

**Program Evaluation of Associated Students Incorporated at CSU-Bakersfield:
Assessing the effectiveness of student governments in the CSU system**

By

Jesus Roberto Perez, B.A.

**A Thesis Submitted to the Department of Public Policy and Administration
California State University Bakersfield**

In Partial Fulfillment for the Degree of

Masters of Public Administration

Spring 2012

Copyright

By

Jesus Roberto Perez

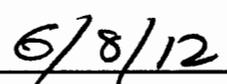
2012

Program Evaluation of Associated Students Incorporated at CSU-Bakersfield:

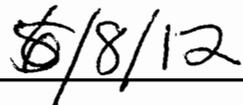
Assessing the effectiveness of student governments in the CSU system

By: Jesus Roberto Perez

**This thesis or project has been accepted on behalf
of the Department of Public Policy and Administration**

Dr. Thomas Martinez

Dr. Doris Hall

TABLE OF CONTENTS

	Page
Abstract	3
Chapter 1	
Introduction.....	4
Statement of the Problem	5
Purpose of the Study.....	6
Importance of the Study	6
Chapter 2:	
Literature Review.....	7
Chapter 3:	
Methodology	18
Assessments	22
Section 4:	
Discussion	30
Recommendations	32
Appendixes	
A. Finance Code.....	34
B. Programming Code.....	35
C. Internal Affairs Code.....	38
D. External Affairs Code.....	39
E. Strategic Plan.....	41
F. IRB Exemption	45
References:.....	46

Executive Summary

Summary

Associated Students Incorporated at California State University Bakersfield is the student government on campus. ASI not only represents the students of CSUB, but also is a nonprofit organization 501(c) 3 corporation. ASI has never had program evaluation done, since ASI is a nonprofit organization it important for one to be done, so the organization is aware of any issues that they are not addressing.

Discussion

ASI in 2010, created a five-year strategic plan for where the organization is going. ASI has four areas that are elements that make up ASI. Those areas are:

- Finance, which funds events/ programs;
- programming which hosts events;
- Internal affairs that deal with the inner workings of ASI; and,
- External affairs that deal with student advocacy.

The reason for this study is to review the documents of ASI and the business they currently conduct to see if the organization is achieving their goals. Finally, ASI has been looking to grow as an organization. Certain programs looking into are sustainability projects, internship opportunities, grant writing, and community outreach. With the current funding model of ASI and the recession is it feasible for ASI to be able to reach these goals. As well as if, ASI is even meeting their current goals and objectives with the current funding model.

Chapter 1

Introduction

In the California State University system, student governments take on a different role that is different than most other universities. Student governments in the CSU-system are incorporated. The student governments of the CSU or better known by their proper name as Associated Students Incorporated, (ASI.) are non-profit 501 (C3) corporations. They have a board of directors with voting rights, an executive board that contains, a president and multiple vice presidents each with a specified area of expertise, and an executive director. At CSU-Bakersfield The Office of the Vice President are as follows: Executive, which covers the Internal Affairs of the organization, External Affairs, which works on legislative issues that affect CSU-Bakersfield students, Finance which is in charge of ASI's budget, and Programming which conducts events for students. The Executive Director's job is ensuring the organization is meeting its responsibilities.

The organization has a mission statement, articles of incorporation, Bylaws, and sub-committees for each executive office. Associated Students Incorporated is the only officially recognized student voice for each campus. Associated Students Incorporated also represents students on the college campuses by sitting on campus committees, to advocate for students, discuss issues with the media, and meet with counterparts from Associated Students Incorporated from the different California State Universities to discuss and vote on matters that pertain to the entire CSU system. With this power comes great responsibility, because we are held to multiple policies, such as the Education Code, the Non-profit organization code, the CSU-system policies, the CSU-

Bakersfield campus policies, Auxiliary codes, and the finally the Associated Students Incorporated bylaws.

Associated Students Incorporated does not have sufficient funding because CSU-Bakersfield has not allowed Associated Students Incorporated to increase fees for the organization. Other campus Associated Students Incorporated fees are around 120 dollars a year where at CSU-Bakersfield our ASI collects 42 dollars for the entire year. This budget is third for most other Associated Students Incorporated budgets. Here at CSU-Bakersfield, after Associated Students Incorporated pay mandatory costs such as employee's salaries and benefits, office rent supplies and services, EO 1000 which is a campus overhead costs. Organization dues, our budget has little over 80,000 dollars left to for their programs. This funding has to been allotted between our three programs, Finance, for club funding, Programming, for campus events, and External Affairs, to conduct political forums, attend lobby visits among other things. Traditionally Programming and Finance has been allotted forty-thousand dollars each while External Affairs has been allotted anywhere from two-thousand dollars to zero. With this insufficient funding this causes issues as far as, is Associated Students Incorporated at CSU-Bakersfield meeting its program mission, along with goals and objectives.

Statement of Problem

ASI has been operating on a five-year strategic plan for the last three years. However, ASI has not conducted an evaluation of the progress that have been making in terms of meeting their goals and objectives outlined in the strategic plan. The Purpose of this assessment is to see the direction of where ASI is heading. After being apart of the initial committee that created the strategic plan, and since this is my last

year being apart of ASI, it is important for the organization to see where they currently stand in the last year of the remaining committee member of the five year strategic plan. In addition, California is in the worst recession in last hundred years, and higher education has received close to a billion dollars in cuts. ASI of CSUB has not been left unscathed. When dealing with budget cuts it is important that an organization does not lose focus on the task at hand.

The reasoning behind this study is to do a program evaluation of Associated Students Incorporated at CSU-Bakersfield to see if the organization is meeting its goals and objectives, along with if there is a need to increase funding in order to sustain the vision and mission of Associated Students Incorporated.

Purpose of the Study

The purpose of this study is to assess the organization's strategic plan for Associated Students Incorporated at CSU-Bakersfield. The assessments will focus on the 2010 ASI strategic Plan, specifically

In these four areas:

- Finance, which funds events/ programs;
- programming which hosts events;
- Internal affairs that deal with the inner workings of ASI; and,
- External affairs that deal with student advocacy.

This shall require, reviewing the documents such as goals and objectives, strategic plan, mission statement, and bylaws and comparing it to the business we conduct throughout the year to see if Associated Students Incorporated at CSU-Bakersfield are meeting the above mentioned documents, and if need be what can Associated Students Incorporated do to meet those items that are laid out.

Importance of Study

The importance of conducting this study is for three reasons; to see if Associated Students Incorporated are doing the mission they are charged with, if the programs Associated Students Incorporated are providing are meeting the goals and objectives of the organization and if Associated Students Incorporated can grow with the current financial situation they are faced with. Associated Students Incorporated main objective is advocating for student's rights. Right now government advocacy has never been a more important effort for higher education. If the organization does not have sufficient funding to achieve their objectives then the organization is failing their constituents. There is a difference in providing student with they want, such as club funding, or dances and what are the needs of students. Next, currently the Associated Students Incorporated at CSU-Bakersfield offers a limited number of programs compared to other Associated Students Incorporated at the other CSU campuses.

