

The logo for UC Irvine Student Government & Student Media features a yellow sun-like graphic behind the text. "UC Irvine" is in a smaller, grey font at the top. "Student Government & Student Media" is in a larger, blue font below it.

UC Irvine Student Government & Student Media

Mission, Vision, Values, Strategic Issues, and Action Plans 3-Year Strategic Plan: 2012-2015

SUMMARY OF ACCOMPLISHMENT

Inspired by the SAAS Baldrige training last year, Student Government & Student Media set out to establish a mission, vision, values for the organization, as well as an action plan for the next three years. Representatives from each sub-organization (AGS, ASUCI, New University, KUCI, and Yearbook) and the ASUCI Services (Anteater Express and AS Media Lab) actively participated in the discussion, and after lively debate, established the items below, as well as a detailed action plan. It has been so successful that a lot of our objectives have already been met and the plan will not technically go into effect until July 1, 2012.

Next steps include the following:

- (1) Launch an internal campaign to achieve organizational awareness of mission, vision and values
- (2) Develop an accountability system for action plan completion and apply it universally for each sub-organization
- (3) Work toward alignment of Mission, Vision, and Values in everything we do
- (4) Advertise these to the campus community
- (5) Complete client and stakeholder surveying and make changes according to feedback
- (6) Re-assess items at the end of the year to assess if strategies for improvement have worked and make revisions to goals and interventions where necessary

MISSION

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

VISION

To be the Standard – to be the premier Student Government in the nation.

We strive to 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

- ▶ Dedication
- ▶ Integrity
- ▶ Communication
- ▶ Cooperation
- ▶ Enthusiasm

STRATEGIC ISSUES [(#) within the Action Plan]

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 support the work of our student leaders.

Creating a Culture of Excellence and Accountability

3. Improve quality and increase diversity of the students who get involved with Student Government.
4. Build a first-rate Student Government training and transition process to best prepare our leaders for their roles.

5. Build accountability structures such that students are held accountable to the high standards they set for one another.
6. Create and implement user-friendly, regular and systematic mechanisms to garner student feedback on programs, services and advocacy efforts.
7. Bring Student Government to the forefront of best practices in all areas.

Strategic Communications and Partnerships

8. Compile and communicate our expectations of campus administration and how they can best incorporate Student Government feedback into their decision-making processes.
9. 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.
10. Establish new and leverage existing campus and external relationships in order to continue to expand our reach.

ACTION PLANS

Student Government - Anteater Express

1. **Objective:** Work ASUCI Executive Officers for support of a shuttle referendum in order to gain new and improved routing, improved equipment and additional support staff. **(#1)**

Measure of Success: The successful adoption of a student fee referendum to support Anteater Express.

TASK: Communicate with student leaders, on an annual basis, regarding the importance of Anteater Express to the campus community. Identify the resources needed to maintain the excellence of the program.

Resources Needed:

- (1) Assistance from ASML Marketing staff to create presentation materials for an annual presentation
- (2) Design and production expense: \$500

Deadline: Ongoing

Lead: Associate Director - Operations

2. **Objective:** Pursue grant funding options for supplemental funding. (#1)

Measure of Success: Extramural funding for Anteater Express facilities and operations, totaling \$300,000 in 3 years.

TASK: Set-up meetings with local transit authorities to stay current on Federal, State, and local funding opportunities for transit related projects.

Resources Needed:

- (1) \$500 travel budget
- (2) Assistance from ASML Marketing to create presentation materials as needed: \$500

Deadline: Ongoing

Lead: Associate Director - Program Assessment, Development, and Communications

3. **Objective:** Explore the possibility for transition toward a public transportation model. (#1)

Measure of Success: Generated report that lists the benefits and consequences of Anteater Express' transition to a public fleet.

Deadline: October 1, 2012

Lead: Associate Director - Program Assessment, Development, and Communications

TASK: Create a campus-wide working group that will review the final report and make a recommendation regarding a possible transition.

