



ASI



**ASSOCIATED
STUDENTS, INC.**

STRATEGIC PLAN

2024-29

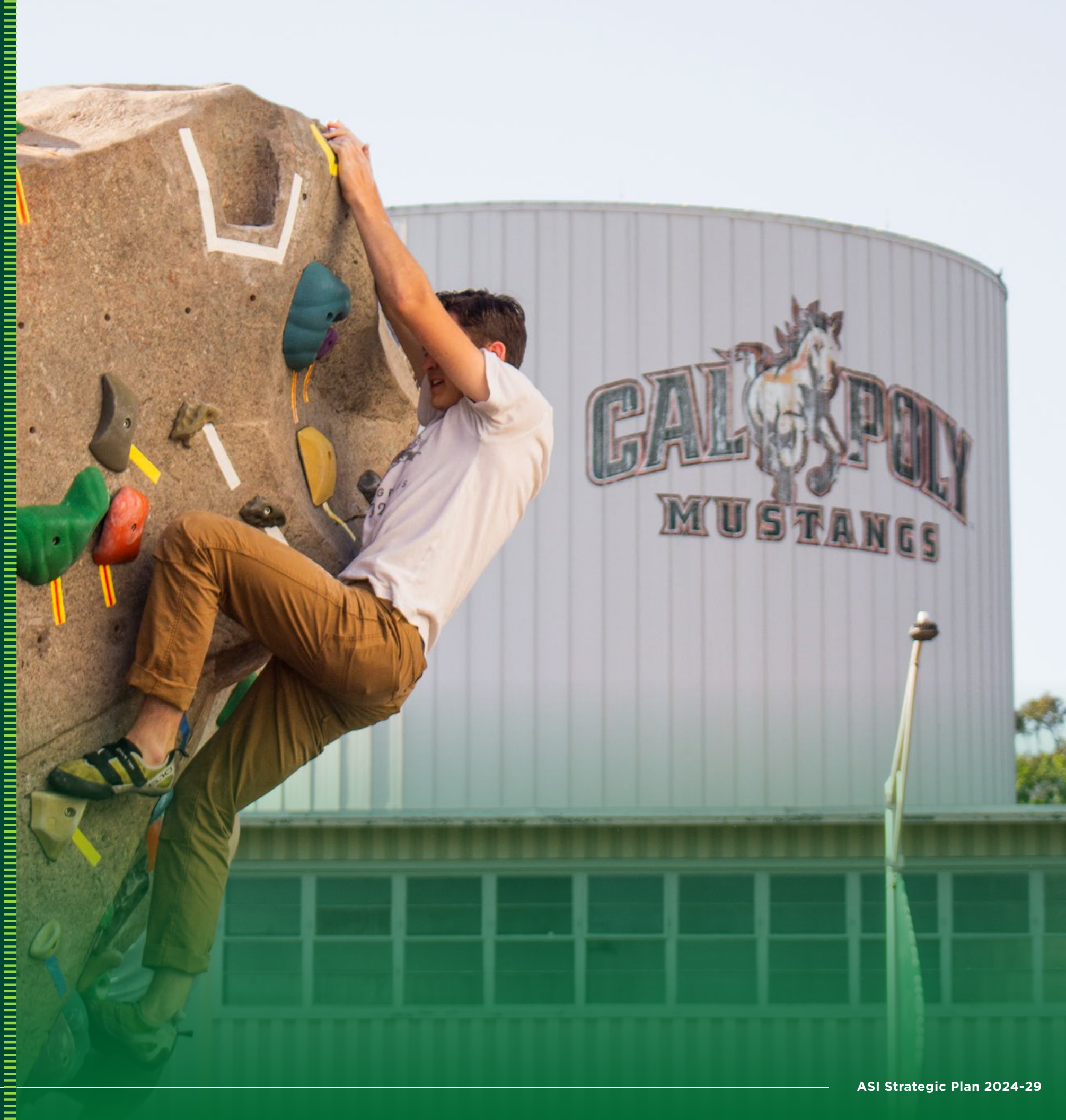
CALIFORNIA POLYTECHNIC STATE UNIVERSITY
SAN LUIS OBISPO

ABOUT ASI

ASSOCIATED STUDENTS, INC. is a private auxiliary organization at Cal Poly. We are one, corporate, legal entity responsible for the administration and oversight of all state-of-the-art managed facilities, programs, and services funded with University Union and ASI student mandatory fees.

Since Associated Students at Cal Poly was established in 1940 and officially incorporated in 1964, ASI has represented the collective student voice through shared student governance.

Every Cal Poly student is a part of ASI and we serve to ensure that student voices are heard, represented, and championed within the Cal Poly community.



Mission

THE MISSION OF ASSOCIATED STUDENTS, INC. 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.

