



MEMORANDUM

TO: ASI Board of Directors

DATE: March 1, 2017

FROM: Kate Granlund
Vice Chair of University Union
Advisory Board
John D'Ambrosio
College of Engineering

COPIES: M. Maloney
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SUBJECT: **Endorsement #17-05: Endorsement of ASI Branding Statements**

Purpose of the proposed Endorsement: The purpose of this Endorsement is to show ASI Board of Directors' support of the recently updated *ASI Branding Statements*.

Background: In spring 2016, ASI contracted with Inter Q Research, a third party firm to assess the effectiveness of the current ASI brand and ASI communication strategy. Through numerous focus groups with Cal Poly students, faculty, staff, ASI staff, and ASI Student Government, the research identified a knowledge gap between students understanding of what ASI is, why we exist on campus, and how we serve them through their out of classroom experience. Following the research, it was determined an effective starting place was to update and strengthen the ASI Branding Statements. Branding statements act as the foundation and guiding principles for an organization.

Components of the *ASI Branding Statements* include:

- Vision statement
- Mission statement
- Core values

After a comprehensive review by the ASI Leadership Team, ASI Directors, and the ASI Public Relations and Marketing Department, the branding statements have been approved.

Requested Action: It is requested the ASI Board of Directors endorse the revised ASI Branding Statements.

Attachment

[*ASI Branding Statements*]

ASI Branding Statements

ASI Vision Statement:

- Connecting students to their ultimate college experience.

ASI Tagline:

- Experience Life Outside of the Classroom.

ASI Mission Statement:

- 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.

About Us:

- 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.

Core 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.

ASI Branding Statements

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.