Deadline: January 1, 2013

Lead: Associate Director - Program Assessment, Development, and Communications

TASK: If it is the recommendation of the working group to move forward with a public transportation model, work with county and municipal transit providers to solicit support for such a transition.

Deadline: June 30, 2013

Lead: Associate Director - Program Assessment, Development, and Communications

Resources Needed:

- (1) \$1000 travel budget
- (2) Assistance from ASML Marketing staff to create presentation materials as needed: \$500

4. **Objective:** Work with ASUCI leadership to have Measure S funding indexed to Consumer Price Index (CPI). (#1)

Measure of Success: Successfully lobbying of UCI Administration by student leaders to make this change.

TASK: Meet with student leaders to discuss the impact that this would have on our program and encourage them to lobby for this change.

Resources Needed:

- (1) Assistance from ASML Marketing staff to create presentation materials
- (2) Design and production expense: \$500

Deadline: November 1, 2012

Lead: Associate Director - Operations

5. **Objective:** Work collaboratively with Student Government in order to gain greater student representation in transportation and campus planning meetings related to the operation and development of Anteater Express, and the continuous growth and development of the UCI campus. (#8, #9, #10)

Measure of Success: Student participation in campus committee meetings where students are currently underrepresented, such as The Design Review Team and the Long Range Development Plan (LRDP).

TASK: Determine what campus committees are relevant to student life.

Deadline: June 30, 2012

Lead: Executive Director

TASK: Work with executive campus leadership for inclusion on campus committees that are relevant to student life where students are currently underrepresented.

Deadline: Ongoing

Lead: ASUCI - Undergraduate President

TASK: Pursue the establishment of a Board, in consultation with the Undergraduate Vice President of Administrative Affairs office and Anteater Express.

Deadline: October 1, 2012
Lead: Executive Director

Student Government – ASML Marketing

1. **Objective:** Increase revenue from ASML design and printing services. (#1)

Measure of Success: Increase in revenue by 10% each year for the next 3 years from 2012 to 2014. Once advertising campaign is executed, should have an increased number of clientele both on- and off-campus, therefore resulting in increased amount of revenue.

TASK: Increase marketing efforts and number of clientele on campus via campus-wide e-mails, ASUCI sandwich board and other digital methods.

Deadline: May 31st, 2014
Lead: Marketing Manager

Resources Needed:

- (1) On-campus advertising avenues
- (2) Budget of \$500 for advertising off-campus
- (3) Interns to develop advertising campaign for ASML

2. **Objective:** Provide outstanding service so that people will refer ASML to others via word-of-mouth, which carries more weight than many advertising mediums. (#5)

Measure of Success: Increase level of customer satisfaction for ASML as indicated in a client survey.

TASK: Survey all clients to determine customer satisfaction.

Deadline: May 31st, 2013
Lead: Marketing Manager

TASK: Teach student interns new computer skills in drawing, vectors, printing, photography, desktop publishing, and web design so they can handle an increased workload.

Deadline: May 31st, 2013
Lead: Marketing Manager

TASK: Train student interns customer service skills and etiquette.

Deadline: November 1, 2012

Lead: Student Intern

TASK: Perform a customer service training workshop for interns.

Deadline: November 1, 2012

Lead: Marketing Manager

Resources Needed:

(1) Training developed & performed by Marketing Manager

3. **Objective:** Increase branding and awareness of ASML via marketing avenues on- and off-campus. (#1, #9)

Measure of Success: 20% more clients and 20% more hits on ASML website by 2014.

TASK: Develop ASML advertising campaign.

Deadline: May 11, 2012

Lead: Student Intern

TASK: Use on campus free resources to gain exposure (i.e. marquees, ARC TVs, Items TV, shuttle interior ad space, shuttle stops TVs, dining areas, shuttle exterior LED screen, ASUCI front office posting, social media, housing, and CCC).

