Student Government
Mission, Vision, Values

MISSION

To represent the interests of the student body through initiatives, programs and services that enrich students’ lives.

VISION

We strive to be the Standard – to be the premier student government in the nation.

We will be:
- Relevant -- students value us because we identify and satisfy current student needs and wants.
- Influential -- the University actively seeks our input regarding issues that matter to students.
- Innovative -- we create new ideas that are fresh and forward-thinking.
- Independent -- we will always be a government by and for the students.

VALUES
- Cooperation
- Integrity
- Dedication
- Enthusiasm
- Communication

Strategic Issues

Resource Building and Management

1. Increase financial and space resources to accommodate new projects, services and events.

2. Make internal Student Government processes clear, user-friendly, and well-communicated so that we can best utilize our resources and support the work of our student leaders.

Creating a Culture of Excellence and Accountability

3. Build accountability structures such that outstanding and hard-working students are retained and underperforming students are faced with the decision to either utilize the information and resources provided to improve their performance or vacate their positions.

4. Create and implement user-friendly, regular, and systematic mechanisms to garner student feedback on programs, services and advocacy efforts so that we can respond in a timely manner.
5. Bring Student Government to the forefront of best practices in all areas.

Structuring External Relationships and Partnerships

6. Compile and communicate our expectations of campus administration and how they can best incorporate Student Government feedback into their decision-making processes.

7. Establish new and leverage existing relationships in order to continue to expand our reach.

Attracting and Cultivating Fierce Student Leaders & Advocates

8. Improve quality and increase diversity of the students that get involved with Student Government.

9. Encourage ASUCI, AGS, MSA, SBA, and AMSG to be proactive and assume their appropriate role in managing University affairs.

10. Cultivate leaders who are unafraid to take charge and make change.

Strategic Communications

11. Improve communication --both internal and external -- so that we have a strong, unified and well-coordinated statement of who we are and what we are doing.
SWOT Analysis

Strengths

Structure
- AGS is independent
- Constitution
- Chancellor mandated our existence
- Checks and balances
- Multiple departments under one roof
- Funding boards
- Efficient financial system
- Independent IT
- Anteater Express transports students at low costs
- Anteater Express employs students with competitive wages
- Ability to execute new ideas quickly
- Students learn real world skills

People
- Diverse personalities
- Good retention of Student Leaders
- Staff is a source of continuity
- AGS Council good at Internal communication
- ASUCI has high involvement/recruitment

Resources
- Time and money for staff development and strategic planning
- Consistent budget
- Ideal location
- Student office space
- Website

Brand
- Viewed as central event planning group
- Established brand/identity

Weaknesses

Communication
- Lack of public knowledge of smaller units
- Lack of transparency with student money
- Communication between AGS/ASUCI*
- Limited signage
- Communication between students and staff
- Poor information about where to go for various services*
- Website is not always up to date*
- Lack of redundancy/cross–training
- Lack of public knowledge for organizational constraints
Outdated public knowledge of ASUCI/AGS

Leadership
- Poor transition when people leave
- ASUCI and AGS provide narrow spectrum of events/services
- Lack of unity between people and offices
- Communication between AGS/ASUCI*
- Poor information about where to go for various services*
- Website is not always up to date*
- Declining ad revenue for New U*
- Retreat/training/transition
- Lack good internal accountability/follow-through
- AGS officers don’t always do their job well
- Lack of Financial Data/planning

Resources
- Limited Space
- Limited Technology
- Limited Money
- No dedicated Shuttle maintenance facility or bus wash
- Declining ad revenue for New U*
- New U delivery system

Opportunities

Resources
- Large Customer Base
- Ability to get funding from outside
- Referenda
- Multiple revenue streams
- Multiple advertising outlets

Positioning
- Able to partner with other departments
- Sought out for opinions
- Can influence departments and upper admin
- Student Voice
- Simultaneously Independent and under University Umbrella
- Short reporting chain, not micromanaged

Threats

Economics
- Student Fees are not indexed to Consumer Price Index (fixed income while costs increase)
- UC Budget cuts
- Economic Climate
Competition
   - Parking has charter service
   - Losing staff to outside opportunities
   - Bookstore competes with Items

Politics
   - Changes in leadership/administration
   - Monarchy - what the chancellor wants, the chancellor gets
   - Administration can influence the direction of ASUCI events
   - Reorganization of Student Affairs
   - Poor student membership on important external committees
# Action Plan Template

**Strategic Issue/Goal:**

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<th><strong>Objective #1:</strong></th>
<th>Tasks</th>
<th>Measure</th>
<th>Deadline</th>
<th>Lead Role</th>
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Additional Resources Needed for above: