Vision
To be a world class, multi-channel academic retailer supporting the University of Texas at El Paso community.

Mission
To support higher education by being the preeminent provider of academic and collegiate products and services.

Statement of Values
We value Customers and recognize associates who demonstrate a passion for exceeding customer expectations and are proactive, approachable and responsive in their relationships with both external and internal customers.

We value Innovation and encourage associates to be open-minded, creative, solution oriented and prudent risk takers.

We value Integrity and require that all associates be honest, ethical and trustworthy.

We value Teamwork and reward associates who are cooperative, committed to common goals and respectful of their colleagues.

We value Accountability and expect associates to be responsible for their actions and to follow through on commitments.

Services
We provide a variety of services in support of higher education. We believe that traditional brick and mortar college bookstores are uniquely positioned to offer superior service and maximum value to all higher education stakeholders, faculty, students, alumni, publishers, and collegiate product vendors. Close relationships with faculty, convenient access for students, and strong institutional identity enable the college store to offer unique and specialized products and services including:

- Person to person service
- Custom course materials
- Collegiate merchandise
- Multiple forms of payment for customers
- Convenient buyback services and Robust used book programs
Goal 1: Customer satisfaction is a priority and we will continue to train all associates in the eXcel Model Customer Service Program. Our goal is to obtain 90+ rating on all Secret Shopper visits. The UTEP Bookstore is secret shopped once every quarter.

Task A: All associates will execute outstanding internal processes to provide value to customers to ensure our long term success.

Progress Measurement: Utilize secret shopper reports/ review suggestion box feedback.
Responsible Party: Leticia White/Edna Ledesma/Alma Barron/Annabelle Martinez
Target Completion Date: On going and Quarterly.
University Compact Priority: (5) Increased efficiency and effectiveness through formal planning.
Balanced Scorecard: Customer Perspective and Employee Learning Growth Development.

Goal 2: Improve the merchandise selection, especially in clothing and gifts, by listening to what our customers want and to communicate those needs to our buyers and or planners.

Task A: Meet with various student, administrative and alumni groups in order to learn of the selection desired.

Progress Measurement: Decrease of inventory, increase units sold, increase % of sales thus increasing revenue.
Responsible Party: Edna Ledesma /Annabelle Martinez
Target Completion Date: Ongoing
University Compact Priority: (4) Increase alternative source of funding (7) Responsive, effective, and quality infrastructure support.
Balanced Scorecard: Customer Perspective

Goal 3: Partner with General Merchandise in order to provide football season specific merchandise that will promote and brand the UTEP name and will include a strategy for each home game.
Task A: Meet with our general merchandise planner frequently in order to assess our inventory position. Design and implement an action plan for home football games.

**Progress Measurement:** Sales percentage gain over the prior year and customer feedback.

**Responsible Party:** Fernando Padula / Edna Ledesma

**Targeted Completion Date:** October 2009 and ongoing

**University Compact Priority:** (5) Increased efficiency, (7) Responsive, effective, and quality infrastructure support services.

**Balanced Scorecard:** Customer Perspective and Financial Perspective.

Goal 4: Increase the ratio of used textbooks sold to that of new. We will satisfy this goal with high adoption compliance as well as increased textbook buybacks and daily searching of the national market for used textbooks.

Task A: Increase adoption compliance. Outreach to students by conducting more remote buyback throughout campus.

**Progress Measurement:** 90% titles on buyback list.

**Responsible Party:** Annabelle Martinez/Alma Barron

**Targeted Completion Date:** June, 2009

**University Compact Priority:** (1) Enhance Student success (7) Responsive, effective, and quality infrastructure support.

**Balanced Scorecard:** Customer Perspective and Internal Process Perspective.

Goal 5: Promote the use of ebooks, which are priced 15% to 20% below used book prices and up to 40% off the cost of a new book.

Task A: We will satisfy this goal through point of sale signage as well as customer service awareness.

**Responsible Individual:** Alma Barron/Leticia White

**Target Completion Date:** Ongoing

**University Compact Priority:** (7) Responsive, effective, and quality infrastructure support services.

**Balanced Scorecard:** Customer Perspective