Associated Students Incorporated has researched into programs such as sustainability, fundraising, and community service efforts. With the limited number of programs offered are we meeting the goals and objectives of the organization. Finally, in this bad economic recession everyone is force to cut back. Higher education has been the cut by 750 million dollars in one year. With this massive budget cut, we are force to lower our enrollment numbers. The way Associated Students Incorporated budget operates is based on enrollment projections for the next year. When the CSU Chancellor's office mandates campuses to lower enrollment numbers, we have to lower our projected budget. Now we do get money back if we are over enrolled or if we spend less money in the previous year, however we will not know what the numbers are until

midyear of the academic calendar. With the current funding model and the lack of funding due a mandated enrollment drop, the organization cannot grow in the way the campus wants ASI to go.

The campus vision is to put on education forums, conduct multiple lobby visits, have a sustainability program, provide more club funding, hold more programming events among the list. We simply cannot do this with out an increase in enrollment or and increase in funding. In addition to that, even if the campus grows in enrollment, Associated Students Incorporated still would not have enough funding to provide for all students. With the current funding structure, can Associated Students Incorporated grow at CSU-Bakersfield or is ASI even meeting it current goals and objectives?

Chapter 2

Literature Review

The Literature review is to help understand how other student governments or councils accomplish their goals and objectives. In addition, find out how do they serve the students they represent It is important to use previous research to gauge what our previous predecessors have done and how they have been affective in their strategic planning.

Student government at any university or college has one main objective, and that is to promote leadership opportunities. Associated Students Incorporated has helped create leaders in local communities. Some of our former officers are currently serving managerial roles at Goodwill, Chevron, and at other universities. This is just a sample of some our former officers are involved in: we have also had former members receive prestigious leadership internships awards such as the Capitol Fellowship, and the Hispanic Caucus internship. How does student government help build our future leaders into these roles? According to Dempster, if resources are not put in place to help train students to become leaders, then civic engagement will begin to decline (2007). Civic engagement is addressing community issues. This can be done by attending county, city, or local school boards, being involved in community events, among the top of list. Dempster further goes on to discuss that in this recessions it is still important to provide resources, in this area because more individuals are attending higher education. Without proper resources to help train future leaders, we are endangering the future of our nation.

The leadership aspect of student government is integral part of why student governments were created. Miles researched former student government leaders on how student government helped them become a better leader. Miles states, "That student governments are responsible for supporting programs that promote the development of students, and changing programs that do not enhance the development of student leaders" (2011). Student governments should be creating leadership opportunities that will help students once they graduate. In addition, it does not have to be just for those involved in student government. Types of programs that student government should can range from budget, and event planning, to creating a resume, job interview training, and networking programs. Often time students are involved in student government because it is a great way to receive leadership training, and to put on a resume. These types of programs are essential learning opportunities that student government leaders should be receiving.

An important aspect of student government is university-shared governance. University-shared governance is when the different aspects of the university, administration, staff, faculty, and students, work together to make decisions about university issues. This aspect is the important piece of student government, because this is the foundation for student advocacy. In 2009, Lizzio and Wilson studied student participation in university governance and found that even though the role of leader had was challenging, they still felt it was a vital role on campus to have, because being involved the decision process gives students a way to voice their opinions on matter that will directly effect them. In addition their study also found that student government leaders felt that being involved in the process gave them an education experience they

would have not learned, if they were not apart of the process. Some of the experiences they learned were public speaking skills, confidence, networking, proper body language, and how to speak to authority figures. Not only did students take part of an important aspect of student government, but also they also indirectly had a learning experience they could use in their careers, which would not have had, if it were not for university-shared governance. From my previous experiences sitting on campus committees such as Academic Senate and search committees, the learning experience gained is something that will help me throughout my entire career, no matter what profession I choose to my career in.

Often times, the CSU-Bakersfield community wonders what type of role student government should take on a university campus. Even being involved in Associated Student Incorporated, our board members what type of roles should the student government have here at CSU-Bakersfield. In 2006, Jessica Gold study what the role student councils have on campus. Some of her findings apply to the CSU-Bakersfield campus. Student governments should take part in core policy development. Students should never demand that a policy should be developed a certain way, but that a policy should consider a student perspective. One example that CSU-Bakersfield dealt with was a few years ago about facility use. Their was a tragic incident that occurred on campus and students were left out of the discussion on how to fix the policy that lead for the incident to occur. Campus officials' decision was a drastic one, and it is causing issues for student organizations who are trying to host events. In the case, Associated Students Incorporated should work with campus officials to revisit, and revised the policy.

University officials should never ask for student involvement after the fact.

Example if the university is looking for student participation on a policy change, it should always be before a final decision. Waiting until the decision is made and then asking for opinions from students is not shared governance. It is also the student government's responsibility to be proactive in decision making as well. Attending campus committees, discussing possible issues that may arise in ASI meeting, and making an informed are the correct procedures with dealing with campus issues. It is the responsibility for student governments to ensure the campus is upholding their part on shared governance.

Participation is a vital role for student governments. If there is no participation, then what purpose does Associated Student Incorporated have here at CSU-Bakersfield? CSU-Bakersfield campus is an apathetic campus; student participation is difficult to have because of the campus culture. Currently, Associated Students Incorporated is currently looking at ways to encourage student participation. In 2004, Trafford and Griffiths researched ways to gain student participation. First, student representatives need to realize that they represent their fellow students and no one else. When decisions are being made, student government officials must think about their fellow students and what decision they would make. At CSU-Bakersfield, being an executive officer, I look towards my fellow students and ask what they would do if they were in position. Second, have a way for students to voice their views, concerns, and have a way for student government to respond back. ASI often has online surveys, Facebook discussions for students to voice their concerns. In addition, ASI hosts town hall style forums for students to come, ask questions, and receive answers. Finally have

respect for fellow students, when discussion issues with them. Students often get frustrated, when they feel they are not being listen to or being ignored. It is important to encourage students to discuss issues with the student government, because student governments are the median between students and campus officials.

The opportunity for student contributions to academics is often left out on college campuses. Universities are founded because young adults wanting to further their education. Sithigh researched the contributions students bring to higher education. His research discusses that students are an integral part of decision making on college campuses (2006). Students need to take ownership of their rights to debate, discuss, and work with university officials on resolutions on campuses issues. If students do not take ownership of their rights, higher education will be jeopardize because are not bring their issues they have to the table to be taken into consideration. When students do not take advantage of shared governance decision making on a college campus becomes one sided against students. It is essential for student government to represent students on decision-making committees.

Trying to find ways to increase student participation in the decision making process can be a difficult. With an apathetic campus, students often do not want to get involved in decision-making processes unless some how it affects them directly. Another issue is perceptions differ from undergraduate and graduate students. Love and Miller researched ways to increase student participation in both undergraduate and graduate level students. Their findings bring up points that never been discussed before. Education can be spilt up into different sectors. First sector is education curriculum, making sure students are receiving a quality education and have access to

support services throughout their academic career. The last sector is protection of students' rights in a political environment. In the current recession, universities are currently looking at sponsorships to help fund college campuses (2003). This is creating a privatize university. Students do not want to attend a public university that is heavily funding by corporations. One way students governments in California have tried to increase student participation is attending marches in Sacramento, having campus wide rally to support the reinvestment in higher education. Without the participation in these events, the message of protecting higher education would be lost.

