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.