

Administration & Business Affairs

Actions Proposed by
ABA Staff Professionals
2005/06

Destination 2010 (Stewardship & Image) Goal: Develop a meaningful presence and influence within metropolitan Sacramento

| <i>Proposed Actions</i> | <i>Progress Report</i> |
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| <p>Assessment</p> <ul style="list-style-type: none"> • Assess current conditions | <p>Actions</p> <ul style="list-style-type: none"> • Through the Business Partners Round Table and annual meetings with college deans, ABA is obtaining regular feedback from campus about their concerns and needs. |
| <p>Communication</p> <ul style="list-style-type: none"> • Use University Transportation & Parking Services shuttles to advertise: Offer coursework/competition for Art/Design students to design ads based on concept supplied by the campus | <p>Actions</p> |
| <p>Community Outreach</p> <ul style="list-style-type: none"> • Target specific entities/groups that we want to be involved with and identify participants • Attend community forums, task force and committee meetings • Act as liaison for local government, council, etc. • Offer more <i>continuing education</i> for business professionals, with financial incentives • Do outreach to high schools to encourage presence on campus • Encourage student government to visit SSV • Host <i>upward bound</i> programs • Host <i>high school days</i> | <p>Actions</p> <ul style="list-style-type: none"> • Accounting and Budget offices communicate routinely with the Chancellor's Office and the State Controller's Office. • The ABA Administrative Council has identified current professional affiliations and memberships, and is in the process of identifying critical areas of involvement. • ABA has a number of community affiliations that effectively engage the University in civic activities, such as the Traffic Management Association participation. |

Staff

- First, view and promote staff as having a meaningful presence and influence on the campus

Actions

- ABA continues to enhance its Recognition Program, expanding award categories, defining criteria that is meaningful, and increasing the opportunities (occasions) for recognition events.