Student voices are often lost on college campuses. One of Associated Students Incorporated objectives is to be the voice of the students. In 2006, Biermann researched ways students should be actively involved and discuss educational issues that affect them on a university setting. Biermann states, "Student councils are established and a popular way of involving and communicating with students. They provide a formal structure in which students are able to bring issues to the forefront that they feel strongly about and there by create debate, ideas and solution to problems. They are also an obvious point of contact for consultation and student input into discussion." One of ASI's goals is to reach out to students to discuss issues that affect them, bring the issues to board meetings, discuss the issues, and then work with university officials to find a resolution to the problem. By having student government as a median, the organization can collect data together and present the information to university officials, that way the campus understand that particular issue is affecting a significant number of students. Without the median of student government, the voice becomes cluttered and there is not a single group of students on the same page.

Student Life is a concern for students at all universities. Often times, perspective students look at the type of student life a campus has before committing to a specific campus. At CSU-Bakersfield, ASI has tried diligently to promote student life with the limited numbers of resources we have. We host three annual dances, one for each quarter. ASI also sponsors smaller events, through out the duration of the quarter. Craig McInnis in 2004, studied different aspects of student life on a college campus. An important finding from McInnis' study is a change in student cultures. Student culture, use to be all about campus life such as living on campus, being involved in campus clubs, attending athletic events, or attending social events. Now because of the current recession and students working through college to help cover expenses, it has transitioned to a working culture. Students are becoming a working class in college which is creating commuter campuses, which is students going to class and going home. One way to help with this culture is to offer educational opportunities to them. Examples would be having a career day, internship seminars, coffee talks, and networking events. These events would give students the opportunity to pursue career aspirations as well as promote a new campus culture of combining education and social events for students.

McInnis also researched student life in regards, to academics, and educational programs. The reasoning behind this study is, students learning habits have changed dramatically in the last twenty years. Students have used technology advances to help them in classroom. Classes are not only being taught in the classroom; classes are being offered both online and through ITV capabilities. With these type of advances, ASI has worked with campus committees to ensure the quality of education and student services are being offered to students who utilize these resources. Student services and

academic programs are the most essential part of student life that cannot be ignored because education comes first.

In the current economic recession, higher education is being disregarded in California. California State Legislators in the last year have reduced the funding of the CSU system by 750 million in one year. Governor Brown in his budget proposal has proposed an additional 200 million cut if his tax measures are not passed by voters in the 2012 November election. With these significant budget cuts, the CSU system has been limiting enrollment system wide, budgets have been cut across the board, faculty positions have been cut, staff members have lost their jobs, student fees have been increasing at an alarming rate, and student life has suffered. In 2006, Angus began to research these issues at the beginning of the recession. His researched discusses how because of reduction of funds has a negative impact in both inside and outside the classroom. He researched suggests when education suffers, the quality of education suffers, students do no receive the support services to help them succeed, and student life becomes non-existent. In the CSU system in regards to academics, class sizes have doubled, sections have been cut, and students are taking longer than four years to complete their bachelor's degree. In regards to student affairs, most of the departments, such as Associated Students Incorporated, Student Union, and Student Recreation Center, are funded by student enrollment. Students pay fees each quarter and the campus-based fees goes towards these departments. When enrollment drops these areas, lose funds. In addition, the campuses began looking at these departments to help backfill some of budget losses. Student governments are important to help

advocate for students, in order for students not to lose these services. Without these services, the quality of higher education greatly suffers.

Chapter 3

Program Evaluation

The study will look at the Associated Students Incorporated at CSU-Bakersfield. Reviewing all documents such as budgets, bylaws, mission statements, strategic plan, goals, and objectives for Associated Students Incorporated at CSU-Bakersfield. The documents that will be reviewed will span over three academic years. Interviews will be conducted with the Executive Officers of in Associated Students Incorporated at CSU-Bakersfield. The purpose is to *assess progress with regard to the 2010 ASI strategic Plan, specifically progress* in 4 areas:

- Finance, which funds events/ programs;
- programming which hosts events;
- Internal affairs that deal with the inner workings of ASI; and,
- External affairs that deal with student advocacy.

The findings are essential in helping ASI assess where the organizations stands concerning its statement goals and then for making necessary program adjustments for improving effectiveness.

There are different documents that Associated Students Incorporated at CSU-Bakersfield use to make sure they are meeting their mission statement in regards to their purpose of being a student government. The first document is the ASI bylaws, a document that discusses how the organization functions. A part of the ASI bylaws in committee codes, which is how certain parts of ASI, such as budgeting, club funding, student advocacy, and internal operations of ASI function. The next document is policies and procedures, which is guideline on how ASI handles the day-to-day operations. The next document is Associated Students Incorporated long-term strategic

plan. The strategic plan was created in 2010 and is a five-year plan of how ASI plans to grown and to maintain their current functions. Then, finally, the last document to be reviewed is the goals and objectives of Associated Students Incorporated at CSU-Bakersfield. There are four goals of ASI and several objectives under each goal on how to meet the goal.

Procedure

The investigation will be conducted over a ten weeks looking at documents over three academic years. The reasoning behind the long period is Associated Students Incorporated at CSU-Bakersfield has new officers elected each year, which causes a high turnover. Meetings are conducted every week and the time frame allows adequate time to be able attend weekly meeting to see if ASI current business is meeting the current goals and objective. In addition, ASI also conducts sub-committee meeting that discusses business that may not be seen at the main board meeting. The study will begin as soon as the Executive Officers for Associated Students Incorporated at CSU-Bakersfield have granted permission. Once permission to work with the organization is given, all public documents that are no longer posted, but are still able to be reviewed will be investigated. Then a meeting will be conducted with each executive officer to review their current business they are dealing with. In addition, approval from the CSUB IRB (Institutional Research Board) must be received.

Associated Students Incorporated at CSU-Bakersfield will be given a time frame to produce the public documents that are no longer available online. The time frame will three weeks. Two weeks prior before going to each meeting with the executive officer a letter will be sent out explaining who I am, requesting permission to speak to them, and

discussing the investigation and the goal of the study. Contact information for the advisor, IRB coordinator, and lead research student will be provided to the Associated Students Incorporated at CSU-Bakersfield office, the Executive Director of ASI and to each board member in case they have any questions or concerns. Then, after the initial meeting with each executive officer, a meeting will be held with the executive to go over the strategic plan and the goals and objectives. Contact information for the individuals mentioned earlier will also be added to ensure the ASI Executive Officers, and board members, if they have any questions during the duration of the investigation they know who to contact.

Once all the meetings take place to review each document. They will be broken up into the areas they represent. There are four areas in Associated Students Incorporated at CSU-Bakersfield. The four areas in ASI are Finance, Programming, External Affairs, and Internal Affairs. Once the areas are broken up, the goals will be divided among the four areas. After that, each executive officer meeting information will be used to determine if their current business is meeting the goals and objectives. This will be done to see if ASI is meeting the goals and objective for this academic year. Then previous resolutions from previous academic years will be used to determine if ASI is meeting their long-term strategic plan. Associated Students Incorporated also does assessments of each item of business. For example, assessments are made for each programming event to see if the event is helping ASI meet a goal or objective. The finance department also keeps assessment forms for the clubs events they fund to see if the event was successful, if students participated, what type of event they held. These records are kept to keep track of club events to see if the events are worth investing in

for future years. Finally reviewing Associated Students Incorporated's budget for the last year, to see how the funding is being distributed, if there is funding left over for possible addition programs, Looking at the budget in the beginning of academic year, then at the end of the year to see if the organization over spent in certain areas. Are their key areas where funding is not being allocated. What type of limitations is ASI facing for growing in a larger organization?

