

Associated Students
Annual Program Review of Performance and Quality
2002-2003

General goals approved by the Board of Directors 2001-2002 and carried over to 2002-2003

Marketing

- Educate students, university staff and our employees about "what it is we do" (e.g. structure, contents of the year end report) and the services and opportunities (e.g. employment, involvement, BMU programs and services, general AS programs, events and benefits) for students and the community.
- Develop tools for formal program assessments.
- Create a buying environment in our businesses to influence positive consumer behavior.
- Investigate re-establishing a marketing department with career staff direction and student intern workforce within each division of the corporation.
- Gain front page presence on the university portal. Restructure the AS web site into an interactive site (e.g. polls, self updating ability, user log-ins and Ids) and formulate strategies to combine with appropriate university sites (e.g. student activities, Go Chico, events calendars).

Employee Morale

- Increase education and training opportunities for all staff
- Provide continuous communication and information to all staff on issues surrounding the Associated Students
- Perform a needs assessment
- Assess possibility of a stable/consistent pay and/or step increase

Costs in General

- Evaluate cost increase (utilities, insurance, workers comp, benefits, other indirect costs) and develop an action plan to minimize affect on the bottom line
- Develop policies and procedures to address compensation issues as it relates to units ability to pay.

- Have a clearer direction of mandated costs (CMS, EO753). Evaluate possible increases and develop action plan to minimize affect on bottom line.
- Evaluate scenarios related to loss of Food Service operation and affect on overhead costs.

Business Goals

- Develop Food service Business Plan
- Increase net profit for Bookstore and Foodservice
- Increase training on all levels
- Increase sense of ownership
- Improve customer service
- Greater employee appreciation
- Reduce staff turnover
- Improve Marketing

Develop a Five year Master Plan

- Approve the plan
- Direct ASBC, BMUC and GAC to develop complimentary master plans

Approve and implement the AS Facility Master Plan