Deadline: May 31, 2012

Lead: Marketing Manager

TASK: Use on- and off-campus advertising avenues to market services.

Deadline: May 31, 2013

Lead: Marketing Manager

TASK: Use online advertising avenues, such as Google Ads to market services.

Deadline: May 31, 2013

Lead: Marketing Manager

TASK: Include a question on the ASUCI survey about awareness of ASML services.

Deadline: May 31, 2013

Lead: Marketing Manager

TASK: Develop an ASML website with services, pricing, portfolio, and contact information.

Deadline: May 31, 2013

Lead: Publications Manager

TASK: Develop own domain and incorporate online project ordering.

Deadline: May 31, 2014

Lead: Publications Manager

TASK: Develop Facebook page for customer interaction; to introduce ASML; offer specials, discounts or deals; and use it for announcements.

Deadline: May 31, 2013

Lead: Student Intern

Resources Needed:

- (1) Web software and
- (2) Advertising budget: \$300

4. **Objective:** At least 60% of the student body will state that they found ASUCI to be effective or very effective in marketing their services and programs to the student body. (#9)

Measure of Success: 60% of students who complete a campus-wide survey will state that they find ASUCI to be effective or very effective in advertising.

TASK: Add a question regarding marketing effectiveness to campus-wide survey.

Deadline: July 1, 2012

Lead: Marketing Manager

TASK: Create a weekly poster of that week's events, to be displayed on an oversized sandwich board in front of Student Government & Student Media office each week Tues-Thurs.

Deadline: Monday each week of Academic Calendar, 2013-2015

Lead: Marketing Manager

TASK: Create a year-long campaign to drive traffic to social media and Student Government & Student Media websites.

Deadline: September 1, 2013

Lead: Associate Executive Director

Resources Needed:

(1) \$1,000 poster budget

Student Government – ASUCI - Executive Offices

1. **Objective:** All ASUCI Officers, AGS Officers, and Commissioners have a full and complete understanding of all administrative processes, goals, resources available, and "best practices" in Student Government. (#2)

Measure of Success: September 1, ASUCI Executive Officers will be issued a "pop quiz" on Student Government policies, procedures and best practices, and will be receive a score of 85% or higher.

TASK: Create a week-long executive officer training institute, to be performed the week after graduation/finals.

Deadline: May 1, 2012

Lead: Executive Director

TASK: Create online video tutorials on common procedures and best practices in ASUCI and AGS (videos can be placed on web and presented at commission meetings, etc).

Deadline: July 1, 2012

Lead: Assistant Director

TASK: Create an online quiz, to be issued to students on September 1.

Deadline: August 1, 2012

Lead: Executive Director

TASKS: After incoming Executive Officers are elected and announced, host a day where all five outgoing and incoming Executives can meet to answer questions, go over duties, give tips, etc.

Deadline: June 1, 2012
Lead: Vice President of Student Services

TASKS: Outgoing Executives provide important documents/tips in a transition binder that reviews important elements of the job, things that could've been better, and what worked really well.

Deadline: June 1, 2012
Lead: Vice President of Student Services

TASK: Develop a comprehensive Robert's Rules and constitutional training for Speaker Pro Tempore and Legislative Council.

Deadline: October 31, 2012
Lead: Assistant Director

TASK: Develop a constitutional and Robert's Rules test to be administered to all elected officers.

Deadline: October 31, 2012
Lead: Assistant Director

TASK: Produce an advocacy platform each Fall.

Deadline: October 31, 2013
Lead: Assistant Director

TASK: Create a quarterly advocacy retreat for Legislative Council members to assess strategies and progress from prior quarter.

