

ASSOCIATED STUDENTS BUSINESS MISSION STATEMENT

The purpose of the campus commercial enterprises of the Associated Students of California State University, Chico is to support and complement the University by providing goods and services to members and guests of the campus community. The businesses will be self-supporting and support the mission of the University and the Associated Students.

The commercial enterprises shall:

Provide goods and services which represent a convenience to the campus community, or support the extra-curricular, public service, or residentiality of the University.

Provide goods and services at competitive prices that account for full costs, including all applicable overhead.

Operate in a manner that is consistent with industry standards, mindful of community concerns, and aware of a business' social and environmental responsibility.

Promote a positive image of the Associated Students Chico and California State University, Chico.

Provide within the context of sound business practices, a supportive work environment, opportunities for student and staff learning, employment, and development.

Establish, maintain and improve consistently superior levels of customer service, utilizing appropriate technology.

Encourage innovation and creativity at all levels.

Approved WEC: 12/14/89

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