

Associated Students, Inc. & University Student Center

Fall – 2022
Semester Report - Stockton



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ASSOCIATED STUDENTS, INC. & UNIVERSITY STUDENT CENTER



Mission

The Associated Students, Inc. (ASI) of California State University, Stanislaus is the official voice of the students. As a not-for-profit organization, our mission is to provide and fund a wide-range of high-quality programs and services to support student life, student success and instill a sense of campus pride. ASI provides resources and programs that encourage leadership development as well as broaden social, educational, political and emotional growth.

Vision

Associated Students, Inc. (ASI) will facilitate respectable relationships between our students, the university and external communities to advocate for student needs and interests. We will take action on educational, social, and political issues at the university, local, state and federal levels affecting higher education.

We will pursue involvement and growth opportunities for all students in order to develop well-rounded and intellectually diverse individuals. ASI will offer a wide-range of high-quality diverse programs and services to enhance student life, campus pride, and offer a sense of belonging that will lead to a higher quality of life for the future of our students.

As our university evolves, ASI will strive to meet the needs of our ever-changing campus community.



Mission

The University Student Center of California State University, Stanislaus is the hub of campus life. As a not-for-profit organization, our mission is to provide quality facilities, services and programs to complement and enhance the academic experience. The Student Center is designed to create a sense of belonging, a welcoming environment, and a safe space for students, faculty, staff, alumni and the community.

Vision

The University Student Center will strive to be the center of student life and student success by providing a student-centered gathering place for our diverse student population.

We will commit to offering exceptional facilities, services, and programming to encourage student involvement and enhance student life at our university.

As our university evolves, the University Student Center will strive to meet the needs of our ever-changing campus community.



ASI & SC VALUES

CAMPUS PRIDE

- We strive to instill a sense of Warrior pride.
- We inspire Warrior pride leading by example.

COLLABORATION

- We collaborate with students, student organizations, campus departments, alumni, and the community to provide student focused programs, events, and services.
- By encouraging collaboration among all members of our campus and the community, we utilize diverse talents, resources, and perspectives, internally and externally, to produce the best possible outcomes.

EMBRACE INTEGRITY AND ETHICS

- We believe in personal responsibility, honesty, integrity, and ethical behavior.
- We honor our commitments and act with fairness, honesty, and respect daily.

ENRICHING EXPERIENCES AND RELATIONSHIPS

- We provide programs and services that encourage involvement in meaningful experiences and relationships outside of the academic environment.
- We develop relationships that make a positive impact in our students' lives.

EQUITY AND INCLUSIVITY

- We offer a wide variety of events and services to meet the needs of our diverse student population.
- We promote equity and strive to increase diversity, inclusion, and cultural competency in all aspects of our organization.

EXCELLENCE IN SERVICE

- We are purposeful in offering high quality programs and services to enhance student life and student success.
- We are thoughtful in providing excellent customer service that encompasses the following attributes: courtesy, empathy, professionalism, accountability, and efficiency.

PERSONAL WELLNESS (SAFE SPACE)

- We strive to cultivate the healthy physical, social, and emotional well-being of all students.
- We provide a safe space where students from every background and situation can have the opportunity to succeed.

PROMOTE SUSTAINABILITY

- We are committed to conscientiously managing our human, natural, and material resources wisely by reviewing our facilities, programs, and services to ensure we are following the appropriate sustainable practices.
- We aspire to increase awareness about sustainable practices that will reduce negative impacts on the environment.



ASI & SC DIVERSITY, INCLUSION, AND BELONGING STATEMENT

We as Associated Students, Incorporated and the University Student Center are committed to creating a sense of belonging for our diverse campus community. We prioritize establishing a welcoming environment by embracing and celebrating differences to create opportunities for students regardless of their personal identities. ASI and SC acknowledge that as organizations with a notable presence on campus, it is our responsibility to continue to advance social justice efforts and promote equitable practices.

We commit to evolve and grow with our ever-changing campus community. We strive to meet students' unique needs by fostering relationships and collaborating with on-campus groups to provide exceptional and equitable services, programs, and resources. We hold ourselves accountable for our actions and inactions while maintaining intentional, measurable, and meaningful efforts to enhance diversity and ensure equity and inclusion. We will continue to educate ourselves and others to embrace our differences.