Deadline: October 31, 2014
Lead: Assistant Director

Resources Needed:

- (1) Retreat budget of \$1,000 for week-long training institute and half day retreat
- (2) Budget for \$120 monthly stipend for three students during June, July, and August to create videos for a total of \$1080, in addition to approval to use visual media equipment
- (3) Assistance from Publications Manager and IT Manager for video upload and quiz portion
- (4) \$500 dollars for quarterly sessions

2. **Objective:** Ensure all students have access to essential ASUCI equipment 8AM-5PM. (#2)

Measure of Success: September 1, the Front Desk Concierge will have information on how to loan and check-out ASUCI equipment and a system will be in place and advertised to students.

TASK: Create an inventory list of equipment, and purchase new equipment where needed.

Deadline: May 1, 2012
Lead: Assistant Director

TASK: Create an online scheduling program for equipment check-out.

Deadline: July 1, 2012
Lead: IT Manager

TASK: Create a training document for Front Desk Concierge on how to issue out equipment in Student Government.

Deadline: August 1, 2012
Lead: Associate Executive Director

Resources Needed:

- (1) \$1,000 supply budget to enhance or refresh current equipment

3. **Objective:** Increase the number of students who give feedback to ASUCI by 100% from 2013 to 2015. (#9)

Measure of Success: Issue a campus wide survey in Fall and Spring of 2012, 2013, and 2014.

TASK: Establish a list of questions to be issued to the student body for 3 years (their awareness of ASUCI, services, etc.).

Deadline: July 1, 2012
Lead: Executive Director

TASK: Create an EEE survey with questions.

Deadline: August 1, 2012.
Lead: Assistant Director

TASK: Send out survey, with large prizes secured for completers.

Deadline: October 1, 2012, 2013, and 2014

Lead: Executive Director

Resources Needed:

- (1) Prize budget of \$500 each year for survey

4. **Objective:** Educate Executive Board members on the duties and tasks of each professional staff members within ASUCI and other campus departments they can best utilize Student Government and campus resources, in addition to developing ideas for possible future collaborations. (#4)

Measure of Success: Passing grade on a fun pop quiz or jeopardy game to quiz them on names, job titles, and descriptions.

TASKS: Create game and questions of who the professional staff are.

Deadline: May 1, 2012

Lead: Vice President of Student Services

TASKS: During incoming new Executive retreat in Spring quarter, invite all professional staff within ASUCI come and introduce themselves and their jobs (optional).

Deadline: June 1, 2012

Lead: Vice President of Student Services

TASKS: Create a PowerPoint with all professional staff's pictures, job titles, and what they do. Note what you would talk to them about to help serve your job better (to include campus partners as well).

Deadline: May 1

Lead: Vice President of Student Services

TASKS: Create a piece of paper with all pictures, names, and job titles for Executives as a refresher throughout the academic year for incoming Executives.

Deadline: June 1

Lead: Vice President of Student Services

TASKS: Place staff contact list on wall.

Deadline: June 1

Lead: Vice President of Student Services

Resources Needed:

- (1) Acquire staff contact list
- (2) Pictures of everyone for the slide show
- (3) Jeopardy questions

5. **Objective:** Educate each member of ASUCI from every office so that everyone is aware of the different areas of ASUCI and properly refer students to the right contacts. (#4, #9)

Measure of Success: Passing grade on a fun pop quiz or Jeopardy game

TASKS: Create game and questions that will be asked.

Deadline: May 1
Lead: Vice President of Student Services

TASKS: Outline office duties and services/events for which each office is responsible.

Deadline: May 1, 2012
Lead: Vice President of Student Services

TASKS: At All ASUCI Retreat, have each Executive member/J-Board/Legislative Council give a short and brief visual presentation (i.e. PowerPoint, as an example) of what their office does with lots of examples, pictures, etc.

Deadline: September 1, 2012
Lead: Vice President of Student Services

TASKS: At All ASUCI retreat have different rotations so that interns from other offices can meet and attend a short presentation by the current Executives.

Deadline: September 1, 2012
Lead: Vice President of Student Services

TASKS: Put up pictures with commission/committee descriptions the front door of their office so students are aware.

