increasing gallery visibility and student participation. Collaborating with academic departments, student organizations, and campus communities could create more opportunities for students to showcase their artwork. Lastly, I believe the program would benefit from establishing more measurable performance indicators. Although student testimonials are valuable, reporting survey response rates, satisfaction levels, and changes in students' sense of belonging would provide stronger evidence of the program's impact.

To me, **Transform** means preserving the aspects of the program that students clearly value while improving its organizational structure, financial efficiency, and overall reach.

ASI Programs Assessment Committee

Operational Program Review Rubric

Category	Weight	Excellent	Good	Basic
Learning Outcomes Provide evidence that the program offers opportunities for students to meet the learning outcomes aligned with ASI's Strategic Values.	25%	Describes significant evidence that most or all learning outcomes are integrated within the program and met by student users.	Demonstrates evidence that some of the learning outcomes are built into the program, and clear data that student users have met these outcomes through the program.	Does not clearly demonstrate how the learning outcomes are met by student users of the program, or that the learning outcomes are integrated within the program's design.
Financial Impact Provide a budgetary overview of the program over the past academic year. This should include the scope of the program staffing, if the program generates revenue, and if the program requires additional out of pocket costs to student users.	25%	Budgetary overview explicitly explains the scope of the program's finances, including staffing costs for one year. Students experience minimal or no additional cost to use the program. The program may also have a healthy revenue stream or external funding source.	Budgetary overview explains the scope of the program's finances, including staffing costs for one year. Students may experience some or minimal additional cost to use the program.	Budgetary overview does not explain the scope of the program's finances, including staffing costs for one year. Students may experience significant additional cost to use the program.
User Data Provide overall usage of the program and any key data demonstrating trends of program usage by students.	25%	The data provided details a clear use of the program by students on a frequent basis or program growth overall. Recurring use of the program occurs often, and users are of diverse backgrounds.	The data provided describes regular use of the program. Recurring student users sometimes occurred.	The data provided did not clearly describe the overall use of the program or did not demonstrate regular program usage throughout the past year. Recurring program users rarely occurs.
Student Experience Provide data on the student experience or satisfaction of program users. Include how often it is collected, if the data displays positivity or needs for program growth.	25%	Student satisfaction or experience is measured on an ongoing basis and clearly defined within the data provided. Experiences are positive overall.	Student satisfaction or experience is measured on a periodic basis and/or somewhat defined within the data provided. Experiences are somewhat positive.	Student experience is infrequently measured and/or not defined within the data provided. Experiences demonstrate a need for program improvement.

Grading Outcomes:

- Programs receiving a committee evaluation of **Excellent** are recommended to continue for the next 3 years before additional review is required.
- Programs receiving a committee evaluation of **Good** are recommended to continue for the next 2 years before additional review is required.
- Programs receiving a committee evaluation of **Basic** are recommended to be reviewed the next academic year or recommended to sunset the program.

1. Learning outcomes- Excellent
2. Financial Impact- Excellent
3. User data- Excellent
4. Student experience- Excellent

- Overall, I think this is program is excellent.

I think for sure this program should continue. I think realigning it with a different department that aligns with would be very beneficial in the execution and mkaing sure it gets the attention it deserves. I think planning some sort of collaboration with a commission or other department could be a good way to get more engagement within the gallery. I think all the recommendations provided in the presentation would ultimately benefit or make this program stronger and better.

Art Programs and Exhibits

Review by Anirudh - BOD ECS

Overall rating: Good **Program recommendation:** Transform

Learning Outcomes : Basic

The program has meaningful goals around community, wellness, belonging, and awareness of ASI resources. I can see how creating art together supports those goals. However, the report does not clearly show how many students achieved the learning outcomes. I would rate this Basic based on the evidence available, rather than the value of the activities themselves.

Financial Impact : Excellent

The financial information is clear. The program cost $61,269 in FY 2025–2026, including $47,750 in staffing, and students do not pay to participate or for supplies. Since the report gives a full breakdown of expenses and keeps the program accessible, I would rate Financial Impact Excellent. Staffing is the largest cost, so it would still be useful to review it as responsibilities change.

