University of South Carolina
Division of Business and Finance
March 2000

BUSINESS AFFAIRS
STRATEGIC PLAN
2000-2005
I. Executive Summary

Several goals and objectives set for 1999-2000 were met. Before the conclusion of 2000, several more will be met. Changes for the University Food Service as set forth in the contract with Sodexho-Marriott in 1997 have been planned or implemented. Changes for the University Bookstore as set forth in the contract with Wallace Book Company in 1997 have been planned or implemented. The class ring contract between USC and ArtCarved is being carefully monitored and responsibility for increased ring sales is being taken over by Student and Alumni Services. Health and Safety issues have been addressed and a Health and Safety Manual has been distributed. The vending program is being monitored and the Pepsi Cola Company is strongly encouraged to maximize sales and continue marketing efforts. The function of Risk Management and Insurance has been expanded to include preventive policies to reduce liability claims against the University.

A Request for Proposal document was written and issued by the State for one computer company for sales and service to all University community members.

The goals and objectives for 2000-2005 include:

1. Develop a Request for Proposal and issue invitations to bid for the University's food service program (2002).

2. Develop a Request for Proposal and issue invitations to bid for the University's trademark and licensing program (2002).

3. Develop a Request for Proposal and issue invitations to bid for the University's vending and snack food program (2001).

4. Develop a Request for Proposal and issue invitations to bid for the University's class ring program (2003).

5. Examine alternative ways to more effectively leverage our large multi-year contracts for food service, drinks and snack vending, and bookstores.

6. Continue to automate procedures in Purchasing.

7. Develop plans for the University's food service program for the future and assess current as well as short-term and long-term future plans.
II. Annual Report

Goals and Objectives for 1999-2000

(1) Implement the changes in University Food Services for 1999-2000 proposed by Sodexho-Marriott in the proposal adopted by the University in 1997.

Several changes proposed by Sodexho-Marriott have been implemented. Taco Bell has been installed, Chinese food made-to-order dishes are available, new pizza menus have been added, late night dining has been added, new sandwiches made to order have been added, other menu items have been added.

The level of success is measured by customer satisfaction with the change. Customers are regularly solicited for their input.

(2) Implement the changes in the University Bookstore for 1999-2000 proposed by the Wallace Bookstore Company in the proposal adopted by the University in 1997.

Several changes proposed by the Wallace Book Company have been implemented. The computer sales and service area has been expanded. An expanded selection of soft goods and apparel has been added. E-campus.com has been added to allow students to buy books and supplies on the internet. An improved textbook ordering system has been implemented to ensure that students have class textbooks available on time.

The level of success is measured by customer satisfaction with the change. Customers are regularly solicited for their input.

(3) Monitor the progress of the class ring contract and implementation of the program through the contract let in 1998 between USC and ArtCarved.

The progress of the class ring contract is being monitored on a regular basis and Student and Alumni Services is closely involved in the marketing and sales of class rings.

Customer satisfaction is an effective method of assessment for measuring this goal.

(4) Continue promoting the awareness of health and safety issues on campus which raises the level of involvement of the University community in these issues.

A Health and Safety Manual was distributed to the University community in an effort to provide information about health and safety issues.

The level of success is measured by determining the awareness of members of the University community with health and safety issues. Progress is made in this area.
(5) Monitor the vending program to ensure that Pepsi Cola is maximizing sales on campus and providing quality service to the University community.

Progress is being made in this area. The level of success is measured quantifiably in the actual sales dollars generated.

(6) Continue to expand the function of Risk Management and Insurance to include preventive policies to reduce liability claims against the University.

Progress is being made in this area. The level of success is measured by analyzing the claims made against the University.

(7) Consider the plan of using the services of one computer company for sales and service to all University community members who may elect to choose this computer.

Progress has been made in this area. A Request for Proposal has been issued through the State for this service. The level of success will be measured by analyzing the number of computers sold.
III. Strategic Plan

(1) Develop a Request for Proposal and issue invitations to bid for the University's food service program.

A Request for Proposal will be developed for the operation of the University's food service program. The outcome will be evaluated by whether the RFP was issued and by the quality of the proposal submitted by the successful bidder.

(2) Develop a Request for Proposal and issue invitations to bid for the University's trademark and licensing program.

A Request for Proposal will be developed for the operation of the University's trademark and licensing program. The outcome will be evaluated by whether the RFP was issued and by the quality of the proposal submitted by the successful bidder.

(3) Develop a Request for Proposal and issue invitations to bid for the University's vending and snack program on campus.

A Request for Proposal will be developed for the operation of the University's vending and snack food program. The outcome will be evaluated by whether the RFP was issued and by the quality of the proposal submitted by the successful bidder.

(4) Develop a Request for Proposal and issue invitations to bid for the University's class ring program.

A Request for Proposal will be developed for the operation of the University's class ring program. The outcome will be evaluated by whether the RFP was issued and by the quality of the proposal submitted by the successful bidder.

(5) Examine alternative ways to more effectively leverage our large multi-year contracts for food service, drinks and snack vending, and bookstores.

Coordinate efforts with departments on campus as well as other universities to explore working together to arrange for high volume sales opportunities. The outcome will be evaluated by the actual efforts to increase the potential for sales by reaching agreements with other departments on campus and other universities to work together to issue one contract for goods or services.

(6) Continue to automate procedures in Purchasing.

Explore alternative methods of automation in the delivery of services provided by Purchasing. The outcome will be evaluated by the actual procedures implemented in automating procedures in Purchasing.
(7) Develop plans for the University's food service program for the future and assess current as well as short-term and long-term future plans.

Explore new locations to provide food service and new products and services to meet the needs of the students in the future. The outcome will be evaluated by the actual installation of food service units in new locations and the implementation of new and innovative menu items and services available to students.
IV. Resource Requirements

Many of the items mentioned above are funded through auxiliary services which are generated solely through the auxiliary service itself.

No new appropriated funds are required for the other items.