

Mission: As the Associated Students of Arizona State University (ASASU) we are committed to ensuring an equitable experience for all, improving the daily lives of students, and upholding the values and charter of ASU.

Approach: ASASU operates on a model that allows for efficient and effective representation of undergraduate and graduate students across the Four Phoenix Metropolitan Campuses; it is critical that the five branches of ASASU work together in a collaborative manner in representing the needs of the students.

GOAL ONE <i>Civic and Community Engagement</i>	GOAL TWO <i>Collaboration and Communication at ASU</i>	GOAL THREE <i>Spirit, Pride, Tradition, and Overall Affinity</i>	GOAL FOUR <i>Diversity and Inclusion</i>	GOAL FIVE <i>Health, Wellness, and Safety</i>
<i>Cultivate an all-inclusive environment in which students showcase civic and community responsibility on the university, local, state, and federal levels.</i>	<i>Foster strong and frequent channels of communication and collaboration among ASASU, student organizations, colleges, campuses, and university administration.</i>	<i>Engage students in lasting institutional spirit, pride, and tradition that enhances the overall student experience and promotes the ASU brand.</i>	<i>Facilitate and encourage the student voice from various groups and identities at ASU via inclusive initiatives and services.</i>	<i>Target multiple facets of health, wellness, and safety in order to improve the holistic student experience.</i>
OBJECTIVES	OBJECTIVES	OBJECTIVES	OBJECTIVES	OBJECTIVES
<p><i>State/Federal Gov't:</i></p> <ul style="list-style-type: none"> ➤ Work with ASU Office of Government Affairs to host a political debate between midterm election candidates at ASU ➤ Work with ASU Office of Government Affairs to host a Gubernatorial debate at ASU ➤ Work with EOSS and the ASU Office of Government Affairs to plan and implement a social media challenge re: a voter turnout competition among the campuses or the colleges. ➤ Create and distribute a university-wide guide for contacting local/state/federal representatives ➤ Host an on-campus polling location at all four locations ➤ Host voter registration events on each campus <p><i>ASASU:</i></p> <ul style="list-style-type: none"> ➤ Engage student organizations around relevant issues and encourage them to civically engage their members (voter registration, voter turnout, calling Congress, etc.) ➤ Provide an example of “Good governance practices” at ASU (Posting minutes, maintain consistent and clear communications with our Senates/Assembly, encourage 	<p><i>Student Voice in University Decisions:</i></p> <ul style="list-style-type: none"> ➤ Improve communication between EOSS, ASASU and the University Boards and Committees nominees, for example, in requesting monthly updates/meeting minutes ➤ Come up with a list of priorities for each of the UBCs to be shared with appointees and revisited each semester. ➤ Use University Boards and Committees to improve general student knowledge regarding fee breakdowns ➤ Ensure that all Colleges have College Councils and engaged in the USG student senates ➤ Prioritize ASASU visibility on all locations through strengthening PR strategies and social media presence ➤ Seek new, meaningful partnerships between GPSA and USG, for example, through partnerships in the other four priority areas. ➤ Explore where mandatory student fees are allocated within the University ➤ Increase accessibility to Council of Presidents business with the regular virtual publication of minutes and the improvement of our website. ➤ Initiate and implement a tradition for the Council of Presidents to disseminate a year-end report 	<p><i>Connecting campuses & promoting the One University Brand:</i></p> <ul style="list-style-type: none"> ➤ Work alongside EOSS and market the university-wide calendar ➤ Develop exciting traditions on all campuses over the next few years open to multiple groups of people ➤ Create and familiarize traditions on all campuses ➤ Prioritize building added affinity to resources (TAO Connect/ASUHS, Career Services) ➤ Creation of University-sponsored events that aim to encapsulate Spirit, Pride, and Tradition, as well as marketing and promotion of recurring events ➤ Continue to provide financial support more events that showcase university affinity, Spirit, Pride and Tradition ➤ Implementation of game day tickets within the ASU Achievement App ➤ Increased awareness and advertisements of the ASU Achievement App ➤ Strengthen relationship between ASASU and Alumni Association ➤ Create an all-inclusive cultural event as an