



ASSOCIATED
STUDENTS INC
CALIFORNIA STATE UNIVERSITY, FULLERTON®

ASI Student Wellness Initiative

A Three-Year Journey of Passion, Politics, &
Planning

Presented by

Associated Students Inc., Cal State Fullerton



A quick overview

Student-led project to improve health & wellness among students at CSUF

Includes:

- Expansion of TSU & SRC
- New Wellness Center
- Consolidation of Basic Needs
- Expanded programming, scholarships, & student club funding

Built through a 3-year alternative consultation process, 3 sets of student leaders, and 3 university presidents



Passion, Politics, and Planning

These 3 factors looked different every year, and that difference mattered



Passion Motivation, advocacy, student voice

Politics Alignment, timing, leadership transitions, power dynamics

Planning Technical, iterative, compliance-heavy work that changes every year



SUMMER 2022



Student leaders embark on building a program that would support students' holistic health & wellness

SPRING 2023



Campus engagement through tabling, classroom presentations, and feedback sessions

FALL 2023-SPRING 2024



Second round of consultation after CSU tuition increase; over 75% of student respondents supported ASWI fee increase

MARCH 2035



CSUF President Rochon approves the ASWI

FALL 2022



Alternative consultation beings, includes student focus groups & surveys that shaped initial ASWI plan

APRIL 2023



ASI Board of Directors & CSUF Student Fee Advisory Committee vote to recommend approval of ASWI

DECEMBER 2024



ASI BOD & SFAC unanimously reaffirm ASWI

FALL 2025



ASI launches 1st phase of ASWI: increased funding for scholarships and student clubs & orgs, and first-ever Fall Concert

YEAR 1

Passion Ignites, Politics
Surprise You, Planning
is a Blank Canvas



YEAR 2

Passion Must Endure, Politics Shift Dramatically, Planning Gets Real



YEAR 3

Passion Peaks, Politics Align (finally), Planning Comes Together



Looking Ahead Implementation & Student-Led Future

Lessons Learned



Passion drives momentum, but structure sustains it

Political competence is as important as student advocacy

Flexibility, adaptability are essential in success

New leadership – student & administrative - will rewrite your assumptions

Communication must be continuous & multi-modal

You will make mistakes; your credibility depends on how transparently you fix them.

Long-term projects require systems, documentation, & hand-offs

If students don't see themselves in the initiative, they won't support it



Thank you Questions?

ASI CSUF Panel

Dave Edwards Ed.D, Executive Director

Keya Allen, Associate Executive Director

Kathleen Postal, Chief Financial Officer

Jeff Fehrn, Chief of Organizational Operations

Chris Mikaelian, former ASI Vice President

Ashley Zazueta, former Board Chair

Joe Morales, Board Chair, former ASI President