Limitations

This program evaluation unfortunately, contains limitations that will prevent the study to use for other student governments. The study will only be conducted for Associated Students Incorporated at CSU-Bakersfield. Each student government operates in different way. In addition, in the CSU system, student governments operate a lot different from other student governments because ASI is considered a nonprofit organization and an auxiliary of the campus. Since the investigation, is just for in Associated Students Incorporated at CSU-Bakersfield, the study should not be used as a general investigation because evaluation is for one specific student government at one specific campus. Finally, because the information is coming off of resolutions from previous years, it will be difficult to determine without interviewing the board members from that year why did they conduct or approve those events.

Ethical Considerations

Confidentiality is extremely important and will be emphasized to the in Associated Students Incorporated organization, which the program evaluation is being done for. If the information is not public information, every possible measure will be taken to ensure privacy and to guarantee ASI the information remain private. The

interviews will be conducted in a personal one on one setting. The individuals will be made aware if there is certain information that needs to be confidential to please notify right away.

Assessments

Finance Committee

ASI has four areas that serves students in different ways. The first area that was examined is the finance committee of ASI. The ASI Finance Committee's mission is to report to the Board of Directors on the financial situation of ASI at the end of each quarter. Allocate and monitor ASI funds that are spent by clubs/organizations and assist clubs/organizations in sponsoring activities. At CSU-Bakersfield every club can request for funding for an event as long as they follow three guidelines: The event is open to all students, is free, and is campus. The finance committee is supposed to co-sponsor events that promote cultural, educational, professional, and social opportunities for CSUB students to grow. In the last year, the finance committee was allocated 30,000 dollars to co-sponsor student clubs/organization events. So far, the finance committee has approved 37 requests for funding from 30 different clubs/organizations. The types of events the finance committee has funded are club fundraisers, education lectures, social dances, community fundraiser for the Children's Miracle Network, and cultural symposiums.

Under the ASI five year, strategic plan, in regards to the finance committee, one of the four goals of ASI is to provide resources and programs that increase student life on campus and instill a sense of CSUB pride. Under this goal, four objectives are specific to the finance the committee. The first objective is to host quarterly funding

workshops that explain the funding process to club/organizations. The next is to participate in the annual club chartering conference. Every year the CSUB office of Student Involvement and Leadership host a club chartering conference, that explains polices and procedures that clubs/organization have to follow. ASI's part in the club chartering conferences is to explain our process of club funding and the ASI budget. Third is to publicize a list of the funded organizations, and the last objective is to provide on-line publicity of ASI funding for clubs. For the last three years, ASI has attended the club chartering to lecture on the ASI funding structure. This has been important for the ASI funding procedures because almost all clubs attend the chartering conference. When the clubs do not attend the chartering conference every fall, the Finance committee is responsible for hosting the club funding workshops for those clubs. Every quarter for the last two years, ASI has hosted these funding workshops for clubs. In addition, every year the finance committee is responsible posting the available funds for clubs to request funding for. Each quarter the information is updated. The process began in the last year to notify clubs how much funding is left through out the academic year. After a club has been approved to receive ASI club funding, the finance committee post the information on the ASI website and on the ASI bulletin board for the public to be notified. This practice was created in the last two years in order to publicize the events ASI has cosponsored through out each quarter.

Reviewing the practices that the ASI Finance committee have been conducting for the last three years in regards to the five year strategic plan, they have been meeting each objective for at least one year, and are on pace to continue the meeting their objectives for the next four years.

Programming Committee

The next committee is the ASI Programming committee. The ASI Programming committee mission is to propose diversified, cultural and educational events, coordinate and supervise all ASI events, create activities that involve the local community, create new services and activities, and promote campus pride through forms of sprits rallies and sporting events.

In the goal of providing resources and programs that increase student life on campus and instill a sense of CSUB pride. Under the goal there are two objectives that are directly related to the programming committee. The first objective is to promote student life. The first part of the objective is to provide one large-scale event per quarter. For the last three years, every quarter ASI has hosted a social dance. With the biggest dance being in the winter for our annual Homecoming Dance. The second part of the objective is collaborate on at least one event per quarter with other groups on campus. Since 2010, ASI has worked with the Student Affairs special projects, Japan and Beyond, Campus Gamers, Dance Marathon, Community Service Cooperative, GLSSN, UNIR, Mecha, SQE, Political Science Department, and the CSU Employees Union on a number of events. The events range from forums, to cultural discussions, and rallies. The last part of the objective is to provide one cultural/ educational program per quarter. ASI has hosted, a Political Candidate Forum, Tolerance Forum, Diversity Forum, Rally for Higher Education, Culture Week, and budget discussion.

The next objective is to increase participation, by increasing, communication and publicity of events. The programming committee is also responsible for handling the publicity for ASI. The first part of the objective is increasing the number of Facebook

friends. In the last three years, Facebook has become a new way to reach out to students. Our Facebook like have increase by over 700 in three years, with our outreach to students. The next portion is to develop YouTube communication channel to create a media viral campaign to reach out to the community. ASI has not created a YouTube campaign yet, and has not made and plans to create a campaign in the near future. The next is to publicize events through available media. ASI sends emails out to students when events are coming up, as well as publicize the events on Facebook. The last part of the objective is to work with the Public Affairs office on publicizing events to the public. This is down by updating, the CSUB Runner Calendar, promoting ASI events, on the CSUB website, and posting on the Public Affairs website.

Internal Affairs Committee

Internal Affairs is responsible for recommending policy in regards to ASI's organizational structure (i.e. Articles of Incorporation, Bylaws, Codes and policies), conduct an orientation for new ASI leaders, and manage the ASI attendance policy. Internal Affairs is also responsible for reviewing, researching and making recommendations to the ASI Board on all university affairs, which affect CSUB students in the pursuit of their education (i.e. financial aid, campus resources, admissions, graduation, and academic advising). Internal Affairs shall seek to enhance ASI relationships through collaboration with various university divisions, departments, and offices. Finally, Internal Affairs shall consult, update and negotiate with CSUB administrators, faculty, and staff on behalf of CSUB students in matters that affect students' academic goals.

In the Strategic Plan for ASI there are two goals that are directly related to the Internal Affairs Committee. The first goal is to be the official voice for CSUB students. Under the goal, one of the objectives is to strengthen the student voice on campus by advocating at the campus level. The strategic plan has outlined five areas in order to meet this first objective. The first item is to draft shared governance guidelines that stipulate student's roles. ASI has not drafted guidelines that discuss shared governance, but has had meeting to discuss ASI's role with administrators on matters of shared governance. The next item is for each board member has to attend a campus committee ever quarter. While a majority of board members do attend at least one meeting, there are still a number of board members that do not attend a campus committee, and there are a number of campus committees that do not have student representation. In a way to find a uniformed voice at CSUB, one of objectives is to survey CSUB students on a quarterly basis on matters that are related to students. ASI has conducted very few surveys in the last three years, however their have been no surveys this years. One of the most important committee at CSUB is the University Council. This council is an open forum to discuss any issues here at CSUB. The Council is comprised of administrators, faculty, staff, and students. ASI has attended every Council meeting this last year, and has even brought up matters of significant importance, such as the current quarter to semester conversion, and state budget cuts.