User Data : Good

The program is clearly being used: 127 drop-in workshops, 12 special events, 2,200 sign-ins, and 1,153 unique users were reported. The galleries also received student artwork, with 124 fall submissions and 21 spring submissions. That is encouraging, but we do not have enough information about repeat attendance, changes over time, or how widely the program reaches different students. Good feels like the fairest rating.

Student Experience : Good

This is the strongest part of the program for me. Students describe the workshops as a place to relieve stress, make friends, and feel welcome. The program also offers optional check-in surveys and collects feedback through other channels. I would rate this Good because the student stories are positive, but the presentation does not share overall survey results or response rates that would support an Excellent rating.

Overall thoughts for discussion

Overall, I think this is a worthwhile program that deserves to continue with some changes. The numbers show that students are interested, and the testimonials show how much a welcoming, low-pressure space to create and connect can matter during a stressful semester.

I agree with the director’s approach of keeping the program while reconsidering how it is organized. Moving workshops to another ASI team makes sense if access and quality remain consistent. Refreshing the galleries and partnering with campus groups could also give more students a chance to see and share artwork. I would focus on making those changes work before expanding.

To me, “Transform” means improving what already works, not starting over. A few consistent survey questions about belonging, stress relief, and awareness of ASI resources would help demonstrate impact at the next review. I support a Good overall rating and a Transform recommendation, with the student experience kept at the center.