Vision

**CONNECTING STUDENTS
TO THEIR ULTIMATE
COLLEGE EXPERIENCE.**



ASI CORE VALUES

DIVERSITY, EQUITY AND INCLUSION

We recognize how historical racism and systems of oppression exist and work to reinforce inequity within our society and on our campus. At ASI, we will work to support and invest in the safety of members of marginalized communities so that they feel a sense of belonging at Cal Poly, are able to fully engage in campus life through ASI programs and services and are able to achieve their academic and professional goals. We commit to social justice through continuous education, advocacy, and by challenging and responding to racism, discrimination, and other harmful acts.

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.

RELATIONSHIPS

The diverse relationships and networks created while at Cal Poly benefit students both personally and professionally well beyond their college experience. To support the development of relationships, ASI provides programs and services that promote mutually respectful bonds and connections with the Cal Poly and San Luis Obispo communities. We do not tolerate acts of discrimination, harassment, profiling, or other conduct causing harm.



OUR PROCESS

..... **WINTER 2023**

Discovery

..... **SPRING 2023**

Feedback

..... **SUMMER 2023**

Draft Plan Development

..... **FALL 2023**

Review and Endorsement

..... **WINTER 2024**

Implementation

THE DEVELOPMENT OF OUR 2024-29 ASI STRATEGIC PLAN began in winter 2023 with a thoughtful process aimed at engaging all stakeholders and ensuring accountability and best practices. Partnering with a third-party consultant, we embarked on a journey of research, feedback collection, and strategic planning, laying the foundation for our organization’s future endeavors. Efforts were made to amplify diverse voices both within and outside of our organization, including ASI student and full-time staff, ASI Student Government leaders, the general student body, and campus partners, ensuring a comprehensive understanding of our stakeholder’s needs and aspirations.

Following extensive data analysis in spring 2023, key themes and priorities emerged, guiding the formulation of a comprehensive and tactical plan. This process also involved aligning our strategic objectives with the broader goals of the university, ensuring synergy with the Student Affairs strategic plan and university priorities. With the endorsement of our Board of Directors and University Union Advisory Board in fall 2023, we received a vote of confidence in our strategic direction, setting the stage for the next phase of implementation.

With the launch of our strategic plan, we embrace the opportunity to shape the future of ASI and the Cal Poly experience. Grounded in our commitment to serving both the students of today and tomorrow, our plan represents intentional actions, guiding us towards a future where ASI remains at the forefront of student advocacy, experiences, and excellence.



GOALS



01. ELEVATE THE STUDENT EXPERIENCE

02. PROMOTE ASI STAFF SUCCESS

03. DRIVE ORGANIZATIONAL GROWTH AND STABILITY

04. STRENGTHEN ASI'S BRAND, TRUST, AND RELEVANCE WITHIN THE CAL POLY COMMUNITY



GOAL 1

Elevate the Student Experience

IN THE PURSUIT of connecting students to their ultimate college experience, ASI aims to elevate and enhance our impact on campus life through the implementation of the following initiatives. In doing so, we seek to cultivate a vibrant campus community where every Cal Poly student feels valued and engaged.

1. Establish ASI Assessment Standards to Improve Data-Based Decision Making

- Standardize ASI Assessment Procedures
- Develop an ASI Assessment Roadmap and Communication Strategy

2. Evolve ASI Programs, Services, and Managed-Facilities to Align with the Changing Academic Environment

- Complete an ASI Programs and Services Assessment
- Develop a Plan to Ensure Successful Transition of ASI Operations to a Semester System
- Execute the Plan to Transition ASI Operations to a Semester System
- Conduct Research on Year-Round Operations
- Develop a Plan to Ensure Successful Transition of ASI Operations to Year-Round Operations
- Execute the Plan to Transition ASI Operations to Year-Round Operations

3. Design Inclusive ASI Experiences

- Enhance Late-Night and Weekend Programming
- Offer Progressive Student-Focused Programming
- Extend Programming Beyond ASI-Managed Facilities
- Leverage Technology to Enhance the Student Experience
- Establish Holistic Wellness Initiatives
- Implement a Multilingual Approach to ASI Resources
- Establish Intentional Campus Partnerships





GOAL 2

Promote ASI Staff Success

WE BELIEVE THERE is a direct correlation between creating a supportive, developmental, and collaborative work environment and the quality of services and programs ASI delivers to the Cal Poly community. Recognizing the pivotal role of our employees, we are committed to implementing the following initiatives to improve and enhance the employee experience, from application to retirement.

