



Top 3-4 Major Initiatives – 2014-15  
Auxiliary Enterprises

1. Open and successfully operate the University Center food, bookstore and catering operations.
2. Develop and manage housing offerings that accommodate our customers' needs by supplying attractive, affordable and safe living choices.
3. Modify, enhance and execute additional marketing plans to promote meal plan purchases and on-campus living.
4. Expand our employment recruitment outreach to develop more diverse hiring pools.