



**Western Washington University Associated Students**  
**AS Leadership Council**  
December 6, 2019  
VU 567

- Members:** *Present:* Nate Jo (AS Business Director), Adah Barenburg (Senate Pro-Tempore), Tara Stevens (AS OC Excursions Coordinator), Alicia Prokopenko (AS Assistant Director for Club Finance), Kayl Gillihan (AS SAIRC Representation & Outreach Coordinator), Keenan Kaemingk (AS Productions Assistant Director for Logistics), Kelsey Leppek (AS Environmental & Sustainability Programs Director), Stephen Magnuson (AS OC Program Coordinator), Joselyn Chavez (AS ESC Advocacy and Events Coordinator), Cindy Monger (Student Activities Fiscal Manager), Soleil de Zwart (AS Review Editor-in-Chief)
- Absent:* Lani DeFiesta (AS President), Nora Harren (AS REP Director), Eliane Rodriguez (AS Publicity Center Project Manager), Mae Turney (AS KUGS Program Director), Ian Ferrer (AS Assessment Coordinator), Hunter Stuehm (AS Communications Director), Rachel Walsh (AS Personnel Director)
- Advisor:** Casey Hayden (Assistant Director of Student Activities)
- Secretary:** Elaine Morado (AS Board Assistant)
- Guest(s):** Jeff Bates (AS Publicity Center), Jamie Hoover (KUGS FM)

*Nate Jo, AS Business Director, called the meeting to order at 2:05 pm.*

- I. **Welcome and Introductions**
- II. **Activity & Debrief: How can we be inclusive, transparent, and communicative in developing a strategic plan?**

The council participated in an ice-breaking activity challenging them to strategize and troubleshoot together.

Afterwards, they debriefed on essential components for developing a strategic plan. Members discussed making sure that communication channels are open to allow the AS positions to be representative of the WWU student body. They also discussed how essential it is for each member of the council to represent the voices of the offices within the AS that they come from.
- III. **Discussion: Building a vision for the next 10 years of the ASWWU**
  - A) **Our old strategic plan**

The council went over some of the weaknesses of the old AS Strategic Plan. Some issues included: the vagueness of the document, not having a clear path on how to accomplish any of the goals, the document is not well known (even within the AS), no qualitative or quantitative methods for measuring progress, no direct accountability structure is set up, and the plan's mission statement is not an actual mission.
  - B) **What are current issues we're facing?**

These were addressed in the discussion of issues with the old strategic plan.

**C) What does the AS look like in a decade?**

The following suggestions were made: a widespread understanding of the AS, diverse and impactful representation, responsibility for meeting needs, fluidity in methods for meeting the needs of students, creating direct avenues for students to contact the AS, decreasing the amount of bureaucratic struggle, aiming to be more transparent, having programs and services that reach the entire student body, widening the amount of opportunities for collaboration across the campus, and integrating technology in hopes of increasing the accessibility of the AS.

**IV. Discussion: Where do we go from here?**

**A) The role of the AS Leadership Council**

Jo explained that the council's role would be to create a new strategic plan that includes: values, mission development, long-term goals, and metrics for measuring goal completion.

**B) What will the new strategic plan accomplish?**

The council discussed how with a new strategic plan, many of the issues previously discussed would be addressed.

**V. Other Business**

Jo announced that the council would be meeting a few times per month, with subcommittees possibly meeting more often. Jo stated that the new strategic plan created by the council would not be replacing the program standards of each office.

*Jo adjourned this meeting at 2:45 pm.*