Deadline: July 1, 2012.
Lead: Vice President of Student Services

TASKS: Create a handout (cliff notes version) of each office and their duties.

Deadline: May 1, 2012
Lead: Vice President of Student Services

Resources Needed:

- (1) Venue for the All ASUCI retreat

6. **Objective:** Increase inner office communication. (#9)

Measure of Success: 80% of ASUCI members report that they feel very informed of ASUCI events, programs, advocacy platform, and responsibilities by 2013.

TASKS: Develop an EEE Survey

Deadline: September 1, 2012

Lead: Vice President of Student Services

TASKS: Come up with fun icebreakers that will unify the group and “break the ice”.

Deadline: September 1, 2012

Lead: Vice President of Student Services and Chief(s) of Staff from Student Services

TASKS: Identify a representative from each office who can update everyone on current events and news within each office.

Deadline: September 1, 2012

Lead: Vice President of Student Services

TASKS: Send out monthly emails or an ASUCI newsletter that goes out to everyone with updates about each office and what they are doing. (PR Commissioner or ASUCI President on the first of every month regardless of weekday/weekend).

Deadline: September 1, 2012

Lead: Vice President of Student Services

TASKS: Have ROAR/Vice President of Administrative Affairs coordinate All ASUCI meeting dates and times for the entire year so candidates can keep those dates free.

Deadline: May 1, 2012

Lead: Vice President of Administrative Affairs

7. **Objective:** Survey students to understand their concerns and communicate what ASUCI does to address student issues. (#6)

Measure of Success: 10% response rate to EEE survey, participation by students.

TASK: Create a general "What can ASUCI do for you?" survey on EEE to send out at the end of Spring as well as the beginning of Fall to gauge students' views on important topics. Link the survey from Facebook to the ASUCI site. Create follow-up surveys after events/programs to gather feedback. Use incentives such as the chance to win \$50 American Express gift card to encourage participation.

Deadline: April 30, 2012

Lead: Vice President of Administrative Affairs

TASK: Create a "Do you have a suggestion" comment box on the ASUCI website where students can leave suggestions that are sent to the ASUCI president via email. If students would like a response they can include their email address. The ASUCI president will respond to suggestions within 48 hours. Create marketing plan to encourage student participation. Present suggestions to execs at weekly meetings. Create a New University advertisement of all of the ideas implemented from suggestions from students with photos symbolizing each idea. Prizes for best ideas.

Deadline: May 4, 2012

Lead: President

TASK: Address student concerns at bi-weekly meetings with Dr. Parham, present information to Legislative Council during updates every Thursday, make concerns public by posting on the ASUCI website.

Deadline: June 1, 2012

Lead: President

TASK: Send campus wide mass emails to communicate to UCI community what ASUCI is doing to address students' concerns; state of ASUCI email beginning of quarter (include goals/events), end of quarter recap with goals accomplished, talk about survey and comment box, publish office hours through email.

Deadline: May 1, 2012

Lead: President

TASK: Encourage ASUCI students and have staff members present at Legislative Council. Create full quarter schedule and Google doc to send to students and staff.

Deadline: May 1, 2012

Lead: Executive Vice President

TASK: Fireside Chat with KUCI during Town Hall meeting with Vice President of Administrative Affairs, ROAR, Executives, and Legislative Council Representatives. Encourage participation with free food.

Deadline: September 1, 2012
Lead: ASUCI President

TASK: Set office hours and make public through emails, Facebook, and the ASUCI website.

Deadline: September 1, 2012
Lead: President

Resources Needed:

- (1) \$300 budget for food
- (2) \$300 for prizes for best ideas

TASK: All Legislative Council members will be assigned a number of student organizations (based on interest and/or connection) to encourage community members to declare candidacy in ASUCI elections. As a group, Legislative Council will develop a script and make sure presentation times are confirmed.

