2017–2022

ASI STRATEGIC PLAN

Associated Students, Inc. (ASI) is an inclusive, empowering, student-driven organization committed to providing programs, services, and facilities that enhance and develop the student learning experience. Cal Poly students are stakeholders in ASI and have access to leadership positions through Student Government and on-campus employment. All of these opportunities are designed to complement Cal Poly’s educational mission, support a balanced education, and give students ownership and pride in their college experience.

ASI is committed to student success by enhancing life outside of the classroom and supporting the personal growth of students and adding value to the University. To accomplish this, ASI student leaders and staff worked collaboratively to outline the vision for the future of the organization and determine priorities to continue to meet the diverse needs of the Cal Poly community.

The ASI Strategic Plan is the result of that comprehensive and collaborative work. The plan articulates measurable goals and priorities in alignment with the University and Student Affairs strategic plans. Strategically planning the future of the organization is critical to creating a future of continued student success.
Connecting students to their ultimate college experience.

- ASI Vision Statement
OUR MISSION

Our mission is to enhance the quality of student life and to complement the educational mission of Cal Poly through meaningful social, cultural, recreational, and educational programs. We provide valuable experiences through student advocacy, shared governance, student employment, and leadership opportunities.

OUR VALUES

RELATIONSHIPS
ASI provides programs and services that promote mutually respectful bonds and connections with the Cal Poly and San Luis Obispo communities. The diverse relationships and networks created while at Cal Poly benefit students both personally and professionally well beyond their college experience.

EXCELLENCE
At ASI, status quo is a momentary resting place. We work collaboratively to set the standard for student-run organizations and promote excellence in every program and facility we manage. We work proactively to uphold our commitment of developing a dynamic, progressive organization that is constantly striving to improve.

FUN
Our creative power comes from our playful spirit just as much as our diligent work. While we take our mission seriously, our methods are driven by our team’s enthusiasm and unique approach which is demonstrated through the originality that ASI programming offers.

GROWTH
Every day is an opportunity to learn something new. ASI encourages continuous learning and curiosity among our employees, leaders, and program participants through experiences, education, training, and development.

INTEGRITY
The commitment to act ethically and with personal integrity is fundamental to all interactions at ASI. We emphasize quality decision-making that keeps the best interest of Cal Poly students in mind.
ELEVATE THE STUDENT EXPERIENCE

PROMOTE ASI STAFF SUCCESS

ENSURE LONG-TERM ORGANIZATIONAL STABILITY

STRENGTHEN THE ASI BRAND WITHIN THE CAL POLY COMMUNITY
GOAL IMPERATIVES

- Design and implement a comprehensive assessment plan to determine student needs and wants
- Refocus programming to include expanded support for a residential campus
- Develop and refine opportunities for campuswide student engagement through ASI programs and services

INITIATIVES

Design a comprehensive assessment plan to determine student needs and wants
- Establish and document consistent standards, procedures for assessment oversight, data collection, analysis, and reporting.
- Complete a comprehensive review of current area assessment methods and tools and create an inventory of best practices.
- Craft and execute a full assessment plan for all programs and services incorporating customer satisfaction and student learning outcomes.

Refocus programming to include expanded support for a residential campus
- Determine the need to expand facility and program operating hours to include non-traditional days and times and respond within available resources.
- Explore and identify facilities and spaces across campus to maximize passive programming opportunities.
- Utilize assessment data to improve and refine programs and services to meet community needs.
- Seek out new opportunities to collaborate with campus partners to integrate programs and services and maximize student engagement.

Develop and refine opportunities for campuswide student engagement through ASI programs and services
- Enhance programming focused on diversity and inclusion to increase a sense of belonging for all Cal Poly students.
- Promote student participation through innovative and intentional outreach efforts.
- Collaborate with campus partners to heighten awareness of ASI programs and services.
- Research and create inclusive recruitment methods which encourage broad student participation from across the campus.
- Originate and cultivate ASI branded campus traditions to create greater connections.

ELEVATE THE STUDENT EXPERIENCE
GOAL IMPERATIVES

- Utilize innovation and technology to advance and achieve organizational objectives
- Customize professional development to meet the unique needs of each staff area
- Improve internal communication

INITIATIVES

Utilize innovation and technology to advance and achieve organizational objectives

- Complete a comprehensive assessment of existing technology utilization.
- Create thorough short and long term IT plans.
- Identify and implement innovative solutions to simplify, automate, and/or improve operations.
- Cultivate relationships and advance plans to collaborate with campus partners to increase efficiencies and ensure appropriate information sharing and data utilization.

Customize professional development to meet the unique needs of each staff area

- Fully enact safety training requirements for all positions.
- Decentralize training resources and generate standards and procedures for consistency in resource allocation.
- Create and document processes for self-directed professional development plans.
- Execute a campaign to promote existing and alternative training resources to expand opportunities for staff competency development.

