

ENHANCE YOUR EXPERIENCE

ASSOCIATED STUDENTS STRATEGIC PLAN



MISSION STATEMENT

To **support** and represent the students of San José State University by continuing the organization's legacy of student advocacy and leadership;

To **enhance** SJSU students' education through high quality programs and services; and,

To **prepare** students as they move towards a thoughtful and purposeful life after graduation.

CORE VALUES

- Active Citizenship
- Advocacy
- Equity
- Inclusion
- Justice
- Life-long Learning
- Openness
- Self-awareness

Associated Students (A.S.) aims to empower students who engage with us through committee participation, student employment, leadership roles, co-curricular programs and a variety of events. A.S. believes that every interaction with San José State students is an opportunity for authentic connection and learning.

STRATEGIC DIRECTION AND GOALS

- Awareness: Educating campus about how Associated Students enhances students' educational experiences;**
 - Reach out to all students to let them know they are part of Associated Students
 - Develop a unified, long-term marketing and communications plan to share the purpose, mission and services of Associated Students
- Engagement & Support: Cultivating a welcoming and supportive campus culture that engages all students in our diverse community;**
 - Invite all students to get involved with San José State University
 - Generate high-quality SJSU events promoting a welcoming and positive campus
 - Provide opportunities for students that encourage personal determination, inspire educational goals, and enable them to define their personal legacies.
- Community Building: Fostering and strengthening relationships across campus to bolster our work with key partners;**
 - Seek out and amplify student voices to ensure their identities, values and needs are utilized and reflected in the work of the entire Associated Students organization
 - Cultivate and/or strengthen relationships with SJSU leadership and administration including the University President, VPSA, Academic Senate, campus departments and student organizations
 - Celebrate and appreciate campus partnerships
- Organizational Health: Optimizing A.S.' organizational health and sustainability to strengthen our contributions to San José State students;**
 - Examine organizational effectiveness and bandwidth
 - Enhance operational efficiency across all departments
 - Seek out additional funding opportunities
 - Provide all of A.S. students and staff training to support their ongoing leadership development and personal well being
 - Use assessment and evaluation to inform and implement practice
 - Utilize, explore and implement innovative technological practices to improve organizational efficiency



2018-2023