ASSOCIATED STUDENTS INC
CALIFORNIA STATE UNIVERSITY, FULLERTON™

PROGRAMS ASSESSMENT COMMITTEE

Art Programs and Exhibits

Presented by: Kirsten Stava, TSU Director

October 1, 2026

CALIFORNIA STATE UNIVERSITY FULLERTON™

Director Recommendations

Program Continuation with Adjustments

Realign Workshop & DIY Programming

- Transition workshop and DIY events to a different ASI team

Expand Gallery Display Channels

- Explore alternative channels for gallery exhibitions

Refresh Existing Galleries

- Update and reassign current gallery spaces

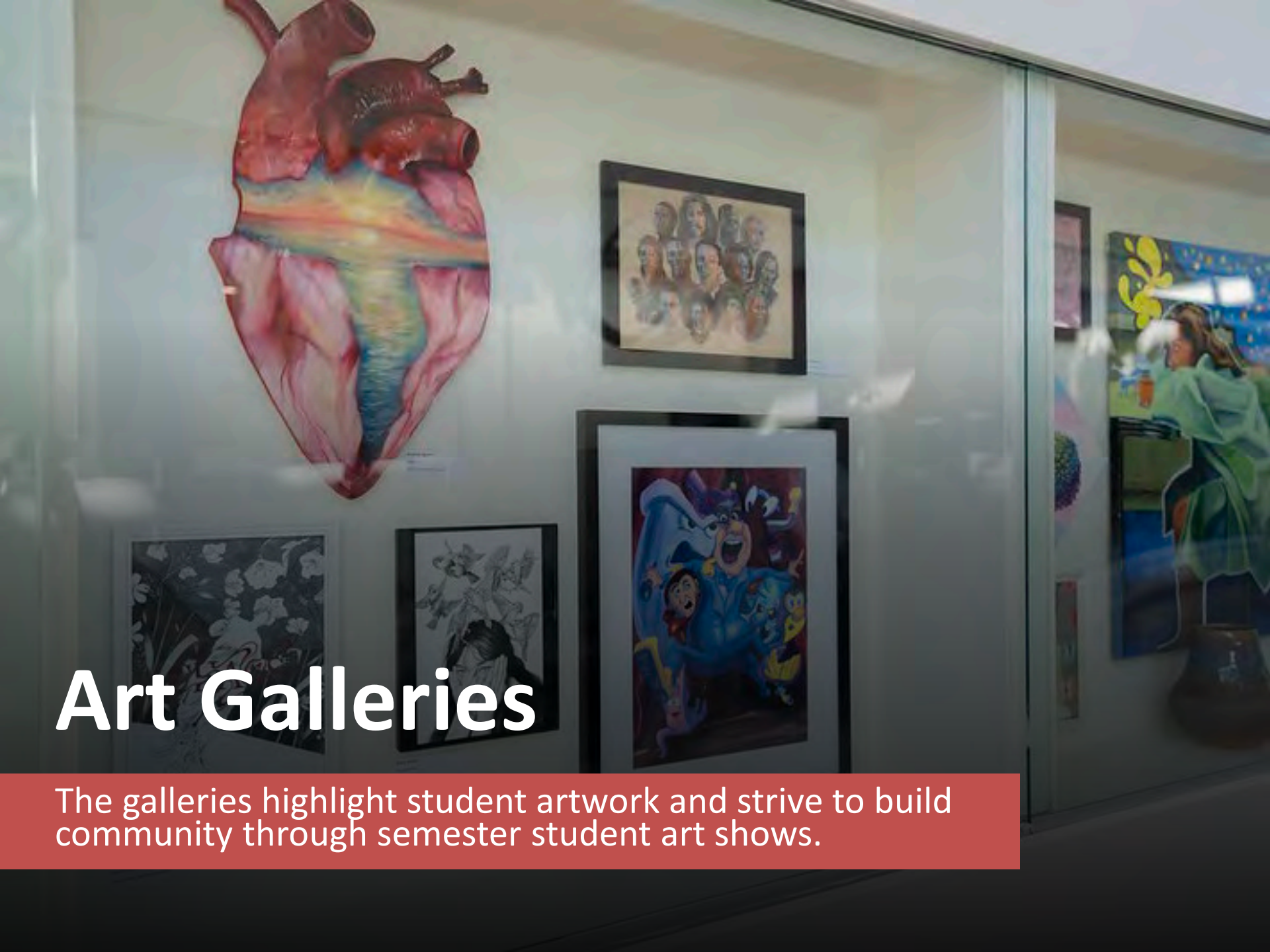
Strengthen Campus Engagement

- Increase collaboration with campus communities to enhance the gallery experience



Drop-in Art Workshops and Signature Events

Facilitated workshops that provide opportunities for building community and creative expression for students.



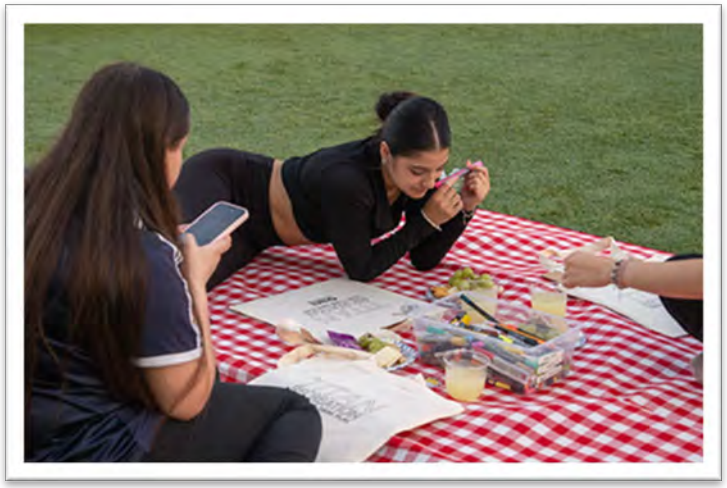
Art Galleries

The galleries highlight student artwork and strive to build community through semester student art shows.

Historical Highlights

- **Decades of Student Art Shows:** Supporting the TSU Permanent Art Collection.
- **2016 TSU Expansion:** Introduced a dedicated Maker Space.
- **Drop-In Art Workshops:** Launched in 2016.
- **Late Night Paint Night:** Introduced in 2018.
- **Expanded Events and Campus Collaborations:** Beginning in 2023.