The next goal is to invest in ASI as an organization. The first objective is developing a board member evaluation process. This last year the Internal Affairs Committee created a detailed evaluation process that covers involvement, professionalism, leadership skills, and learning requirements. This evaluation process is

used to make that ASI Board Members are not only involved but are also learning from their ASI experiences. Part of the ASI being a student government is the election process. One of objectives is to increase voter turnout for our elections. In order to increase voter turnout, the Internal Affairs Committee created a candidate forum for students to come and ask questions. This led to a higher turnout this year compared to last year's election. The amount of students that voted in the ASI 2012 election almost quadrupled from a little 300 to right under 1200 votes. The next objective is to create a stronger relationship with our sister campus AV. So far, no efforts have been to increase the relationship for the last three years.

The last goal directly related to the Internal Affairs is to strengthen the inner structure of ASI. The first objective is to participate in Auxiliary Governance Training. Since ASI is an auxiliary of the CSUB campus. It is important to know the responsibilities of being an auxiliary. In 2011 was the first year ASI has participated in such trainings. Next is conducting a board orientation, every year the Internal Affairs committee coordinates the annual orientation. The orientation is used for team building, learning what ASI is about, what each committee roles are in ASI, and what does ASI do for the students. If new member joins then they will have private one on one meeting with the Internal Affairs Committee. The orientations have been conducted for the last three years and have been vital on educating new board members on ASI. Finally, the last objective is assessment. The Internal Affairs Committee reviews every board member on a quarterly basis to ensure the board member is progressing during his or her time in ASI. The last part of assessment to assess the organization every quarter to

ensure ASI is meeting their goals and objectives outlined in the strategic plan. This has been done in the last three years since the ASI board approved it in 2010.

External Affairs Committee

The last committee in ASI is External Affairs. Their mission is to represent ASI's interest in any matters involving student advocacy including local, state, and federal legislation, represent CSUB and ASI at California State Student Association meetings conduct, and legislative visits, and to campus-based issues not related to the pursuit of education (i.e. parking, foodservice, Athletics).

Two goals are directly related to the work of External Affairs. The first is to be the official voice of students. Under this goal their five objectives to be met. The first is to visit at least one elected official per quarter. In the last year, External Affairs has conducted seven legislative over three quarters. This has been the first year ASI has conducted consecutive legislative visits in an academic year. Previously External Affairs has only conducted visits in the spring. Next is to conduct a voter registration drive and to increase voter registration on campus. Typically, voter registration drives are only done during the fall of an election year, but it is important to continue voter registrations even in non-election years. Next is to attend the monthly California State Student Association meeting; these meetings are with the only recognized statewide student organization in the CSU. ASI has been a member for the last three years. The last objective under this goal is to attend the annual CHESS conference every April. This is a statewide leadership conference for students. ASI has attended the CHESS conference for the last four years.

The last goal for is to enhance the quality of student education here at CSUB. Two objectives under this goal are related to the work of External Affairs. The first goal is invest in funding for CSUB ASI representation on system wide committees and advocacy groups. Currently ASI only provides funding for External Affairs to attend CSSA meetings and CHESS. ASI has not made funding available for this objective to be met. The next objective is to re-prioritize the ASI budget to invest a significant portion of the ASI budget into student advocacy and student representation. ASI has not made External Affairs a priority compared to Finance and Programming as the Strategic Plan suggest ASI would. The majority of the funding goes to the other two areas while External Affairs receives less than ten percent of their budget.

Chapter 4

Discussion

ASI of CSUB has been able to serve the students of CSUB in a number of ways. Even through the difficult economic recession, the state is currently ASI has been able to excel and meet most of the goals and objectives sent in place in the strategic plan. The four areas of ASI have been able to reach all if not most of their goals that applied to their committee in the strategic plan. First, we will break down each committee and discuss how they met their goals and objectives in the strategic plan.

Finance Committee has contributed in helping student clubs and organization host their event by co-sponsoring a number of events in the last year. No only have they help out clubs and organization but they have been financially responsible with students' fees and have allocated those funds to clubs and organization for them to use for events that promote educational, professional, and social opportunities. The Finance Committee has also publicize the ability for clubs to receive funding, and one a club has been approved to receive funding, has also help promote those club events that are co-sponsored by ASI. Finally, the finance committee has done their job in help with the education process of how a club/ organization can receive ASI funds.

The Programming Committee has hosted a number of events to increase student life. The first type of event are the quarterly socials. These events students across CSUB look forward to every quarter, especially the annual Homecoming Dance. The Programming Committee has also worked with other clubs/organizations to collaborate on a number of cultural/educational events. The area where the Programming is not meeting in the strategic plan is in the area of publicity. The

Programming Committee has been publicizing events on Facebook, and has worked with the campus to promote events through the campus website along with sending emails out to students. However, Programming has not created a YouTube channel or have begun making videos on what ASI is and what the organization is about.

Internal Affairs has made some progress on the areas of strategic plan that is related to the committee but is still lacking in certain areas. The areas where Internal Affairs have succeeded in creating an evaluation process. It has been important tool to gauge the level of leadership of a board member. In addition, ASI has succeeded in creating and maintaining an excellent board orientation and trainings. The ASI Election has received a very high turnout this last year, which shows more student participation in campus wide elections. The area where Internal Affairs need improvement on is shared governance. ASI has not drafted guidelines for shared governance, which is crucial in order to have a voice on a university campus. While some ASI Board Members do still on campus committees, their are still a number of campus committees that do not have an ASI Board Member or some board members do not even participate in the campus committees. A campus wide student survey has not been conducted in some time and it is important to see what the needs of the students are. One area that needs to develop is ASI's relationship with our sister campus Antelope Valley. ASI must make an effort to reach out to the campus.

The last area is External Affairs. External affairs are meeting all of their areas of being the student voice of CSUB. External Affairs have participated in the monthly CSSA meetings, and the annual CHESS summit. In addition, External Affairs have conducted numerous legislative visits in the last year. The area in which External Affairs

is not meeting is re-prioritization. External Affairs is supposed to be prioritized on the same level of finance and programming, but still only receive a budget that is less than ten percent the those committee budgets. Emphasis in the organization is placed on those committees and not student advocacy.

In reviewing the entire Strategic Plan of ASI, the organization is meeting a significant amount of the goals and objectives outlined in the plan. However when looking at strategic plan broken down by committee there is still more emphasis placed on club funding and programming then the most important areas of leadership development and student advocacy. Finance and Programming are meeting almost of their areas, except in the publicity objectives. However, Internal Affairs is lacking in a number of areas including shared governance, and leadership development. While External Affairs are meeting their objectives, but have are still not a priority as it was outlined in the plan.

Recommendations

There are a few areas where ASI needs to improve on, in order to meet the five years Strategic Plan. Here is list of recommendations that would improve the organization as well as meet the five year strategic plan.

- Create a YouTube channel and broadcast video updates on ASI events and current student issues. By creating a YouTube channel It will create a media campaign that will reach more students, and will help meet ASI's objectives of increasing media presence. In addition, by reaching the student population of CSUB, it would potentially create interest in ASI and would allow students to seek information about how to get involved.