annual ASU tradition ➤ Implementation of the Sparky statue on all four campuses ➤ Increase sustainable branding on all campuses to ensure spirited community 	<ul style="list-style-type: none"> ➤ Facilitate ease of transition between undergraduate and graduate programs for minority groups ➤ Create a women’s leadership mixer to encourage collaboration between undergraduate/graduate students and faculty ➤ Establish DACA support fundraising dinner as an annual ASU tradition ➤ Implement DACA resource offices on all campuses ➤ Continue and improve relationship with the Council of Coalitions ➤ Continue to promote DREAMzone/Safezone training ➤ Promotion of Sun Devil Civility programming ➤ Representation of all USG/GPSA and student orgs from all campuses on Mental Health Coalition and Sexual Violence Prevention Coalition ➤ Improve relationship between ASASU and International Students and Scholars Center ➤ Ensure representation on all four campuses in collaboration with the Council of Coalitions ➤ Mandate closed captioning for online lectures ➤ Increase on-campus gender-neutral bathroom signage ➤ Continued compliance with ADA regulations ➤ Increase scholarship opportunities for DACA students ➤ Increase professional opportunities for international students ➤ Establish a university committee that serves the commuter student demographic 	<p><i>Physical Health</i></p> <ul style="list-style-type: none"> ➤ Continue and strengthen relationship between ASASU and Sun Devil Fitness Complex to bring awareness to the diversity of resources they provide to students ➤ Increase and improve sexual health awareness initiatives with an emphasis on healthy relationships ➤ Disseminate free feminine hygiene products on all four locations ➤ Develop a partnership with Zero Waste at ASU implementation of composting in all residence halls across campuses ➤ Audit meal options across all campuses and ensure dietary needs are met, implement healthier food options, and implement lower cost meals ➤ Expand the university’s tobacco-free policy to smoke-free to include vapes and other forms of electronic smoking <p><i>Mental Health</i></p> <ul style="list-style-type: none"> ➤ Access and improve mental health resources that target veterans and students with disabilities ➤ Mandate excerpt detailing mental health resources in every course syllabus ➤ Launch university-wide advertisement campaign of health services and resources added by the health fee

<p>Senates/Assembly to connect with their constituents on a regular basis)</p> <ul style="list-style-type: none"> ➤ Reform and standardize the process for appointing USG Supreme Court ➤ Reform and update travel appropriations processes (USG) ➤ Update the elections code for USG/GPSA in an intergovernmental agreement ➤ Increase voter turnout in ASASU elections through improved PR strategy and Senate/Assembly mobilization ➤ Hold semesterly student forums at each campus, with each student government to garner direct student feedback ➤ Improve ASU Day at the Capitol marketing strategy to be more inclusive of partisan and politically active clubs 	<p><i>Programming & Events:</i></p> <ul style="list-style-type: none"> ➤ Advertise the new functions of the ASU Achievement App ➤ Promote intercampus awareness via improvements to notifications on and function of the ASU Achievement app ➤ Eliminate redundant programming and incentivize events with impact ➤ Host a Graduate Student Organization Summit to encourage synergy and use of GPSA resources amongst GSOs ➤ Use and advertise the university-wide events calendar ➤ Educate students about existing resources and services on all four locations through social media, our webpages, and at events ➤ Spread awareness of PLuS Alliance efforts via regular marketing and events ➤ Rebrand the “Big 7” with a more inclusive name and host purposeful meetings monthly on all four campuses to promote programming, collaboration, and communication among student leaders 	<ul style="list-style-type: none"> ➤ Work with bookstore to ensure shirts and other items available for all colleges and programs ➤ Implement new rivalry week programming that supports a healthy and productive rivalry ➤ Supporting engagement and programming with ASU Alumni 		<ul style="list-style-type: none"> ➤ Support the continued development of the Devils4Devils program and similar peer mediation programs <p><i>Academic Wellness</i></p> <ul style="list-style-type: none"> ➤ Decrease the cost of summer courses ➤ Explore the necessity and purpose of the iCourse fee ➤ Students understand the financial demand of ASU before attending ➤ Offer reduced