Program Performance Outcomes

To Support a Culture of Belonging

- Build Community Through Student Engagement
- Support Student Wellness and Belonging
- Increase Awareness of ASI Resources
- Enhance Knowledge of Other Engagement Opportunities

User Data FY 2025-2026

2025-2026 Program Numbers

127 Drop-in Art Workshops & 12 Special Events

- **Collaborations:** Environmental Sustainability Commission, Student Programs & Engagement, and TSU Games Center
- **Most Popular Programs:** Late Night Paint Night & Food Decorating
- **Total Sign-Ins:** 2,200
- **Unique Users:** 1,153

User Data FY 2025-2026

2025-2026 Gallery Numbers

2 External Exhibits Featured in the Center Gallery

- Showcased artwork and displays from non-ASI partners

Student Art Shows

- **124 submissions** for the Fall Art Show
- **21 submissions** for the Spring Art Show

ASI Promotional Exhibits

- **50th Anniversary Celebration**
- **Get Involved with ASI** campaign



Assessment & Feedback Channels

- **Optional Surveys Included with Every Check-In**
  - Collect participant feedback, including questions related to **Belonging**
- **Participant Feedback**
  - Gather qualitative insights and testimonials from attendees
- **Media Coverage**
  - Track program visibility through coverage by media outlets such as the Daily Titan
- **Social Media Monitoring**
  - Measure engagement, reach, and participant interactions



Student Experience

Student Testimonial

“I wanted to let you know how much I enjoyed the weekly art projects this semester. They truly helped me get through some difficult and stressful weeks. As a nursing student, I often had a heavy workload, and the art projects provided a wonderful creative outlet that helped improve my mood and reduce stress.”

Student Experience

Student Testimonial

“One of the things I appreciated most was the sense of community that was created in these spaces. I made friends through the art activities and found a welcoming environment that I had not experienced in other clubs or campus activities. As an older student, I was initially nervous about attending events, but Alina and Sage always made sure everyone felt welcome, respected, and included.”

Student Experience

“I really like the idea of students having a place to de-stress.”

“I love talking to other people about what they’re making…”

“I really like the community here…I make a lot of friends going to events.”





Financial Impact

Budget

Fully Funded by Student Fees

- No revenue is generated through the program
- Students are never charged for participation or supplies

Primary Program Expenses

- Staff support for planning, facilitation, and space preparation
- Program supplies, marketing, hospitality, and contest awards