Deadline: May 1, 2012
Lead: Vice President of Academic Affairs

TASK: Each Legislative Council member will personally invite 3 campus leaders to apply for ASUCI.

Deadline: October 31, 2013
Lead: Assistant Director

TASK: Have an information session before elections to get people excited about Legislative Council and information about how to run for a Council seat.

Deadline: October 31, 2013
Lead: Assistant Director

TASK: Add the following 3 questions to the end-of-the-year ASUCI survey that asks the student population about the talent and diversity of their ASUCI representatives.

1. Please rate ASUCI Legislative Council and Executive Officers on their talent as leaders on a scale from 1-4:
 - a. I am very unsatisfied with the talent of ASUCI representatives.
 - b. I am unsatisfied with the talent of ASUCI representatives.
 - c. I am satisfied with the talent of ASUCI representatives.
 - d. I am very satisfied with the talent of ASUCI representatives.

2. Please rate ASUCI Legislative Council and Executive Officers on their diversity and their ability to represent the entire undergraduate student body on a scale from 1-4:
 - a. I am very unsatisfied with the diversity of ASUCI representatives and their ability to represent the entire student body.
 - b. I am unsatisfied with the diversity of ASUCI representatives and their ability to represent the entire student body.
 - c. I am satisfied with the diversity of ASUCI representatives and their ability to represent the entire student body.
 - d. I am very satisfied with the diversity of ASUCI representatives and their ability to represent the entire student body.

3. What can ASUCI do to increase the talent and diversity of its leaders? (open answer)

Deadline: June 1, 2012

Lead: Current Elections Commissioner and Assistant Director

Resources needed:

- (1) \$100 dollars for snacks at information sessions

8. **Objective:** Create a system where there is more accountability and understanding of expectations for student leaders and volunteers. (#5)

Measure of success: Completion of the system.

TASK: Make sure there are at least 2 people assigned per assignment. By making TASKs become group work, students are held accountable by their peers.

Deadline: October 31, 2013

Lead: Assistant Director

TASK: Identify current Student Government staff members as counselors for students who may be overwhelmed with responsibility and need time management skill development.

Deadline: October 31, 2013

Lead: Assistant Director

TASK: Expand the current role of Rules Committee on Legislative Council to include personnel reviews and issue votes of no confidence where necessary.

Deadline: October 31, 2013

Lead: Assistant Director

9. **Objective:** Improve the experience of campus administrators who work with ASUCI. (#10)

Measure of Success: Increase in the percentage of campus administrators report that they have a satisfactory relationship with ASUCI.

TASK: Send a survey to all campus colleagues and stakeholders about their relationship with ASUCI and how they would like to improve it, and repeat the survey at the end of the year.

Deadline: October 31, 2012; June 1, 2013

Lead: Assistant Director

TASK: Use survey feedback to improve relationships.

Deadline: October 31, 2013

Lead: Assistant Director

TASK: Invite 3 new administration members attend a Legislative Council meeting per quarter.

Deadline: October 31, 2013

Lead: Assistant Director

10. **Objective:** Student knowledge of and satisfaction with the work of their representative. (#9)

Measure of Success: Through school wide surveys, students demonstrate knowledge of their representative, with at least 50% knowing who their representative is and 75% of those who know their representative being satisfied with their representative.

TASK: Work with academic departments to educate students on their representative.

Deadline: October 31, 2013

Lead: Assistant Director

TASK: Send a survey to all students with questions regarding knowledge and satisfaction with their representative in Fall, repeated in Spring.

Deadline: October 31, 2013

Lead: Assistant Director

TASK: Attend the Dean's Welcome for each school.

Deadline: October 31, 2013

Lead: Assistant Director

TASK: Send a list of representatives to Administration and counseling centers so they can help connect the student to the representative.

