

**MISSION:** We enhance the quality of life of the University community, while expanding resources for the University's financial stability and growth. Our award-winning services support the academic and extracurricular goals of the University and set the global standard for auxiliary services in higher education.

## CORE VALUES OF AUXILIARY ENTERPRISES

*We care about our*

### PEOPLE

We genuinely care about and respect the people we work with, and those we serve .

*We strive for*

### SUSTAINABILITY

Our actions are economically viable, environmentally sensible, and socially responsible. We fulfill our mission without depleting resources future generations will need to address economic, environmental and social challenges.

*We carry ourselves with*

### INTEGRITY

We are accountable for what we do, and transparent in our actions with the resources we generate and manage.

*We aim to have*

### IMPACT

We help fulfill the mission UMass Amherst, enhance the quality of life on our campus, and contribute to the well-being of our region and its communities.

*We are devoted to*

### EXCELLENCE

We are committed to excellence in everything we do, and provide the highest quality experiences to the entire UMass community and partners.

*Our comprehensive divisional program to support this effort throughout all of Auxiliary Enterprises:*

- Storytelling and marketing internally
- Leadership visiting with you and your teams for direct support
- An APR system top to bottom that includes values as a component of evaluation
- A reward program to recognize those who live these values.