FY 2025-2026 Expense Summary

Staff: $47,750

Supplies: $7,345

Contest Awards: $2,900

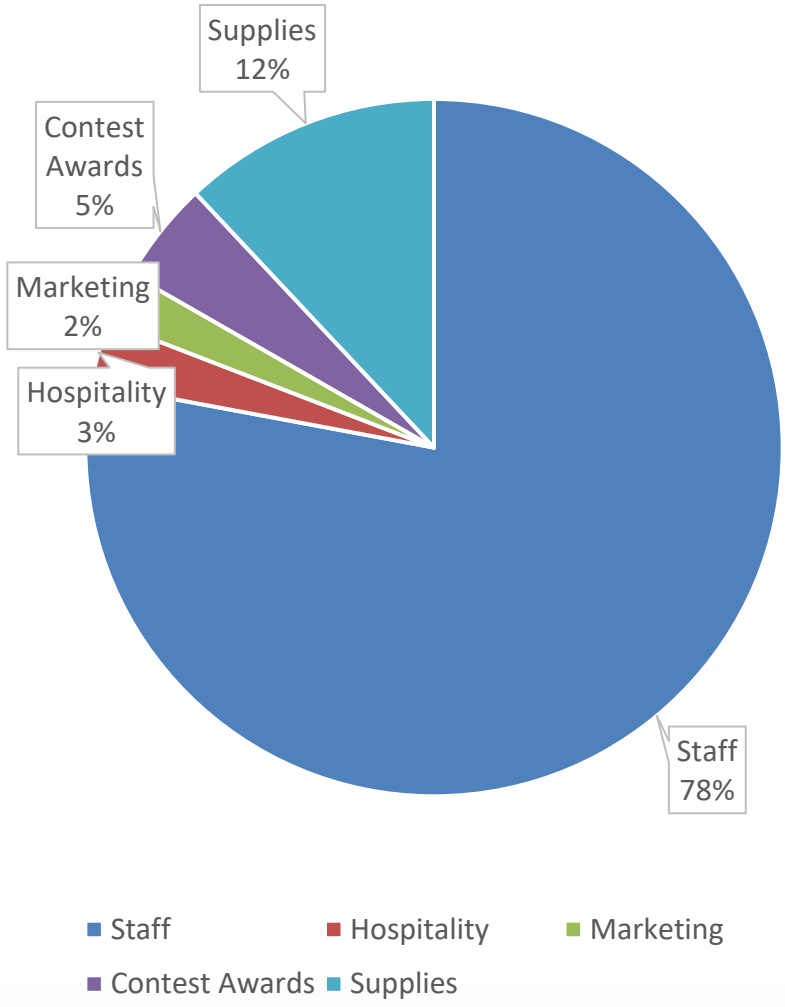
Hospitality: $1,792

Marketing: $1,482

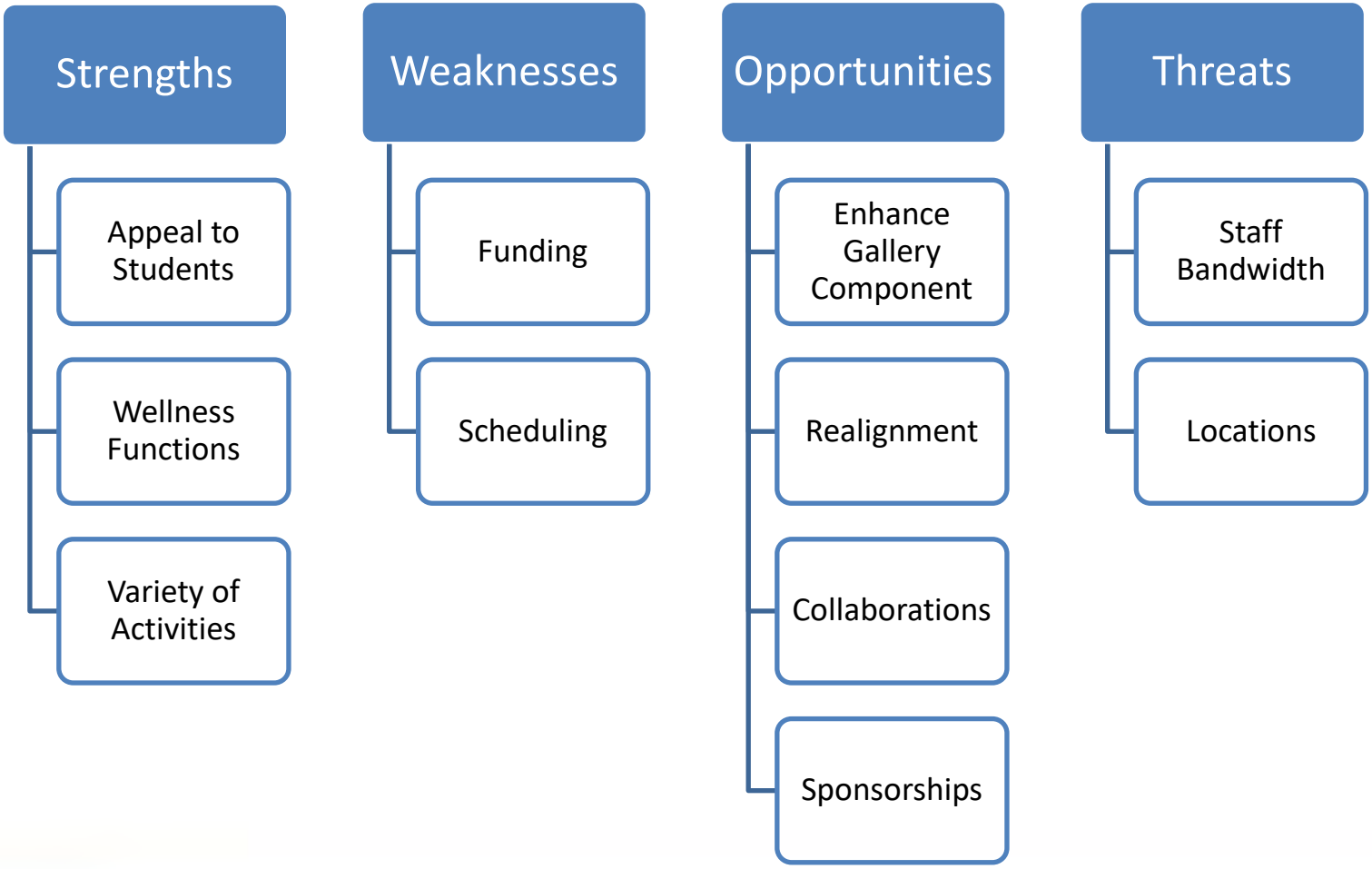
Total Program Cost: $61,269

Staff expenses include student employees and full-time team members from Art Programs, Operations, and Building Engineering.

