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

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

- Take goal 2 to the next level. Have more discussion at staff meetings about what people learned at the sessions they attended, how it relates to the stores, and how we apply what was learned. Ask the Office Diversity and Inclusion to help us select a panel of a diverse group of students share their experiences with the Stores and give us recommendations.

- Identify more courses at UMD that can use the Direct Bill digital model that we have in place. Increase courses by at least 25%.

- Improve the Stores net income by $100k. Accomplish this by right-sizing our staffing in all areas. Possibly not replace a buyer who is retiring by dispersing the duties amongst other staff.

- Continue to explore sales opportunities off-campus. Open Pop-up store in downtown Duluth if the program is in place and the location fits our needs. Consider the Maurices site and research other possible locations. Evaluate the partnership with Duluth Hockey Company and adjust product or the agreement as needed. Identify non-UMD events at Amsoil Arena and Romano gym to sell UMD merchandise at.

- Continue the work of the Stores Sustainability committee. Work events and volunteer for clean-ups and other related activities. Expand the move toward bag free and work with UMD Office of Sustainability on their initiatives. Add new products as they become available and do more promotion of sustainable items.

- Continue the work of the UMD Stores Employee Engagement team. Conduct regular meetings and identify and address issues brought forward.
IV. Assessment

1. Evidence of achievement of objective 1: Identification of a Stores meeting around advancing Goal 2.

2. Evidence of achievement of objective 2: Listing of courses that moved to the Direct Bill digital format. Measure the increase in the number of courses offered and the percentage increase from the previous year.

3. Evidence of achievement of objective 3: Review the end of year financial report and measure the change in net income for FY17 vs. FY16. Identify changes in staffing cost and other expense reduction strategies put in place.

4. Evidence of achievement of objective 4: Identify the external sales opportunities that were evaluated and/or carried out during the year. Evaluate the UMD Stores product sales at the Duluth Hockey Company.

5. Evidence of achievement of objective 5: Increase the number of days that the Stores went plastic bag free. Identify event participation by the Stores staff that support sustainability. Increase the number of sustainable products and the sales revenue associated with these products.

6. Evidence of achievement of objective 6: Measure the number of meetings and list of accomplishments of the UMD Stores Employee Engagement team.