- Create guidelines for shared governance that is approved through the ASI Board and release the information to the campus community. Shared governance is the most important aspect of Student Government on a college campus. By creating guidelines, it will help ASI leaders work with the campus community on the role ASI play in decision-making and would strengthen the student voice at CSUB.
- Require all board members to attend campus committees and every campus committee must have a student vote. As mentioned earlier shared governance is an important aspect. By requiring ASI board members to sit on campus committee and for the committee to have a students vote, it ensures that the student voice is being heard, and the campus community is taking students' concern into account before make a decision.
- Create a quarterly survey to be sent out to all students of CSUB in order to find what the most important issues are for CSUB students. In creating a quarterly survey, this allows ASI leaders to gain a sense of the student needs and bring them to the campus community for these matters to be addressed.
- Invest funding for ASI Board Members to sit on CSU system wide committees and require the ASI Executive Team must apply to sit on one system wide committee. By investing more funding in this area, this allows ASI of CSUB to have a voice in the CSU system. It is important the needs of CSUB students are heard at the system wide level. Often times the needs of smaller CSU's are being taken into account and by attending

the committees it will ensure the CSU system are listening to the needs of CSUB which is a small campus.

- Make External Affairs a priority and invest more funding into student advocacy efforts. Once External Affairs becomes a priority it will allow ASI to conduct more lobby visits, host political forums, and conduct visits in the capitol, along with participating in the march in March. The legislators of California have a short-term memory, and during this current economic recession, multiple groups are advocating for funding for their specific interest. Whoever creates the loudest noise in Sacramento and has a large presence in the Capitol are the one the legislators listen to. By investing in External Affairs, it allows CSUB to have a large presence and build relationships in the Sacramento, which could potentially lead legislators to reinvesting in the CSU.

By using the recommendations that have been outlined it would put ASI on track to meet all goals and objectives in the five year strategic plan, and put ASI in line to make a difference in the most important areas of Student Government.

Appendixes

A. Associated Students, Incorporated

Finance Code

PURPOSE

The Finance Committee, through the Vice President of Finance, shall report to the Board of Directors a complete account of the financial conditions of ASI at the end of each quarter, implement the Budget Policy, ensure a timely and accurate annual audit performed by a firm of certified accountants (California Code of Regulations, Title V, Section 42408), require a detailed financial report from any division, club/organization or activity of ASI, propose an annual fiscal budget to the Board, monitor the manner in which ASI funds are spent by clubs/organizations, notify the Board and university president of instances of misuse and/or abuse of ASI funds, assist clubs/organizations in funding jointly sponsored activities and confirm that ASI co-sponsored events have the ASI Co-Sponsored banner at their event (banner must be visual).

ARTICLE I. MEMBERSHIP

Section 1. ASI MEMBERSHIP

- A. Membership in ASI shall be governed by the provisions established by the Articles of Incorporation and the ASI Bylaws.
- B. Membership fees shall be established under the provisions established by the Education Code of the State of California, Section 89302. The fee established under this code shall be open to referendum.
- C. Members of ASI may derive benefits from the fees collected by the ASI in accordance with programs listed in Title 5, Section 42659, of the California Code of Regulations.

Section 2. FINANCE COMMITTEE MEMBERSHIP

- A. Vice President of Finance (Chair)
- B. Vice Chair (Board member)
- C. Four (4) to seven (7) additional Board members
- D. At least one (1) Student-at-Large Intern (ex-officio)
- E. One (1) member of the Programming Committee, who shall notify the Finance committee of Programming expenses exceeding \$750 prior to the expenditure thereof (ex-officio)
- F. Vice President of Internal Affairs (ex-officio)
- G. Assistant Vice President of Fiscal and Support Services of CSUB or his/her designee ex-officio).
- H. Office of Student Involvement and Leadership Representative (ex-officio)
- I. Executive Director (ex-officio)
- J. President (ex-officio)

ARTICLE II. OPERATING PROCEDURES

- Clause 1. Procedures and policies conducted by the committee shall be governed by the provisions established in the ASI bylaws.
- Clause 2. The chair shall select the vice chair.
- Clause 3. The vice-chair shall maintain minutes, agendas and attendance of all meetings.
- Clause 4. The committee shall meet at least four (4) times a quarter and at the discretion of the chair (or majority of the members).
- Clause 5. The committee must have quorum consisting of voting members to conduct business.
- Clause 6. Vacancies shall reduce quorum.
- Clause 7. Accounts listed in the annual budget. Transfer of funds between line items in accounts listed in the annual budget must be approved by a majority vote of the Finance Committee
- Clause 8. Programming contracts. Programming contracts exceeding \$750 require review by the Vice President of Finance and Programming. The programming liaison shall present programming contracts exceeding \$750.
- Clause 9. Line-item expenditures. The Vice President of Finance shall approve all line-item expenditures. However, the Board of Directors may require the Vice President of Finance to sign any expenditure pursuant to an approved two-third (2/3) vote. Line-item expenditures shall be approved by the Vice President of Finance and the Executive Director. In the absence of the Vice President of Finance, signature authority is granted to the president. Executive Director's signature is not pursuant to the approval of funding, it is required to ensure policies and procedures have been concluded.

ARTICLE III. FINANCE COMMITTEE APPLICATION FOR FUNDING (AF)

Section 1. APPLICATION FOR FUNDING (AF) PROCEDURE FOR CLUBS/ORGANIZATIONS

All clubs/organizations shall follow the Club/Organization Funding Guidelines when submitting a request for funding.

- Clause 1. Requests between \$0-1,000 must be approved by the Finance Committee and the ASI president.
- Clause 2. Requests \$1,001 and up must be approved by the Finance Committee and the General Board, and the ASI President.

ARTICLE IV. BUDGET PREPARATION

Section 1 ASI BUDGET PROCEDURES

- A. The ASI Board shall review and evaluate the current reserve level prior to the budget process. The Vice President of Finance and the Finance Committee with the consultation of the Executive Director are responsible for the development of the annual budget. A copy of the proposed annual budget shall be submitted by the Vice President of Finance to the university assistant President.
- B. The committee shall inform the Board of the total anticipated income for the ensuing fiscal year. Anticipated income shall be defined as the revenue anticipated from student enrollment, plus revenues generated by various ASI programs. The budgeted expenditures which the committee presents to the Board shall not exceed the anticipated income.
- C. No later than the 6th week of spring quarter the Committee shall forward to the Board of Directors a total budget proposal for the following fiscal year.
- D. Refer to the Reserve Policy for appropriate reserve allocation.
- E. The Committee shall place such funds as are required for dues by the California State Student Association (CSSA) into a line item marked CSSA dues. Funds within this account shall not be impounded, transferred, or reduced without an approved two-third (2/3) vote of the Board.
- F. The annual budget must be approved by a two-third (2/3) vote of the Board and attested by the ASI Vice President of Finance, President, Executive Director, and the University President.
- G. The ASI budget is governed by the Education Code, Sections 89300-89304 and the California Code of Regulations, Title V, Sections 42402 and 42659.

Section 3. SPECIAL ALLOCATIONS FROM GENERAL UNALLOCATED

Requests must be submitted in writing to the vice president of Finance at least three (3) weeks prior to the expenditure.

Clause 1. All funding request for consideration shall be submitted in a resolution format to the Vice President of Finance in accordance to the Finance Timeline for student organizations.

Clause 2. The Vice President of Finance shall be responsible for distributing copies of the proposal to the Finance Committee and the president.

Clause 3. Request between \$0-1,000 must be approved by the Finance Committee and the ASi president.

Clause 5. Request \$1,001 and up must be approved by the Finance Committee and the General Board, and the ASi President.

