

## **ASSOCIATED STUDENTS OF CALIFORNIA STATE UNIVERSITY, CHICO STRATEGIC PLAN**

### **Long Range Issue:**

**Believing our programs, services and commercial enterprises enhance the strategic plan of the University, we will advocate for and be responsive to the changing needs of the student body.**

The Associated Students has a reputation for outstanding programs and services. As well, our commercial services offer an excellent service to the campus supporting the academic mission and providing ancillary resources to the University and the Associated Students. The AS recognizes the need for a diverse and healthy campus environment and the need to respond to the changing needs of the campus, especially students, through assessment, marketing, planning and implementation.

We will:

- Evaluate our programs and services annually through internal and external assessments
- Be responsive to assessment data and make necessary changes to our programs, services and commercial operations
- Develop and implement specific marketing plans for each of our programs and services
- Provide periodic reporting of assessment data
- Emphasize the importance of student voice in the shared governance process through the continued support of the Student Academic Senate and other student led endeavors in the area of University Affairs

### **Long Range Issue:**

**Believing in the need for adequate facilities/space for our programs, activities and enterprises, we will continue to address our facility needs through assessment, acquisition, referendum or lease.**

Being a comprehensive auxiliary the Associated Students has myriad space and facility needs and expects increased needs in the near future. The AS consistently seeks to serve the needs of student organizations, AS programs/departments and campus departments. In order to maintain and/or expand existing programs and services it is essential for the Associated Students to consistently review space needs.

We will:

- Develop a corporate wide 3-5 year space priority list that includes on and off campus facilities, acquisition, lease opportunities and space allocation in the AS facilities
- Remain cognizant of all available space opportunities on campus and in the community as they present themselves to strategically expand programs, combine programs, and/or relocate them to maximize program effectiveness or financial efficiency
- Allocate sufficient resources to staff, maintain and equip facilities at levels in line with quality student experiences

### **Long Range Issue:**

**Believing in the importance of student and career staff and their role in the success of the Associated Students, we will continue to invest in student and career staff development.**

The Associated Students recognize the invaluable role of student and career staff. The growth and success of the AS will be best served by student and career staff that are well trained, recognized and equitably compensated.

We will:

- Provide professional and educational development opportunities for our student and career staff
- Develop and implement cross-training plans
- Emphasize the role of student learning and development in our processes for recruiting, hiring, orienting, deploying, evaluating, and rewarding staff
- Celebrate and recognize the achievements and dedication of our student and career staff
- Offer comprehensive orientations for new employees
- Promote healthy lifestyles for AS student and career staff
- Create an employment outreach plan to attract larger, diverse applicant pools for positions within the AS
- Invest in the technological literacy of student and career staff

**Long Range Issue:**

**Believing technology will continue to be a primary business, program and service instrument, we will provide the necessary technology, assessment, related training and support needed to operate effectively, efficiently and responsively to the changing needs of the student body.**

CSU, Chico has set a standard of excellence for technology. The Associated Students strive to provide a comparable level of equipment, programming and technological service through its computer labs, email stations, web pages, desk-top systems and operational software. As well, the AS understands the dynamic nature of technology and the associated costs to maintain state-of-the art technology.

We will:

- Assure that the Associated Students has access to appropriate information and instructional technology
- Whenever possible, use the most current technology that will contribute to the effectiveness of the organization
- Implement systems that meet the needs of customers, have many points of access, and integrate with University systems when possible
- Purchase systems that, whenever feasible, are subscription-based allowing the organization to take advantage of new technology as it becomes available
- Recycle, re-purpose or re-sell all computer-based equipment that is no longer used by the organization

**Long Range Issue:**

**Believing we are accountable to the students, University and State of California, we will continue to be prudent managing the resources entrusted to us.**

The Associated Students recognizes its accountability to its constituents and will be fiscally responsible by identifying performance goals and indicators to help build high quality programs, commercial enterprises, facilities and personnel, university relations and practice sound financial planning.

We will:

- Include financial performance as a key indicator while assessing programs and services
- Hold programs, services and commercial operations accountable for prudent resource management
- Streamline efficiency without losing integrity of programs and services
- Develop financial plans to address future fiscal challenges related to student fee increases and the changing retail environment
- Implement efficiency audits (such as process mapping and program sustainability audits) to improve profitability, reduce costs, maximize efficiency and provide long term solutions for sustainable budgeting of programs and services

#### **Long Range Issue:**

**Believing that each generation owes something to those who follow, we will be wise stewards of unsustainable resources. As an auxiliary that operates commercial enterprises and provides important student services and programs we will bring awareness to the environmental consequences of our collective and individual actions.**

The Associated Students has a long tradition of implementing environmental programs and activities. The implementation and education of sustainable business practices and principles is a key value for the Associated Students. We will continue to be an environmentally engaged auxiliary, seeking to elevate our collective consciousness about sustainability.

We will:

- Identify and implement best practices of sustainability throughout the corporation
- Conduct a corporate wide sustainability assessment to determine future actions
- Proactively support the University in their mission to reach climate neutrality
- Continue to encourage students to seek opportunities to create sustainably motivated and driven projects for the entire campus community
- Educate our student and career staff about the value of sustainability and collaborate with the campus with programs and services related to sustainability

#### **Long Range Issue**

**Believing in diversity, we will continue to create and nurture an inclusive environment that values and celebrates the contributions and presence of everyone through education, awareness, and intentional action.**

The Associated Students believes diversity is, but is not limited to, human differences such as race, age, religion, ethnicity, gender, socio-economic level, sexual orientation, different ability, family structure, and international culture. We will continue to develop an environment characterized by equal access and respected participation for all groups and individuals where differences are valued. Diversity is central to the Associated Students mission, core values and role in enhancing the educational mission of the University. We will foster a culture of respect, social awareness, and civic responsibility.

We Will:

- Continue to work to eliminate barriers in order to continue to provide equal opportunities throughout the AS organization
- Seek out opportunities at the University level to support new and current diversity initiatives
- Provide intentional opportunities for student and career staff to challenge their own beliefs about diversity

- Support the university in its continued effort to maintain the Cross Cultural Leadership Center
- Coordinate with the Office of Diversity and Inclusion to develop our diversity efforts so as to be compatible with current diversity practices
- Renew/target diversity recruitment in our services on a periodic basis

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