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# STRATEGIC PLAN FOR 2009-14

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## Background

The ASI Senate passed the ASI Strategic Plan for 2009-14 in order to provide a five-year road map for ASI. The Strategic Plan is intended to be a living document and is intended to be reviewed and updated annually. The key components of the Plan include:

- **Mission Statement**
- **Vision Statement**
- **Statement of Values**
- **Strategic Objectives and Initiatives for 2009-2014**

## 2011-2012 Update

ASI is moving steadfast into the third year of the strategic plan, initially passed in 2009 by the ASI Senate. The plan was revised at the start of last year, as well as the previous year, to capture changes resulting from ASI's internal financial and resource analysis of the current challenges facing ASI and the California State University system. Timelines were adjusted for workflow and these changes were submitted to the ASI Senate for approval.

With a new academic year beginning, ASI is engaging in a review and revision of the 2009-2014 Strategic Plan to ensure it remains a living document that accurately reflects the organization's continuing efforts. The Plan continues to establish strong expectations for ASI and, as one can see in the highlighted sections below, much is happening to move the Plan forward this year.

The recommended changes proposed by the ASI Leadership Team to the Student Senate for the 2011-2012 academic year serve as an update on the organization's progress toward the completion of the six strategic initiatives. The recommendations for revision include adjusted timelines and minor changes to the measurable objectives.

The recommended changes are being submitted to the ASI Senate for discussion at the meeting on October 27 with a recommendation for approval at the November 10, 2011 meeting.



## MISSION STATEMENT

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Associated Students, Incorporated, Cal Poly Pomona is a California State University recognized auxiliary organization and a nonprofit corporation that seeks to:

- Foster student advocacy, representation, engagement and academic success
- Establish opportunities for learning, leadership and development for students and its staff
- Create an environment that promotes collaborative partnerships, cultural diversity and campus pride
- Provide high quality facilities, programs and services to students, administrators, faculty, staff, alumni and the off-campus community.

## VISION STATEMENT

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Assembles and develops its team to build a thriving campus community

Serves in a culture of learning, leadership, and collaboration

Inspires innovation and sustainability

## MOTTO

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“Students Serving Students”

## VALUES

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- Integrity
- Honor
- Dedication
- Loyalty
- Respect



# ASI STRATEGIC INITIATIVES & MEASURABLE OBJECTIVES FOR 2009-2014

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## Legend

**Yellow** = Continuing

**Red** = Completed

### 1. Enhance facilities, programs and services to meet growing needs for students, ASI staff, and the campus community.

- a. Utilize the recommendations from the 2009 ASI Program Review and Children's Center feasibility study to conduct a space study and develop an implementation plan accordingly (Summer 2009-Fall 2013)
- b. Educate ASI staff and student leaders, identify and implement best practices for sustainable ASI facilities and operations (Fall 2009-Fall 2014)
- c. Conduct an assessment, in conjunction with the University, of programming space outside of the BSC to determine management practices and availability of intramural fields, athletic facilities, University Park improvements, Bronco Commons (Fall 2013-Summer 2014)
- d. Identify funding, a project timeline and construction team for a campus Recreation Center (Summer 2010-Spring 2012)
- e. Conduct regular assessment of space allocation and services provided by lessees to meet changing demands (Fall 2011-Winter 2013)
- f. Engage in the design, development, and construction of a Recreation Center with an anticipated opening in fall 2014. (Fall 2010-Fall 2014)
- g. Identify funding to implement recommendations from the BSC space study (see 1. A.) with priority given to the Bronco Fitness Center/Campus Recreation office space. (Summer 2011-Fall 2013)

### 2. Assess the needs of ASI and our constituents and refine, revise and review the scope of programs, services and our means of communication.

- a. Work with the University to unify the efforts in developing a culture of evening and weekend programs and services, with marketing and publicity support, to meet the needs of the growing residential population. (Fall 2010-Summer 2014)
- b. Establish and implement an annual assessment practice, in conjunction with the Office of Student Life/Cultural Centers, to track and gauge student involvement/engagement in ASI programs and services (Fall 2013-Fall 2014)
- c. Enhance the Campus Recreation program and department structure to include Outdoor Adventures and Instructional Programs (Summer 2009-Spring 2010)
- d. Assess and implement ASI marketing and communication practices and implement improved distribution of publicity to improve outreach (Summer 2010-Fall 2012)
- e. Develop and implement a marketing and communication plan to inform the campus about the Recreation Center project and developments to the BSC. (Fall 2010-Fall 2014)

### 3. Fortify ASI's commitment to academic excellence and the "learn by doing" philosophy.

- a. Implement learning outcomes assessment for student leaders and student staff and integrate into their training orientation plan (Fall 2009-Spring 2013)
- b. Solidify ASI's commitment and partnership with the academic mission of the University by creating opportunities for student staff and volunteers in ASI to earn academic credit for working with ASI departments and uphold industry standards (Fall 2011-Spring 2013)



- c. Strengthen connections and create partnerships with academic departments through collaborative programming such as lectures, leadership conferences, and life-learning workshops (Fall 2013-Spring 2014)
- 4. Provide quality and sufficient financial management systems and identify alternative sources of funding to support ASI.**
- a. Research, identify funding and develop web-based and interactive financial reports, forms and HR applications (Spring 2009-Spring 2013)
  - b. Integrate financial systems to be compatible with corporate business functions such as TimeCentre, EMS, Children's Center, Campus Recreation (Fall 2010-Spring 2013)
  - c. Review and restructure pricing for services and programs to comparable with the current market (Fall 2011-Summer 2013)
- 5. Review of organizational and staffing structure to accommodate for the growth of the organization, to better distribute workload, and to address the changing needs of a diverse student population and ASI operations.**
- a. Develop opportunities to augment staff with Graduate Assistants in support of ASI's educational mission (Fall 2009-Fall 2011)
  - b. Develop a competitive compensation package for ASI staff and an appropriate implementation plan (Winter 2011- Spring 2013)
  - c. Evaluate transition of management of the Bronco Fitness Center from an independent contractor to ASI management (Winter 2010-Summer 2010)
  - d. Create a programming staff structure comprised of paid student event planners and AV technicians to support ASI programming needs inside and outside the BSC (Summer 2013-Summer 2014)
  - e. Evaluate, plan, identify funding and hire staffing for ASI organizational needs that address the Recreation Center addition to the ASI portfolio. (Fall 2010-Spring 2014)
- 6. Upgrade and provide support for the expanding technology needs of today's diverse student population.**
- a. Upgrade ASI's on-line resources for students as well as various operational software systems to provide the most up to date service options (Fall 2009 - Spring 2014)
  - b. Establish and implement an annual technology hardware replacement plan (Spring 2009-Fall 2009)
  - c. Develop and implement an electronic and paper record archival plan (Summer 2009- Summer 2012)