ARTICLE IV. AMENDMENT & ENACTMENT

The regulations governing amendments and the enactment of the Code are stated in

B. Associated Students, Inc.
California State University, Bakersfield
Programming Code

Section I. PURPOSE

The Programming Committee, through the vice president of Programming, shall propose diversified, cultural and educational events, which recognize the interests and needs of all members of the Association, update the Board on Programming recommendations, coordinate and supervise all ASI sponsored events, upon a club's request, facilitate a club's event and/or activity and assist them in developing jointly sponsored projects and activities, initiate activities that involve the local community, assemble and distribute the ASI newsletter, create new services and activities which are sponsored by non-student organizations that benefits the students, publicize all ASI-related services and activities to CSUB students, submit budget requests to the Finance Committee before upcoming events, and serve as a voting member of the Student Union Governing Board (and will be required to sit on at least one committee of the Student Union Governing Board).

Section II. MEMBERSHIP

- A. Vice President of Programming (Chair)
- B. Vice-Chair (Board member)
- C. Director of Concert Entertainment (Board member)
- D. Director of the Homecoming Dance (Board member)
- E. Director of Publicity (Board member)
- F. Director of Community Affairs (Board Member)
- F. No more than three (3) additional Board members (one of which shall be a liaison to the Finance Committee)
- G. At least one (1) Student-at-Large

Section III: OPERATING PROCEDURES

- Clause 1. Procedures and policies conducted by the committee shall be governed by the provisions established under Article V of the Bylaws.
- Clause 2. Membership committee position titles shall be filled by the Chair.
- Clause 3. The committee shall meet at least four (4) times a quarter at the discretion of the chair (or majority of the members).
- Clause 4. A member may be removed pursuant to the attendance policy.
- Clause 5. The vice-chair shall maintain minutes, agendas and attendance of all meetings.
- Clause 6. A simple majority of the quorum (majority of membership) shall be necessary for the transaction of business.
- Clause 7. Vacancies shall reduce quorum.

B. Associated Students, Inc.
California State University, Bakersfield

Internal Affairs Code

Section I. PURPOSE

The Internal Affairs Committee, through the Executive Vice President, shall recommend policy pertinent to the Association's organizational structure (i.e. Articles of Incorporation, Bylaws, Codes and policies), suggest enhancements on existing ASI sponsored services, enforce Scholarship Policy, maintain a permanent archive of all minutes, agendas and proposals, orientate new ASI leaders, and manage the ASI attendance policy. In addition, a quarterly, recent copy of the governing documents and a current member list incorporating Board member's addresses, phone numbers, ASI committee and campus committee memberships must also be sustained. The IAC shall be responsible for reviewing, researching and making recommendations to the ASI Board of Directors on all university affairs which affect CSUB students in the pursuit of their education (i.e. financial aid, campus resources, faculty/staff affairs, academic planning, sustainability, on campus dining, residential life). The IAC shall coordinate student participation in CSUB governance. The IAC shall seek to enhance ASI relationships through collaboration with various university divisions, departments, and offices. The IAC shall consult, update and negotiate with CSUB administrators, faculty, and staff on behalf of CSUB students.

Section II. MEMBERSHIP

- A. Vice President of Internal Affairs (Chair)
- B. Vice-Chair (Board member)
- C. One or two additional Board members
- D. At least one Student-at-Large

Section III: OPERATING PROCEDURES

- Clause 1. Procedures and policies conducted by the committee shall be governed by the provisions established under Article V of the Bylaws.
- Clause 2. The Chair shall select the vice-chair.
- Clause 3. The committee shall meet at least four (4) times a quarter and at the discretion of the chair (and/or majority of the members).
- Clause 4. A member may be removed pursuant to the attendance policy.
- Clause 5. The vice-chair shall maintain minutes, agendas and attendance of all meetings.
- Clause 6. A simple majority of the quorum (majority of membership) shall be necessary for the transaction of business.
- Clause 7. Vacancies shall reduce quorum.

D. Associated Students, Inc.
California State University, Bakersfield
External Affairs Code

Section I: PURPOSE

The External Affairs Committee (EAC), through the Vice President of External Affairs, shall:

- Represent and report to the Board of Directors' interest in any matters involving student advocacy including local, state, and federal legislation
- represent CSUB and ASI at California State Student Association meetings and functions and submit travel funding and budget requests to the Finance Committee.
- supervise student-lobbying efforts, and legislative visits.
- examine and explore campus-based issues (not related to the pursuit of education, ie. parking, foodservice, Athletics, etc.)
- report to the Board of Directors on policies that affect CSUB students.,
- organize voter registration campaigns

Section II: MEMBERSHIP

- A. Vice President of External Affairs (Chair)
- B. Vice-Chair (Board member)
- C. At least two additional (2) Board Members
- D. ASI President (ex-officio)
- E. ASI Executive Director (ex-officio)

Section III: OPERATING PROCEDURES

Clause 1. Procedures and policies conducted by the committee shall be governed by the provisions established under Article V of the Bylaws.

Clause 2. Members of the EAC shall be appointed to positions within the committee by the EAC Chair.

Clause 3. The committee shall meet at least four (4) times a quarter at the discretion of the chair (or majority of the members).

Clause 4. A member may be removed pursuant to the Board of Director Evaluation Policy.

Clause 5. The Chair shall provide the agenda for all EAC meetings. *

The Chair shall also be the official representative of ASI and CSUB at California State Student Association meetings and functions pursuant to the CSSA Travel Policy

Clause 6. The Vice-chair shall assume all responsibilities of the Chair upon the resignation or removal of the Chair. The Vice-chair shall also be in charge of taking minutes and regulating attendance of all EAC meetings.

Clause 7. The committee must have quorum (majority of membership) to conduct business.

Clause 8. Vacancies shall reduce quorum.

**E. Associated Students, Inc. – California State University, Bakersfield
Strategic Plan 2011-2012**

ASI Mission:

The Associated Students, Inc. (ASI) of California State University, Bakersfield exists to provide an official voice through which students' opinions and issues may be expressed regarding university and statewide affairs. ASI seeks to assist in the protection of the rights and interests of individual students and the student body as a whole. ASI provides resources and programs that encourage leadership development and broaden social, educational, political and cultural awareness for the betterment of the students.

ASI Vision:

The Associated Students, Inc. will complement the vision of California State University, Bakersfield and will serve the students by enriching their university experience. ASI will serve and involve students by advocating on their behalf, embracing shared governance, and collaboratively building campus life.