price printing options ➤ Improve summer support options for graduate students ➤ Increase transparency around tuition increases and where money is going ➤ Waive grad school application fees for ASU undergraduates (will also contribute to Diversity and Inclusion in our graduate community) ➤ Increase marketing of library resources ➤ Expand library hours and availability of resources <ul style="list-style-type: none"> ○ Can you combine these two and assess and the improve? ➤ Assess WiFi services university-wide ➤ Mandate a high caliber of academic advising across all programs ➤ /career advising resources/postgrad <ul style="list-style-type: none"> ○ Networking events for majors/programs throughout the school year? (ie Engineering networking event (seperate from career fair) <p><i>Holistic Wellness</i></p> <ul style="list-style-type: none"> ➤ Establish a mentoring program between graduate and undergraduate students ➤ Increase career services and opportunities for students entering the workforce. ➤ Use internal and external marketing to promote: Counseling Services, and Health Services, the Disability Resource Center, and TRIO <p><i>Campus Safety and Emergency Preparedness</i></p> <ul style="list-style-type: none"> ➤ Continued collaboration with ASU Police ➤ Implement and promote active shooter trainings tailored to each campus ➤ Re-evaluate Walk Only Zones to a more student led initiative towards safety
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METRICS AND MEASURES	METRICS AND MEASURES	METRICS AND MEASURES	METRICS AND MEASURES	METRICS AND MEASURES
<ul style="list-style-type: none"> ➤ Number of student responses on surveys ➤ Number of registered voters ➤ Attendance to events such as debates and co-sponsored talks ➤ Voter turnout (in the national, local, and ASASU elections) ➤ Website traffic (new COP webpage, our individual governments' pages) ➤ Frequency of student forums and quality of student participation 	<ul style="list-style-type: none"> ➤ Work with EOSS for regular and timely ASASU website updates ➤ University Boards and Committees <ul style="list-style-type: none"> ○ Improve the timeliness of UBC notification to students ○ Keep track of attendance numbers as a measure of engagement ○ Request monthly reports ➤ Host quality, co-sponsored events ➤ Attendance at Big 7 programming 	<ul style="list-style-type: none"> ➤ Promoting one-university model locally ➤ Attendance at games and other events ➤ Number of downloads/increased traffic on the ASU App 	<ul style="list-style-type: none"> ➤ Presence of Council of Coalitions on each campus ➤ Increased number of gender-neutral bathroom signage on all four campuses ➤ Presence of DACA resources and staff/offices on all four campuses ➤ Number of students enrolled in DREAMZone program 	<ul style="list-style-type: none"> ➤ Number of graduate program applications as compared to previous years ➤ Number of enrolled students in Devils4Devils, and Sun Devil Support Network ➤ Average college GPA ➤ Post-health/counseling survey quantifying the quality of service received
SAMPLE QUALITY MARKERS				
<ul style="list-style-type: none"> ➤ Student feedback through forum and surveys ➤ Smooth functioning of the new and improved ASASU processes for Supreme Court nominations, appropriations, and elections 	<ul style="list-style-type: none"> ➤ Student feedback through forums and surveys and at events/through the websites ➤ U.S. and International Rankings 	<ul style="list-style-type: none"> ➤ Peer comparisons ➤ Student feedback through forums and surveys 	<ul style="list-style-type: none"> ➤ Student feedback through forums and surveys ➤ Campus climate 	<ul style="list-style-type: none"> ➤ Student feedback through forums and surveys
CHALLENGES & RISKS	CHALLENGES & RISKS	CHALLENGES & RISKS	CHALLENGES & RISKS	CHALLENGES & RISKS
<ul style="list-style-type: none"> ➤ Being labeled as a lobbying group ➤ Remaining non-partisan ➤ Challenge: encouraging and empowering 	<ul style="list-style-type: none"> ➤ Maintaining frequent and clear communication with various groups, especially international PLuS Alliance partners and appointees to the UBCs ➤ 	<ul style="list-style-type: none"> ➤ Promotion of ASU affinity across all campuses and platforms ➤ Perceived inequity of traditions on all four campuses ➤ Longevity of newly-created traditions 	<ul style="list-style-type: none"> ➤ Accidentally overlooking a group of students ➤ Advertising resources effectively for all ASU student groups 	<ul style="list-style-type: none"> ➤ Advertising health and wellness resources effectively and consistently for all ASU student groups