

Auxiliary Services Vision 2020 Goals

Following are the Auxiliary Services Department's Vision 2020 goals.

Goal 1

Provide quality products and services that are competitively priced and sustain customer's loyalty.

Provide service oriented quality auxiliary programs and services that are competitively priced, while developing stronger brands and compelling products in an effort to provide a unique, inherently personal customer experience communicated through innovative customer outreach – thereby capturing customer's loyalty and winning their business.

Goal 2

Maximize the potential of our human resources.

Attract, develop, engage, focus, and retain a diverse, energized, and highly productive staff dedicated to the university's mission, goals and values.

Goal 3

Contribute revenue to support the university's mission.

Operate externally competitive business units that augment and support the core university functions and contribute revenue to the university's operating budget.

Goal 4

Maximize the use of appropriate new and existing technology to enhance efficiencies in our operations.

Use either new or existing technology to increase operational efficiencies while offering collaborative opportunities with University partners.

Goal 5

Develop coordinated marketing efforts for product and service promotion.

Develop a broad marketing strategy that promotes products and services while improving communications and enhancing mutual respect/trust.