1. Enhance Recruitment and Retention Processes to Improve Talent Acquisition and Employee Experience

- Implement New ASI Employee Applicant Tracking System
- Create a Positive Recruitment Experience
- Standardize ASI Employee Onboarding Practices
- Review ASI Employee Position Descriptions
- Refine ASI Staff Recognition Program
- Assess ASI Compensation Practices
- Create Annual ASI Employee Engagement Surveys

2. Strengthen ASI Employee Training and Development

- Assess ASI Employee Training Needs
- Establish a 360 Evaluation Process for ASI Directors
- Improve Utilization and Engagement with ASI Student Employee Learning Outcomes
- Provide Ongoing Training and Professional Development to ASI Employees
- Standardize Area and Role-Specific Training Documentation





GOAL 3

Drive Organizational Growth and Stability

OUR CAPACITY TO EVOLVE is paramount for effectively meeting the ever-changing needs and interests of the student body. To ensure we are prepared to deliver on our commitment, we've identified the following initiatives to proactively prepare ASI for the students and campus of the future.

1. Assess ASI Operations to Inform Future Strategic Decisions and Resource Allocations

- Complete an ASI Programs and Services Needs Assessment
- Examine Opportunities to Secure External Funding Sources
- Establish a Standard for ASI User Fee Review Processes

2. Evolve ASI-Managed Facilities to Improve Utility, Accessibility, and Sustainability

- Assess Current State of ASI-Managed Facilities
- Complete an ASI-Managed Facilities Feasibility Study
- Create a Plan to Address Deferred Maintenance
- Incorporate Universal Design into ASI-Managed Facility Improvement Projects
- Integrate Sustainability Measures into the Planning, Construction, and Operation of ASI-Managed Facilities
- Refine ASI Event Management Processes and Communication

3. Standardize Internal Business Operations

- Implement and Strengthen Centralized Communications Platform for ASI Staff and Student Government
- Transition ASI to the Cloud
- Standardize ASI Corporate Documents

4. Develop a Comprehensive ASI Safety and Risk Management Approach

- Identify Resources to Manage ASI Safety and Risk Management
- Complete Program and Facility Risk Assessments
- Update ASI Safety and Risk Management Source Documents and Training Records
- Expand ASI Safety Courses to the Campus Community

5. Amplify ASI Student Government Outreach and Engagement

- Create a Multifaceted Outreach and Engagement Plan to Inform the Campus Community of ASI Student Government
- Improve ASI Annual Spring Election Turnout
- Develop a Position, Branch, and Student Government-Wide Professional Development and Leadership Training Program
- Create a Robust First-Year Experience
- Increase Engagement with ASI Alumni
- Support the ASI Officers' Efforts to Fund the ASI Learn-by-Doing Leadership Endowment
- Expand ASI Safety Courses to the Campus Community





GOAL 4

Strengthen ASI's Brand, Trust, and Relevance within the Cal Poly Community

THROUGH TRANSPARENT COMMUNICATION, exemplary service delivery, and proactive engagement, we aim to foster a deeper connection and resonance with the student body. The following initiatives, developed with students in mind, ensure that ASI remains synonymous with excellence in programs, services, and advocacy.

GOAL 4: STRENGTHEN ASI'S BRAND, TRUST, AND RELEVANCE WITHIN THE CAL POLY COMMUNITY

1. Evaluate ASI's Brand Effectiveness and Implement Strategies to Ensure ASI Resonates with Students and the Cal Poly Community

- Review ASI's Brand Strategy
- Implement New Communication Strategies to Enhance ASI's Visibility within the Cal Poly Community
- Leverage Data Analytics to Assess Effectiveness of Communication Practices

2. Increase Awareness and Understanding of ASI

- Strengthen the Children's Center's Presence for Incoming Students
- Implement a Diversity, Inclusion, and Accessibility Framework within ASI's Communication Strategy
- Improve Understanding of the ASI Budget
- Foster On and Off Campus Strategic Partnerships that Enhance the ASI Brand
- Increase Community Outreach Efforts

Our Commitment

ASI IS COMMITTED TO APPLYING THESE STRATEGIC GOALS as the cornerstone for all program, service, and facility planning to sustain our support of the Cal Poly community. It's essential to integrate these priorities into the daily work of ASI students and staff members to achieve our strategic plan effectively.

This plan incorporates annual objectives and individual goal setting based on priority initiatives and resource allocations. Progress and goal achievement will be tracked using key performance indicators to ensure we stay focused on realizing our organizational mission.

As we embark on this journey, we are committed to regular accountability checks with the Board of Directors, ensuring that our plan remains responsive to the evolving needs of our community.

Lastly, we will collaborate with campus partners to contribute to the continued growth of student success and uphold the Cal Poly experience as a benchmark of excellence. This plan serves as the framework for proactively supporting the future needs of both students and the University, in line with our commitment to developing a dynamic, progressive organization dedicated to continuous improvement.





California Polytechnic State University
San Luis Obispo, CA 93407
805-756-1281 | asi.calpoly.edu