

# ASP Proposed Reorganization

## Mission Statement

Associated Students Productions the activities and events program of the Associated Students of Sonoma State University, provides diverse, accessible, social and educational activities, events and programs to the students of Sonoma State University.

## Vision Statement

*The following vision statements aim to provide a framework for student development and programmatic accountability. Associated Students Production aims to:*

- Plan and present diverse, engaging, social, spiritual, educational and cultural activities and events of interest to and for the benefit of the students of Sonoma State University.
- Address the co-curricular needs of our student body while challenging some of their perceptions, interests and tastes.
- Engage in purposeful collaborations with other AS programs as well as campus departments and student organizations. In order to increase the effectiveness and efficiency of the programs yielding better events and greater turnout.
- Focus of events that would be of no cost or low cost to SSU students.

## Programmatic Elements:

The Programming Board will be charged with the objective to aid in the facilitation of the programmatic goals and services outlined in the mission and vision listed above. The Programming Board is divided into five areas of events and operations: Campus Connections, Live at SSU, Special Events, Cultural & Current Events and Marketing. One, one or two student Programming Coordinators will be assigned to each of these event type based (see below) components on the Programming Board. The Coordinators, in conjunction with the Senior Coordinator and the AS Programming Coordinator, have the responsibility to lead, educate, and develop activities and events for his/her area on campus. Within the different areas Coordinators will be facilitating a committee of students to aid in the inspiration, production and evaluation of the events in their area. They will also have the opportunity to work in collaboration with other Coordinators and Committees who are focused on events where cross-over may occur. For example: The Coordinator of Campus Connections may work with the Special Events Coordinator/Committee on a concert for Homecoming week.

The Programming Board structure will create several new peer to peer leadership positions; specifically seven (7) specialized student leadership positions (the Coordinators and Senior Coordinator) related to recruiting, educating and mentoring students involved in the ASP committees about the process and procedures for planning and producing student-centered events at SSU. This student first employee model aims to develop leadership skills on campus that can then help to facilitate activities and events that emulate quality co-curricular opportunities for the campus at large. The structure also creates the opportunity to expand the leadership positions as traditional programs or sub-areas take shape, such as Homecoming, Spring Concert, Live at Lobo's or Unity Month. The following are descriptions of each Coordinator/Committee area.

## Programming Areas/Committees:

### **Campus Connection Committee (two assigned ASP coordinators)**

- This committee is where we would see school spirit events being produced.

### **Live at SSU Committee (one assigned ASP coordinator)**

- This committee is where we would see dance performances, events involving performances of any kind preferably by students.

### **Special Events Committee (two assigned ASP coordinators)**

- This committee is where we would see events where people have opportunities to just enjoy themselves and the company of other SSU students (preferably late night events)
- This committee will also produce various concert type of events.
- This committee can also produce big comedy shows

### **Cultural & Current Events Committee (one assigned ASP coordinator)**

- This committee will produce events pertaining to current events happening in the world as they come
- This committee will also produce events for certain established issues on campus and nationally.

### **ASP Marketing Committee (one assigned ASP coordinator)**

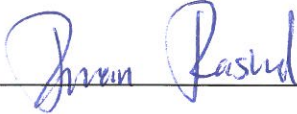
- This committee will focus on branding ASP
- This committee will be ASPs outreach group
- This committee will have one representative for each different committee person
- This committee will be the appointed students that have regular meetings with the Mac team

## Sample expenditure budget:

<b>Student Staff</b>	<b>\$60,000</b>
<i>Includes 7 Coordinators, one Senior Coordinator at adjusted rates for July 1</i>	
<b>Student Staff Development</b>	<b>\$6,000</b>
<i>Retreats, trainings, conferences, etc.</i>	
<b>General Publicity &amp; Marketing</b>	<b>\$10,000</b>
<i>Marketing and Publicity for ASP and its events</i>	
<b>Campus Connection</b>	<b>\$30,000</b>
<i>Spirit programming, Homecoming, other traditional events</i>	
<b>Live at SSU</b>	<b>\$20,000</b>
<i>Dance troops, set-up costs, small band costs</i>	
<b>Special Events</b>	<b>\$70,000</b>
<i>Concerts, Comedy shows, Big Night, Howl at the Moon, etc.</i>	
<b>Cultural &amp; Current Events</b>	<b>\$55,000</b>
<i>Lectures, forums, debates, dialogues, commencement speaker, etc.</i>	
<b>TOTAL</b>	<b>\$251,000</b>

**ADOPTED** AT A REGULAR MEETING OF THE AS SENATE BY A VOTE OF 10 AYES TO 2 NAYS ON FEBRUARY 28, 2014.

**CERTIFIED** AS THE TRUE AND CORRECT COPY, IN WITNESS THEREOF, I HAVE SET MY SIGNATURE AS CHAIR OF THE SENATE OF THE ASSOCIATED STUDENTS OF SONOMA STATE UNIVERSITY, THIS  
THE 10<sup>th</sup> DAY OF, March 2014.



IMAN RASHED, CHAIR OF THE SENATE

**CERTIFIED** AS INCLUDED IN THE OFFICIAL RECORD OF THE ASSOCIATED STUDENTS OF SONOMA STATE UNIVERSITY, IN WITNESS THEREOF, I HAVE SET MY SIGNATURE AS CORPORATE SECRETARY, THIS  
THE 10<sup>th</sup> DAY OF, March 2014.



ANTHONY GALLINO, EXECUTIVE VICE PRESIDENT