Objective Statements

Customer Perspective – “Foster Customer Partnerships”

Promote High Levels of Responsiveness and Service to our Customers:
Our customers are our highest priority and this objective represents our commitment to deliver value to those customers. We believe that our customers value a timely response and service that demonstrates that their needs are our priority. By creating a climate of positive customer service using skilled employees and relevant technology, we will be a responsive and service-oriented team.

Facilitate Interaction with our Customers to Promote Innovative Solutions:
We can provide superior service to our customers by considering their opinions and analyzing their needs. This will be accomplished through the creation of workgroups consisting of Financial Service employees and customers to institute initiatives designed to provide the best long term solutions for our customers. Customer feedback and interaction is vital to our success in serving our customers.

Build Communication with our Customers:
Providing our customers with the information they need will empower them, build trusting relationships and allow them easier access and better results from our services. This objective will be accomplished through a focus on utilizing media to create a line of proactive communication with our customers. Informed users will assist us with efficient and effective processes and in turn, we will be better able to serve them.

Increase Training for Customers:
Empowering our customers through a robust training program will allow them to better utilize our services and products. This will enable efficient and effective processes and allow us to better serve our customers.
Fiduciary Perspective – “Financial Integrity and Reporting”

**Produce Quality Data and Products:**
This objective addresses two levels of quality: quality data to meet external regulations and quality products for our customers. Compliance with regulations is a fundamental part of being a Financial Services department. This objective also encompasses the need for quality products to satisfy our customers. To ensure customer satisfaction, our customers must be able to trust the information they receive from us. This is accomplished by having effective internal process procedures and maintaining a Financial Services team with access to resources.

**Produce Relevant Data and Products:**
Meeting deadlines is integral to our success as a Financial Services department in a public institution. Ensuring timeliness will allow us to avoid penalties for missing reporting deadlines and satisfy our customers with our timely responsiveness. We cannot accomplish this without a properly trained and enabled Financial Services team.
Internal Process Perspective

**Maintain Strong Knowledge Base:**
Providing for sustainability and consistency is a key component of preparing for our future. We can accomplish this by ensuring that there are layers of redundancy for all core business functions. Knowledge sharing between employees and units as well as with external resources contributes to our knowledge base and allows us to create and maintain effective and efficient processes, produce timely and quality data and products and better serve our customers.

**Excel at Effective and Efficient Integrated Processes:**
Effectiveness allows us to produce quality data and products while efficiency ensures that our data and products are delivered in a timely fashion. Our processes should be structured in such a way to maximize resources while excelling at meeting deadlines, producing quality outcomes and satisfying our customers. Integration requires that we avoid fragmentation and ensure effective internal communication. The success of this objective will allow us to comply with external regulations, be responsive and better serve our customers.
Innovation & Growth Perspective

**Attract, Retain and Develop a Financial Services Team that can meet today’s demands while preparing for tomorrow’s challenges:**
This objective illustrates Financial Services’ recognition of the importance of creating and maintaining a skilled team. Creating a positive work environment has a substantial effect on our ability to attract and retain quality employees. This will be accomplished through a focus on promoting the following: teamwork and cooperation, a positive employee climate, employee engagement and internal mechanisms for knowledge growth. This objective emphasizes sustainability and redundancy that will assist in maintaining a strong knowledge base and allow us to operate effectively and efficiently.

**Manage Use of Available Technology to Increase Efficiency and Productivity:**
The Financial Services department at SSU has been a leader in the CSU for implementation of relevant technology. This objective reflects the commitment to continue this strategy. We will remain open to the use of innovative technology and maintain an awareness of what is available, while recognizing that technology is a tool to assist in accomplishing strategy, not an end in itself. Additionally, we will continue to expand functionality through modification of existing technology. Correct implementation and use of technology should enhance our ability to maintain efficiency and productivity which will enable us to better serve our customers.