

**I. Vision:** UMD Stores will be the primary source for new course material solutions, products and services, and state-of-the-art technologies, in an inviting atmosphere that fosters life-long relationships with our students, faculty, staff and the community. We support the needs of the campus, while encouraging the sustainable use of resources. We will continue to be institutionally owned and operated, self-supporting, financially viable units of UMD Student Life.

**II. Values:**

**Excellence/High Quality:** We offer the latest products, services and technologies, and are committed to continuous improvement.

**Customer Service:** We provide above and beyond customer service because our customers are at the heart of all we do.

**Integrity/Stewardship:** We operate with the highest ethical standards and a commitment to giving back.

**Sustainability:** We encourage the use of sustainable products and resources, and incorporate sustainable practices into all that we do.

**Collaboration:** We actively build and foster relationships on campus and in the community.

**Diversity/Inclusiveness:** We respect and celebrate the diversity of individuals, perspectives and ideas, in an inviting and inclusive atmosphere.

**Learning/Teaching:** We provide opportunities that support and promote student learning.

**III. Mission:** In support of the University mission, UMD Stores offers quality products and services to the campus and community while providing exceptional customer service as self-supporting units of Student Life.

**IV. UMD Stores Goals Mapped to the UMD and Student Life Strategic Plans**

UMD Stores Goals	Mapped to SL	Mapped to UMD
<p><b>Goal 1:</b> We will offer the latest products, services, and technology, and be the primary source for course materials, branded clothing and imprinted products.</p>	1, 3, 4	1
<p><b>Goal 2:</b> We will be a model for supporting the needs of the campus through collaboration, financial support, and striving to improve the student experience.</p>	1, 4, 5	1, 5
<p><b>Goal 3:</b> We will continue to improve and expand our facilities as needed, to better serve our customers and the community.</p>	3, 5	6
<p><b>Goal 4:</b> We will continue to improve our reputation for value and service, by communicating and building relationships with students, faculty, staff and the community.</p>	5	2, 5
<p><b>Goal 5:</b> We will create an inclusive environment by providing and promoting opportunities for our staff and students to increase their cultural competence.</p>	1, 2	2
<p><b>Goal 6:</b> Sustainable practices will be incorporated into all that we do. We will continue to offer a variety of sustainable products and services.</p>	5	6
<p><b>Goal 7:</b> We will continue to be institutionally owned and operated and financially viable units of UMD Student Life.</p>	5	6
<p><b>Goal 8:</b> We will develop an assessment plan including program evaluation and assessment of student learning outcomes and link to divisional and campus plans.</p>	6	1, 6

**V. Objectives/Outcomes**

1. Continue to increase the selection of sustainable products in all of our stores. Expand on the bag free promotions in our stores to reduce the use of plastic bags, adding more

events throughout the year. Continue to expand on ideas generated by the Stores Sustainability committee , and get more people involved with this group.

2. Continue to encourage staff to attend events and educational sessions related to UMD's Goal 2. Make the discussion a bigger part of our conversations at staff meetings. As people attend different sessions on different topics, have them share how we can integrate those ideas into our workplace and lives.
3. Work toward identifying the impact of a significant enrollment decline and how we handle the financial impact of this change. Develop a plan to address the decline in margin and increase in expenditures.
4. Expand on course material "sourcing" utilizing Verba and other vendor programs that will allow us to acquire these materials at a lower cost, therefore passing on the savings to keep down the cost of course materials to our students. Increase the number of rental titles by adding Nebraska Book Co as a rental partner.
5. Increase the number of digital offerings available to our students at UMD. Add RedShelf as an online digital partner to help with this expansion of titles. At least double the impact of our 100% digital program. Continue to work with the Library and ITSS on how to implement the Digital Course Pack program that is currently being used on the Twin Cities campus.
6. Continue to research ways to partner with external vendors on acceptance of the U Card. Complete the acquisition of the "Get" program that will expand the use of the "Cash to Card" program and to prepare us for our external vendor expansion.
7. Continue the development of a business plan for a possible off-campus store in Downtown Duluth and/or other strategic locations. Continue to look at external sales opportunities that might come up, including "pop-up" retail. Move forward with our Stauber Brothers consignment sales agreement.
8. Continue to explore the renovation of the Print Services area with the goal of developing a "one-stop shop" for multiple services to be offered from all UMD Stores operations. Research possible funding sources.
9. Create and upload our 3-year assessment plan in Campus Labs, and measure how UMD Stores student employees are learning life skills that can be applied in college and beyond (SLO #9), through their employment with us.

10. Complete our assessment of the campus needs for services offered through Print Services. Develop a plan for moving forward from the assessment results.
11. Develop a plan to explore the possibility of creating a UMD Stores advisory committee.

#### **IV. Assessment**

1. Evidence of achievement of objective 1: Reduce plastic bag use with an extension of the period of time that we hold bag-free events in our stores. List of sustainability of events participated in compared to previous year.
2. Evidence of achievement of objective 2: Have all staff attend diverse/cultural events on or off campus. Number of events discussed at our staff meeting related to Goal 2 session attendance.
3. Evidence of achievement of objective 3: Plan created and updated throughout the year to show our progress on reducing the impact of the sales decline. Changes made to implement the plan.
4. Evidence of achievement of objective 4: Monitor the use of “sourcing” for acquisition of course materials with the goal of increasing the number of combined orders compared to individual items orders. Implemented the addition of new partners to increase the number of rental titles.
5. Evidence of achievement of objective 5: More than double the number of courses that move toward the 100% digital model or a combined digital/print model.
6. Evidence of achievement of objective 6: Acquire the “Get” program for CBord and implement its use by the end of FY16.
7. Evidence of achievement of objective 7: Complete an agreement with Stauber Brothers to make UMD Stores product available in their retail store.
8. Evidence of achievement of objective 8: Determine if a “one-stop shop” is feasible; if it is, acquire a cost estimate and begin design work for the space. Make progress on developing a plan to move this concept forward.
9. Evidence of achievement of objective 9: Complete a pre and post assessment of

UMD Stores student workers customer service skills using a rubric, and use results to modify our training program. Utilize the SL Assessment tool to measure progress.

10. Evidence of achievement of objective 10: Have a completed report of the assessment of the Print Services area, with an identified plan for addressing the changes needed in our services provided to the campus.
11. Evidence of achievement of objective 11: A plan is developed to identify the make-up of this group and the charge of the committee.