In celebration of our visible and invisible differences, we remain united. We are Warriors.



ASI & SC 2022-2023 ORGANIZATIONAL PRIORITIES

Establish Strategies for Accessibility, Reasonable Accommodations, and Inclusive Language

- Identify current space and program planning processes to address size inclusivity (height and weight) throughout the organization.
- Establish a system for reviewing organizational documents, website, and print/ digital media to ensure inclusive language.
- Implement procedures to accommodate all students when planning for new activities, campaigns, events, services, and spaces.
- Cultivate communication with the Disability Resource Services Department and students with disabilities to ensure needs are being met through Student Center spaces and ASI & SC services.
- Develop annual trainings for ASI & SC staff and members on best inclusivity practices (i.e., inclusive language, size/ weight inclusivity, reasonable accommodations).
- Address processes that support unconscious bias and assess physical requirements in job descriptions.

Support Student Organizations by Identifying Internal Departmental Areas for Cross Collaboration and Support Services.

- Implement intentional event programming collaborations/ partnerships to highlight niche student organizations while providing value to ASI & SC events.
- Offer an enrichment workshop/ presentation based on student organization evolving needs at Nuts & Bolts Training and/or President's Retreat.
 - Workshop led by ASI & SC area of expertise.
- Assess services provided to ensure we are adapting to evolving student organization needs.
- Execute a strategic marketing and promotional plan to highlight opportunities and services that ASI & SC provide for student organizations.

Create and Implement Intentional Leadership and Professional Growth Opportunities for ASI & SC Professional Staff, Student Staff, and Member Development.

- Define the leadership & professional skills that are essential to the function of what ASI & SC provide to students and implement training.
- Develop a semester/ annual organizational wide training to include professional staff, student staff, and members.
- Develop and carry out a plan, at the department level, for consistently providing feedback and growth opportunities (i.e., one-on-one meetings, interventions at pivotal moments, feedback activities, etc.).
- Provide and maximize tools for leadership and professional development by identifying key conferences, seminars, workshops, etc. for respective areas.
 - Utilize existing tools/ resources such as CSU Learn, LinkedIn Learning, TED Talks, YouTube, podcasts, etc.

Redesign Recruitment Strategies to Enlist Quality Candidates for Professional Staff, Student Staff, and Members.

- Develop a recruitment timeline & phased semester marketing plan to include multiple outreach strategies (i.e., student referral program, niche department partnerships, implement mixed media, recruitment events, etc.).

- Maintain a general 'Get Involved' page on the ASI & SC web pages to gather year-round interest for student positions.
- Effectively market the functions and benefits of the organization and available positions.
 - Relate open positions to student majors & potential career options.
 - Highlight the ASI & SC brand to communicate the benefits of being a part of the organizations.
- Assess recruitment efforts to analyze the effectiveness of strategies and ensure we are engaging the intended population.

Draft & Implement a University Student Center Facilities Master Plan that Identifies Future Needs of the SC Facilities.

- Gather feedback and survey the campus community on University Student Center dining, meeting, lounge, event, and service spaces.
- Gather SC facilities usage data to identify needs for potential projects (i.e., common area traffic counts, entry counts, dining customer counts by hour, high and low demand times/areas in the facility).

Draft a proposal and timeline for the funding and implementation of renovation and expansion projects to be approved by the SC Board of Directors and presented to the Campus Master Plan Committee.

ASI & SC STOCKTON CAMPUS

STATEMENT OF PURPOSE

Associated Students, Inc. (ASI) and the University Student Center (SC) at the Stockton Campus focuses on providing high-quality spaces, services, and programs that benefit and contribute to student life at the Stockton Campus.

The Stockton Campus spaces were designed to provide a fulfilling experience and to provide a space where students can be collaborative, creative, and comfortable.

Our Stockton Campus Programming team focuses on providing high-quality student life programs, activities, and events for our Stockton Warriors.