Expenses



SWOT Analysis



Recommendations

Summary

The **Art Program and Exhibits** program has positively impacted many CSUF students.

The department's organizational structure, the evolution of the ASI Student Wellness Initiative, and this program assessment support exploring the following opportunities.

Next Steps/Changes

- Realign the Workshop/DIY events to a different ASI team.
- Explore alternate gallery and display channels.
- Refresh and reassign the galleries.
- Increase engagement with campus communities to enhance the gallery experience.

Thank you!

Questions?



Presented by:

Kirsten Stava, TSU Director

October 1, 2026

Programs Assessment Committee

COMMISSIONS



Presented by:

Rebecca Hesgard, Director of Student Government

Ingrid Mata, Student Government Coordinator

October 29, 2026

Director Recommendations

Expand Commission Roles & Program Awareness

Add a director-level position to every Commission and update the job description.

Establish an Inclusive Engagement Pipeline

Incorporate first-year and transfer students in student leadership within Commissions.

Scale Program Budget

Allocate increased budget for operating costs, $8-10k per commission.

Student leadership needs $10,177.52 for 2 additional directors.

Strengthen Data Collection Practices

Standardize assessment practices to more accurately reflect diverse users and advocacy impact.

Program Overview

The Commissions are charged with leading advocacy, outreach, and awareness efforts on behalf of ASI.

- **5 Commissions are led by the 3 ASI Executive Officers and composed of 12 Commissioners**
  - Community Engagement Commission
  - Environmental Sustainability Commission
  - Lobby Corps Commission
  - Social Justice & Equity Commission
  - University Affairs Commission
- **Commissions develop Initiatives to address diverse student needs through both niche and broad topics.**
  - Events, campaigns, outreach, tabling and more!

Historical Highlights

2024-25 Improved Standard Operating Procedures

- Student learning outcomes, initiative proposal process, & focus groups

2025-26 Student Leadership Onboarding & Training Expanded

- Fall Training, Winter Training, & All-Commissions

Spring 2026 Inaugural “Impact Week”

- Student-led wellness initiative between all commissions

Ongoing Signature/Legacy Programs

- **October Sustainability Month** & **Earth Month** in April
- Record-breaking applicant pool and engagement for the **California Higher Education Student Summit (CHESS)**

June 2026 Leadership Restructure Effective

- Addition of a third Lobby Corps Commission commissioner
- ASI Chief Inclusion & Diversity Officer to oversee the Community Engagement Commission (formerly ASI Vice President role)





Commissions Program Goals

Leadership Development

Equip ASI student leaders with **leadership skills, practical experience, and readiness for future career success** through comprehensive development opportunities.

Student Advocacy & Impact

Champion student needs and elevate student voices through **student-centered advocacy, educational initiatives, and outreach campaigns**.



Student Learning Goals Outcomes



01

Personal & Professional Development

ASI Strategic Plan Values: Student Success, Belonging

- Student leaders will discuss topics on personal and professional development through dialogues with peers and professionals.

02

Initiative Development & Evaluation

ASI Strategic Plan Values: Opportunity, Leadership

- Student leaders will develop at least 1–2 initiatives per semester from the definition to evaluation stage.
- Complete a post-initiative evaluation report.

03

Collaboration & Partnerships

ASI Strategic Plan Values: Opportunity, Leadership

- Student leaders will facilitate at least 1 collaboration or partnership by the end of their one-year ter to maximize campus resources and impact.

