Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

**O/O 1: Recruitment and retention**
The Department of Auxiliary Services will assist in the recruitment and retention efforts by insuring the various units of Auxiliary Services provide quality programs, products, services and support to the UNO community and various university programs.

**Related Measures**

**M 1: Programs sponsored or co-sponsored**
Number of programs sponsored or co-sponsored by the various Auxiliary units
Source of Evidence: Activity volume

**Target:**
Auxiliary units will need to provide support to at least 24 various university events and programs during the year.

**M 2: Donations supporting university events & programs**
Total dollar value of donations made to support various university events and programs.
Source of Evidence: Administrative measure - other

**Target:**
Auxiliary units will need to provide at least $15,000 in donations.

**M 3: Customer service surveys**
Customer service surveys
Source of Evidence: Client satisfaction survey (student, faculty)

**Target:**
Overall customer service ratings need to come in above satisfactory

**O/O 2: Implement initiatives**
The Department of Auxiliary Services will implement initiatives to save customers and university departments money during these challenging economic times.

**Related Measures**

**M 4: Textbook rental program**
Implement a textbook rental program for savings to students
Source of Evidence: Administrative measure - other

**Target:**
A minimum of 20% of transactions for textbooks should be for textbook rentals.

**M 5: Prices for print jobs**
Match competitors prices for print jobs completed by the Copy Center.
Source of Evidence: Administrative measure - other

**Target:**
5% of Copy Center print jobs should have special pricing.

**M 6: Discounts and/or incentives for students**
Offer discounts and/or incentives to students and individuals who purchase a meal plan card.
Source of Evidence: Administrative measure - other

**Target:**
Increase meal plan participants by 3%

**O/O 3: Expand services and product lines**
The Department of Auxiliary Services will expand services and product lines as well as tweak existing product lines to better meet the needs and desires of the UNO community.

**Related Measures**

**M 7: Additional ATM locations**
Add additional ATM locations on campus
Source of Evidence: Administrative measure - other

**Target:**
Add at least 2 additional ATM locations on campus

**M 8: Food offerings to students**
Has ARAMARK expanded available food offerings to students
Source of Evidence: Administrative measure - other

**Target:**
By Fall 2013, ARAMARK should offer additional food categories to community
M 9: Health snacks in vending machines
Offer a larger percentage of healthy snack items in the vending machines

Source of Evidence: Administrative measure - other

Target:
Offer a minimum of 10% healthy snack options in each vending machine