Improve internal communication

- Revise and improve onboarding content provided to new student and professional staff to establish working knowledge of ASI standards, culture, and brand.
- Increase transparency by providing easily accessible organizational information for employees.
- Initiate and implement consistent procedures for communication to maximize efficiency and consistency in message delivery and information sharing.
- Explore and implement alternative communication channels to ensure effective information sharing with all areas of the organization.
ENSURE LONG-TERM ORGANIZATIONAL STABILITY

INITIATIVES

Develop short and long-term facility maintenance and expansion plans

- Establish a facility project management system to efficiently manage and track facility maintenance and renovation projects.
- Seek and incorporate student input into overall facility plans through intentional outreach.
- Conduct and document research on trends and progression in the areas of student unions, recreation centers, children’s centers, and sports complexes.
- Execute a plan to ensure ASI-managed facilities incorporate up-to-date amenities consistent with comparable institutions and ASI standards.
- Generate and refine comprehensive annual planning processes which incorporate current and future facility needs for improvements, deferred maintenance, and planned growth.

Create and enact short-term and long-range financial plans

- Collect student input through targeted outreach and utilize in overall financial planning.
- Solidify organizational structure and staff advancement models, including succession planning, to ensure long-term viability.
- Produce and refine comprehensive annual financial planning processes that consider current and future political, economic, social, technological, legal, environmental, and other potential impacts.
- Expand opportunities to leverage alternative revenue sources to supplement student fees.

Strengthen the role and efficacy of ASI Student Government on campus

- Progress training and development of Student Government leaders to increase institutional knowledge, proficiency in their roles, and advancement of shared governance.
- Advance Student Government’s role as advocates through direct and consistent outreach to students, campus and greater San Luis Obispo communities, California State Universities, state, and national partners.
- Foster relationships with alumni including mentorship opportunities for Student Government leaders.

Collaborate and build relationships with strategic partners

- Identify new opportunities and engage campus and external partners in discovering, applying, and sharing best practices.
- Strengthen communication channels to increase transparency by providing easily accessible organizational information including ASI policies and procedures for the campus community.

GOAL IMPERATIVES

- Develop short and long-term facility maintenance and expansion plans
- Create and enact short-term and long-range financial plans
- Strengthen the role and efficacy of ASI Student Government on campus
- Collaborate and build relationships with strategic partners
STRENGTHEN THE ASI BRAND WITHIN THE CAL POLY COMMUNITY

INITIATIVES

Fully develop and implement the ASI Public Relations, Communications, and Marketing services portfolio
• Create and document standards and consistent practices for all public relations, communications, and marketing procedures.
• Outline, define, and educate ASI affiliates of services available.
• Continually assess emerging marketing opportunities ASI can utilize to enhance outreach and education efforts.

Communicate the ASI identity and build brand awareness
• Refresh and develop brand standards that resonate with students and the greater Cal Poly community.
• Implement updated ASI branding throughout ASI programming and promotions.
• Update branding on all corporate materials utilized both internally and externally.
• Identify and connect with current and potential strategic partners to provide an opportunity for increased collaboration and awareness of the ASI brand.
• Communicate ASI’s story of the past, present, and future to reinforce our commitment to transparency and the student experience.
• Expand outreach of the ASI brand to Cal Poly and the surrounding communities through new partnerships, sponsorships, media relations, participation in community events, and development of improved town and gown relationships.

Utilize up-to-date technology and communication channels
• Utilize up-to-date social media and digital platforms for information sharing.
• Thoroughly review, refine, and update the ASI website to maximize functionality and overall user experience.
• Increase interactive and video based communication and marketing materials.

GOAL IMPERATIVES
• Fully develop and implement the ASI Public Relations, Communications, and Marketing services portfolio
• Communicate the ASI identity and build brand awareness
• Utilize up-to-date technology and communication channels
OUR COMMITMENT

ASI is dedicated to utilizing these strategic goals as the foundation for all program, service, and facility planning to continue our support of the Cal Poly community. Integrating these priorities into the daily work of ASI student and staff members is instrumental in the achievement of our strategic plan. This plan incorporates annual objectives and individual goal setting based on priority initiatives and resource allocations.

Progress on plan and goal achievement will utilize key performance indicators to ensure we remain focused and resolute in realizing our organizational mission. Advancement towards achieving goals will be reported through regular periodic updates to the ASI Board of Directors, staff, students, and the Cal Poly community.

Our strategic plan will be reviewed on an annual basis to affirm ASI’s efforts proceed in alignment with both the Student Affairs and University’s strategic plans. Most importantly, we will work collaboratively with all of our campus partners to contribute to the continued growth of student success and make the Cal Poly experience one which sets the standard of excellence.

This plan provides the framework for working proactively to support the future needs of both students and the University by upholding our commitment of developing a dynamic, progressive organization that is constantly striving to improve.

Thank you for your support.