User Data FY 2025-2026

Program Use

28

ASI Commissions Program Executed 28 Activities

- 9 New & Innovative Initiatives
- 4 Signature & Legacy Programs
- 9 Campus Outreach Activities
- 6 Leadership Development Workshops



23

Partnered with 23 Entities

- 4 ASI Areas/Departments
- 15 CSUF Areas/Departments
- 4 Community Organizations

Most Popular Initiatives

- Cultural Appreciation 101
- Tuffy's Winter of Giving
- Map Your Voice
- Impact Week
- Earth Week
- Unwind & Recharge

1395

1395+ Participants Across 14 Initiatives

User Data FY 2025-2026

Program Users

Student Demographics of the 12 Appointed Commissioners

- 83% were Upperclassmen
- 83% were Undergraduate Students
- 2 International Students
- 1 Transfer Student
- 5 out of the 8 Academic Colleges Represented

Assessment & Feedback Channels

Data Collection Software

Wufoo & TitanLink

Evaluation Plan

1. What type of evaluation (surveys, questionnaires, feedback, etc.) will you use to assess this initiative's effectiveness and purpose?
2. To assess this initiative, when and how will you distribute the evaluation?

Post Initiative

The commission holds a debrief meeting and completes the "Initiative Evaluation Form" with a **SWOT** analysis.

Assess Commissioner Experience

Feedback is collected during 1:1s, exit tickets after training, end-of-year focus groups, and exit interviews.

Student Experience

“Being on the Lobby Corps team has been an **incredibly meaningful part of my professional journey**. Contributing to higher education policy work that directly impacts students and communities across California **reinforced my passion for public service and advocacy**. I’m deeply **grateful for the mentorship, collaboration, and trust** I experienced throughout my time here. Best of luck with the new team!”

(Commissioner Graduated)



Student Experience

"I really enjoyed the CSSA conference for one, I thought **it was really amazing to connect with other students from other campuses**. Everyone was very inviting. I would recommend attending that conference in particular and meeting as many people as you can."

(CHESS Delegate)



Student Experience

"I also learned that **leadership is deeply focused on people**. Initiatives like Tuffy's Winter of Giving and our partnership with the Children's Center reminded me that the purpose of leadership is to create meaningful impact for others. **Seeing students, families, and community members come together showed me that even small acts of service and connection can leave lasting impressions**. Overall, this year taught me that **effective leadership is built through patience, resilience, collaboration, and heart**."

(Returning Commissioner)



Student Experience

“Over time, I realized that leadership is also about trust. [...] At the Same time, there will be moments where you need to make executive decisions. Not everyone will always agree with your choice, and that is okay. As long as you have **thoughtfully considered different perspective, talked with your advisors, evaluated the possible outcomes, and are acting in the best interest of the students and stakeholders you represent**, you should feel confident standing by your decisions.”

(Executive Officer Graduated)



Financial Impact

Budget

- Funded by **Student Fees**
- Primary Program Expenses
  - **Operating costs**, such as hospitality and supplies, for initiatives and outreach
  - **Staffing costs** for a Graduate Assistant and Student Leader Financial Awards
- FY25-26 Expense Summary
  - Commissions Budget Total: **$22,575.00**
  - Commissions Graduate Assistant Total: **$19,520.00**
  - Student Leader Financial Awards Total: **$44,102.61**
    - Commission Directors (2): $5,088.76 for one-year term
    - Commission Coordinators (10): $3,392.51 for one-year term
- **Total Program Cost: $86,197.10**

Financial Impact Budget

Y25-26

Expenditures



Financial Impact Budget

Y25-26

Program Staffing Costs



SWOT Analysis

S Strengths

- Student-led Initiatives & Leadership Development
- Addresses Diverse Student Needs
- Leverages close campus partnerships

W Weaknesses

- Fragmented data collection practices
- Role ambiguity due to outdated job role and functions
- Funding, resources, and capacity constraints

O Opportunity

- Standardize systems related to data, assessment, and reporting
- Role and Recruitment Clarity
- First-Year Pipeline

T Threats

- Program Awareness
- Workplace and Office Disruption

Recommendations

The ASI Commissions Program is not only a proven pathway for student-led initiatives and leadership development but also a significant area that leverages close campus partnerships to address diverse student needs.

To grow the program and ensure its place in the organization, the program can:

- **Expand Commission Roles**
- **Build a More Concise Engagement Pipeline**
- **Scaled Program Budget**
- **Standardize Data Collection**

Thank you.

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