

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

UMD Stores Goal	Mapping to University Goals	Mapping to Student Life Goals
<p>Goal 1: 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>Goal 2: 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>Goal 3: We will continue to improve and expand our facilities as needed, to better serve our customers and the community.</p>	3, 5	6
<p>Goal 4: 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>Goal 5: 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>Goal 6: 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>Goal 7: We will continue to be institutionally owned and operated and financially viable units of UMD Student Life.</p>	5	6
<p>Goal 8: 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/Assessment

Objective/Outcome	Mapping to Department Goal	Assessment Strategy
<p>Develop and implement a course material affordability initiative - including the expansion of direct bill digital courses as appropriate, more used books acquired through sourcing, expansion of rentals, and any additional new affordability options available in the college store market..</p>	1	<p>Measure the number of courses and enrollment impact on the Direct Bill Digital program and compare to previous year. Calculate the potential savings to students registered for the courses in the program.</p>
<p>Complete the acquisition and installation of software to help manage the communication and opt-outs for the Direct Bill Digital program</p>	1,2	<p>Finalize the contract for the Verba Connect program and utilize the software to manage the program for communication and opt-outs for Spring Semester 2018 courses.</p>

<p>Continue to pursue new external sales opportunities</p>	<p>4</p>	<p>List of new external sales opportunities that we take advantage of and report on the additional revenue generated.</p>
<p>Complete the acquisition and installation of the Cbord “Get” program for the Cash to Card program and move forward with the transition of C2C to the U Card area.</p>	<p>1,2</p>	<p>Finalize contract for the Cbord “Get” program and work toward implementation during Spring Semester 2018. Complete successful transition of management of the Cash to Card program to the U Card office by the end of FY18.</p>
<p>Print Shop - continue with the financial success of the Print Shop and adjust staffing levels with the increase in external sales to provide timely customer service.</p>	<p>2,7</p>	<p>Continued financial success with an increase in the cash balance at end of FY18. Evaluate staffing level and add additional resources based on sales level.</p>
<p>Work on plastic bag reduction, education and promotion of our sustainable efforts such as sustainable paper use through partnerships with UMD Sustainability office and Community groups such as Bag-it Duluth. Continue to engage students in the UMD Stores with sustainability group activities and expand on ideas generated through this group.</p>	<p>6</p>	<p>Increase the number of days that the Stores goes “bag free”. List of events that the Stores staff and students participate in sustainability event. Evaluate the collaboration with the Office of Sustainability and other community organizations.</p>

<p>Develop an expense reduction/revenue enhancement program to continue to improve the financial position of the retail stores.</p>	<p>7</p>	<p>Identify a list of steps taken to reduce expenditures and enhance revenue in the Stores. Improve the bottom line in retail stores and Print Services.</p>
<p>Convene a group to develop and carry out a Marketing plan for increasing sales to departments (internal sales). This will include Print, custom apparel and gifts, technology products, paper product, supplies, and any other area we might identify</p>	<p>7</p>	<p>A plan is developed and carried out related to internal sales. Identify the new departmental business that this campaign creates in each area of the Stores operation. Measure the financial results.</p>