Goal 1: Be the Official Voice of the Students

Objective 1: Strengthen the student voice by advocating at the local, statewide and national level

- Increase personal interaction with legislators
 - Visit one elected official per quarter
- Coordinate and sponsor educational/political forums to inform students
 - Sponsor one educational forum per quarter
- Increase voter registration on campus
- Conduct voter registration drive
- Actively involved in CSSA
 - Attend monthly CSSA meetings
 - Attend annual CHESS conference and Lobby Day

Objective 2: Strengthen the student voice by advocating for students at the campus level

- Increase shared governance between students and campus
 - Draft shared governance guidelines
 - Each Board member attend one campus committee per quarter
 - Each Board member meet with campus/departamental administration once per quarter to discuss academic issues

- Advocate for students regarding campus-based issues
 - Solicit one survey per quarter to determine student concerns
 - Attend University Council meetings to discuss student concerns

Goal 2: Invest in Associated Students, Inc. as an organization

Objective 1: Strengthen student involvement within ASI

- Foster Active Board members
 - Review and adjust board responsibilities
 - Develop a board member evaluation process
 - Provide opportunities to increase leadership skills
 - Public speaking and presentations
 - Student relations
 - Critical thinking
 - Collaboration/Teamwork
 - Organization and project management
- Increase student interest in election process
 - Conduct election information workshops
 - Increase voter turnout of student body elections
- Strengthen relationship with our sister AV campus
 - Encourage participation on the Antelope Valley Committee
 - Antelope Valley/Main Campus quarterly meeting
 - Weekly Antelope Valley written report

Objective 2: Strengthen internal structure of ASI

- Provide auxiliary management training opportunities
 - Participate in Auxiliary Governance Training
 - Conduct auxiliary/board orientations
 - On-going training as needed/required
 - Attend Auxiliary Organization Association meetings
- Increase fiscal responsibility
 - Provide budgetary instruction to board members
 - Provide budgetary access and review to VP of Finance
 - Quarterly board review of budget status
 - Annual board review of reserve assets
- Provide sound organizational structure
 - Revise governing documents to reflect current structure
 - Commit resources to support organizational growth
- Provide assessment tools for organizational and programmatic evaluation
 - Quarterly organizational assessment
 - Quarterly board member evaluation
 - Programmatic evaluations

Objective 3: Increase Student Awareness of ASI

- Increase presentations informing students of ASI and campus
 - Present ASI information to CSUB 101 courses
 - Each board member present ASI information to at least one academic class
- Inform new students by targeting incoming freshmen programs
 - Actively participate in New Student Convocation
 - Participate in quarterly orientations to distribute ASI information
- Monthly survey on website for student input
- Publish quarterly ASI accomplishments via mass email to students
- Publish ASI information in Student Affairs newsletter

Goal 3: Provide Resources and Programs that increase Student Life on Campus and instill a sense of CSUB Pride

Objective 1: Boost student life through event planning

- Provide at least one large scale event per quarter
- Collaborate on at least one event quarterly with other clubs/orgs/departments
- Provide at least one cultural/educational/political program per quarter

Objective 2: Publicize and encourage campus clubs and orgs to utilize ASI funds

- Provide quarterly funding workshop
- Participate in club chartering conference
- Publicize list of funded organizations quarterly
- Provide on-line publicity regarding availability of ASI funds for clubs

Objective 3: Maximize participation by increasing communication and publicity of events

- Increase use of Facebook as determined by number of “friends”
- Develop YouTube communications
- Publicize co-sponsored events using available media
- Increase collaboration with faculty to use educational events for extra credit
- Work collaboratively with Residential Life to develop and promote events
- Work with Public Affairs on community wide media releases
- Require the ASI co-sponsorship banner at events

Goal 4: Enhance the quality and equality of student education

Objective 1: Reinvest funding that will provide an educational/learning opportunity for students

- Provide funding for at least one educational activity quarterly
- Invest funding for CSUB Representative on CSU system-wide committees and advocacy groups
- Re-prioritize the ASI budget to invest a significant portion of ASI budget into student advocacy and student representation

Objective 2: **Investigate and promote established services/resources on campus for utilization by students**

- Collaborate with campus departments and promote at least one student service/student affairs department monthly
- Provide opportunities to highlight and educate students regarding services and resources that are available on campus

Institutional Review Board for Human Subjects Research

Anne Duran, Ph.D.

Department of Psychology
Scientific Concerns

Roseanna McCleary, Ph.D.

Masters of Social Work
Scientific Concerns

Steven Gamboa, Ph.

Department of Phil/ RelStudies
Nonscientific/ Humanistic
Concerns

Lily Alvarez, B.A

Kern County Mental Health
Community Issues/ Concerns

Grant Herndon

Schools Legal
Community Issues/ Concerns

Tommy W. Tunson, J.D.

Criminal Justice Community
Issues/ Concerns

Kathleen Gilchrist, Ph.D.

Department of Nursing
Scientific Concerns

Paul Newberry, Ph.D.

Department of Philosophy/
Religious Studies
Nonscientific/ Humanistic
Concerns
IRB/ HSR Chair

Penelope Swenson, Ph.D.

Advanced Educational
Studies
Nonscientific/ Humanistic
Concerns

Steve Suter, Ph.D.

Department of Psychology
Research Ethics Review
Coordinator
and IRB/ HSR Secretary

Date: 08 June 2012

To: Jesus Perez, PPA Student

cc: Paul Newberry, IRB Chair
Thomas Martinez, Public Policy and Administration

From: Steve Suter, Research Ethics Review Coordinator

Subject: Protocol 12-86: Not Human Subjects Research

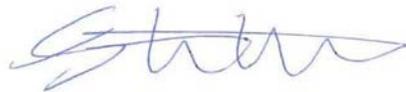
Thank you for bringing your protocol, "**Program Evaluation of Associated Students Incorporated at CSU-Bakersfield**", to the attention of the IRB/HSR. On the form, "*Is My Project Human Subjects Research?*", received on June 8th, 2012, you indicated the following:

I want to interview, survey, systematically observe, or collect other data from human subjects, for example, students in the educational setting. **NO**

I want to access data about specific persons that have already been collected by others [such as test scores or demographic information]. Those data can be linked to specific persons [regardless of whether I will link data and persons in my research or reveal anyone's identities]. **NO**

Given this, your proposed project will not constitute human subjects research. Therefore, it does not fall within the purview of the CSUB IRB/HSR. Good luck with your project.

If you have any questions, or there are any changes that might bring these activities within the purview of the IRB/HSR, please notify me immediately at 654-2373. Thank you.



Steve Suter, University Research Ethics Review Coordinator

References

- Angus, L. (2006, October). Educational leadership and the imperative of including student voices, student interests, and students' lives in the mainstream. *International Journal of Leadership in Education*. pp. 369-379.
- Biermann, E. (2006). Student voice. *Education Review*, 19(2), 96-101.
- Dempster, N., & Alf, L. (2007). Student leadership: necessary research. *Australian Journal Of Education*, 51(3), 276-285.
- Gold, J. (2006). In school dialogue: the role of school councils. *Education Review*, 19(2), 90-95.
- Lizzio, A., & Wilson, K. (2009). Student participation in university governance: the role conceptions and sense of efficacy of student representatives on departmental committees. *Studies In Higher Education*, 34(1), 69-84.
- Love, R., & Miller, M. (2003). INCREASING STUDENT PARTICIPATION IN SELF-GOVERNANCE: ACOMPARISION OF GRADUATE AND UNDERGRADUATE STUDENT PERCEPTIONS. *College Student Journal*, 37(4), 532-544.
- McInnis, C. (2004). Studies of Student Life: an overview. *European Journal Of Education*, 39(4), 383-394.
- MILES, J. M. (2011). REFLECTIONS OF STUDENT GOVERNMENT ASSOCIATION LEADERS: IMPLICATIONS FOR ADVISORS. *College Student Journal*, 45(2), 324-332.

Sithigh, D. (2006). Student Contributions to Academic Values. *Higher Education In Europe*, 31(4), 409-413.

Trafford, B., & Griffiths, B. (2004). How do student councils encourage student participation?. *Education Review*, 18(1), 90-95.