Deadline: October 31, 2013

Lead: Assistant Director

Resources needed:

- (1) Help creating and sending a survey
- (2) \$100 dollars to provide candy, prizes
- (3) \$400 worth of prizes

Student Government - ASUCI - Judicial Branch

1. **Objective:** Create protocols where none exist in Judicial Board. (#2)

TASK: Create protocols for filling vacancies, hiring new justices, and issuing injunctions.

Deadline: October 31, 2013

Lead: Executive Director

TASK: Create a "flow chart" for hearing protocols and how to handle various issues that arise in hearings such as "objections," presentation of new evidence and chair's discretion in determining rules of procedure during a hearing.

Deadline: October 31, 2013

Lead: Justices Nicole Bastos and Vihn Nguyen

2. **Objective:** Create a transition plan for Judicial Branch, where all members will be current on governing documents and procedures. (#4)

Measure of Success: Passing grade by all members on "quiz" about governing policies and practices.

TASK: Compile all protocols for filling vacancies, hiring new justices, issuing injunctions and place into a transition document.

Deadline: October 31, 2013

Lead: Executive Director

TASK: Create a quiz on governing documents and procedures, issued each Fall.

Deadline: October 31, 2014
Lead: Executive Director

TASK: Create a Judicial Council transition binder.

Deadline: October 31, 2013
Lead: Chief Justice

Resources needed:

(1) \$50 for binders

3. **Objective:** Digitize documents. (#2)

TASK: Pay to have documents scanned and be searchable.

Deadline: October 31, 2013
Lead: Justices Rahul Chopra, Nicole Bastos, and Felipe Hernandez

Resources needed:

(1) Funding of \$2,000

Yearbook-Student Media

1. **Objective:** Increase yearbook sales by 5% over previous year. (#1)

Measure of Success: By September 1, Yearbook should have sold 105% of the previous year's yearbooks.

TASK: E-mail all seniors who took senior portrait with opportunity to buy a yearbook.

Deadline: May 15 of each year
Lead: Publications Manager

TASK: E-mail parents of seniors with opportunity to buy a yearbook near Commencement.

Deadline: June 1 of each year
Lead: Publications Manager

TASK: Create sales incentive program that all yearbook staff would be eligible to participate in.

Deadline: October 1, 2012

Lead: Publications Manager

Resources Needed:

- (1) Data for seniors who took portraits from photographer
- (2) Parent e-mail permission through Student Affairs
- (3) Possible prizes and incentives budget for sales program. Needs to be enough to motivate participation.

2. **Objective:** Increase senior portraits participation by 5% over previous year. (#1)

Measure of Success: By the final day of senior portraits, the total that has been photographed should be at least 105% of the previous year.

TASK: Consider changing page deadlines so senior portraits are on the final deadline. This allows more time in February/March for senior portraits, which is the prime time.

Deadline: September 1, 2012

Lead: Publications Manager

TASK: Consider the effects of changing senior portrait prices from \$10/20/30 to \$0/10/20. Discuss with Lauren Studios or contracted studio.

Deadline: September 1, 2012.

Lead: Publications Manager

TASK: Earlier in process, reach out to academic departments about sending e-mails to promote their school taking senior portraits.

Deadline: October 1, 2012

Lead: Publications Manager

Resources Needed:

- (1) Approval in coordination with Walsworth Publishing that deadlines can be changed in such a drastic manner.
- (2) Research with USC about them having a free senior portrait program.

3. **Objective:** Increase yearbook awareness. (#9)

Measure of Success: Compare survey data of yearbook awareness by using past survey and future survey to see if % of students who know UCI has a yearbook has increased.

TASK: Establish social media presence and responsibilities for yearbook

Deadline: October 1, 2012
Lead: Publications Manager

TASK: Create awareness incentive program that all yearbook staff would be eligible to participate in.

Deadline: February 28, 2013
Lead: Publications Manager

TASK: Send out follow-up surveys each year to include information on yearbook awareness.

Deadline: May 1 of each year
Lead: Publications Manager

Resources Needed:

- (1) Prize/incentive budget for awareness incentive program