ASI & SC EVENTS & SERVICES

EVENTS	#OF PARTICIPANTS	LOCATION	DATE
Pancake Breakfast	34	Front of Acacia	8/22/22
Stay Connected	34	Front of Acacia	8/24/22
Back to School	41	Front of Acacia	8/31/22
Open House	68	Stockton Campus	9/14/22
Thursdays are WAC	5	Warrior Activities Center	9/22/22
Campus Pride: License Plate Frames & Decals	15	Front of Acacia	9/28/22
Back to School	24	Front of Acacia	10/5/22
Thursdays are WAC	10	Warrior Activities Center	10/20/22
Campus Pride: License Plate Frames & Decals	15	Front of Acacia	10/26/22
Patch'em Up	40	Front of Acacia	11/2/22
To Pie For	25	Warrior Activities Center	11/9/22
Pop Your Stress Away	35	Front of Acacia	11/30/22
Finals are WAC	19	Warrior Activities Center	12/1/22
Donut Slack	15	Warrior Activities Center	12/5/22
Back to School	24	Front of Acacia	10/5/22
Total Events: 15	Total Participants: 404		
WARRIOR MERCHANDISE			
NAME OF NEW DESIGN/ ITEM	QTY. ORDERED		
n/a			
MERCHANDISE SALES			
MONTH	# OF SALES		REVENUE
July	0		
August	11		\$44.00

ASI & SC FALL 2022 STOCKTON CAMPUS SEMESTER REPORT

September	8	\$191.00
October	2	\$76.00
November	5	\$136.00
December	3	\$165.00
Total:		\$612.00

FRONT DESK - SALES		
ITEM	QTY.	REVENUE
Weekend Warrior Tickets	0	
Print N Go	0	
Bus Passes	0	
Movie Tickets	0	
Scantrons	7	\$8.75
Blue Books	0	
Other		
Total:	7	\$8.75

FRONT DESK RENTALS		# OF RENTALS
Laptops	0	
Phone Chargers	0	
Total:	0	

WARRIOR DISCOUNTER		
TYPE OF BUSINESS	QTY.	
Grocery	0	
Food/Restaurant	7	
Retail	3	
Gyms	0	
Services	1	
Car Services	0	
Other	8	
Total:	19	

MARKETING & PROMOTION

STOCKTON MARKETING	
SOCIAL MEDIA	
INSTAGRAM	QTY.
Posts	57
Average Likes Per Post	13
New Followers	88
Unfollowed	62
Total Followers	416

ASI & SC FALL 2022 STOCKTON CAMPUS SEMESTER REPORT

FACEBOOK	QTY.
Posts	48
Average Likes Per Post	6
Profile Likes	52
New Profile Likes	2
New Followers	3
Followers Lost	1
TEXT SUBSCRIBERS	QTY.
New Subscribers	18
Subscribers Lost	2
Total Text Subscribers	182

PERSONNEL

ASI & SC STOCKTON PERSONNEL			
ASI	OCTOBER	NOVEMBER	DECEMBER
Programming	1	1	1
Members (Volunteers)	4	4	4
Professional Staff	0	0	0
Total	5	5	5
SC			
Front Desk	1	1	1
Professional Staff	1	1	1
Total	2	2	2

FALL 2022 STOCKTON CAMPUS SUMMARY

In the fall 2022 semester, Associated Students, Inc. (ASI) continued to coordinate programs and activities tailored to the demographic of the Stanislaus State Stockton Campus student community. A total of 15 events and activities were held for students. Events included weekly quick make and takes and food/snack pop-ups. They also coordinated and promoted finals week care activities, services, and provided free test taking material at the Warrior Activities Center (WAC). Campus Pride activities continued to be offered at the Stockton Campus through the implementation of Stan State license plate frames and decals being installed on student vehicles.

The University Student Center oversaw and promoted the spaces sponsored and renovated by the SC (i.e., Warrior Lounge A, Warrior Lounge B, and the Campus Pride Courtyard). In addition, SC coordinated a semesterly Welcome Back Pancake Breakfast to welcome students back for the semester.

The Warrior Activities Center was in operation the full semester and sold a combination of merchandise and test taking materials (scantrons).