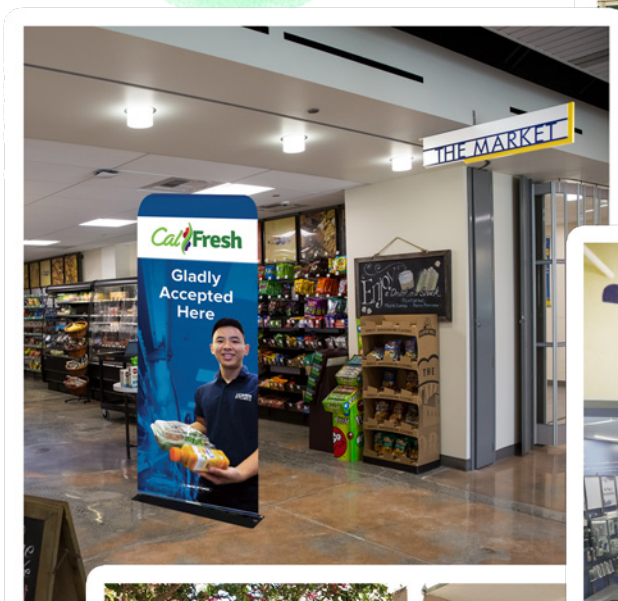
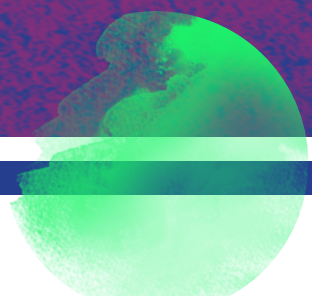




# UCDAVIS • STORES

## 2025–30

Strategic Plan





## Introduction

The UC Davis Stores strategic plan reflects our commitment to the overarching vision outlined in UC Davis's *To Boldly Go* strategic plan and is aligned with the goals of the Division of Student Affairs strategic plan. With a focus on preparing students for a diverse and evolving world, we strive to improve our students' campus experience, support the well-being of our students and staff, and promote community engagement and campus pride.



## Vision

UC Davis Stores aspires to create a lasting impact on our diverse population of students, alumni, faculty, and staff in an effort to strengthen their connection to UC Davis.

## Mission

UC Davis Stores promotes an equitable and inclusive approach to the college experience, fosters campus pride, and creates an empowered UC Davis community that is dedicated to furthering UC Davis's academic mission and celebrating the diverse voices that enrich our shared journey. Through industry expertise and our commitment to excellence, we aim to inspire our Aggie community to reach its full potential, on campus and beyond.

***UC Davis  
Stores aspires  
to create a  
lasting impact  
on our diverse  
population***

## Values

- Collaboration
- Diversity and Equity-mindedness
- Empowerment
- Innovation
- Stewardship



## Strategic Goals

### 1. Enrich the Student Experience

#### Goal Statement:

Enhance the student experience by prioritizing equity and creating accessible opportunities through tailored resources, while developing inclusive environments and support systems that empower every student.

#### Goal Objectives:

- With the academic mission of UC Davis in mind, develop and seek out programs, products, and services that promote equity and ensure accessibility
- Provide products and resources to support students and build lasting connections to the university

***Prioritizing  
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## 2. Reflect and Support our Evolving Campus

### Goal Statement:

We are committed to fostering a dynamic campus environment by working collaboratively, gathering input, and implementing changes that reflect our campus community's diverse and evolving needs.

### Goal Objectives:

- Collaborate with campus departments, academic coordinators, and faculty as partners in the development of programs and services that further the educational mission of UC Davis
- Partner with students and student groups to identify changing tastes and preferences in products and services offered
- Celebrate, promote, and demonstrate respect for cultural diversity by curating a selection of merchandise and services that reflect our campus community
- Support the campus commitment to environmental sustainability by implementing eco-friendly retail practices and seeking out and sourcing sustainable and ethically produced merchandise





### 3. Invest in our Community

#### Goal Statement:

Prioritize staff development, empower students, and foster experiential learning opportunities that drive personal growth and collective success.

#### Goal Objectives:

- Invest in the professional development of our staff to promote their advancement as industry leaders
- Support our staff's physical, mental, and emotional well-being by creating an environment where staff feel valued and appreciated
- Create opportunities to promote student staff development by providing learning and skill-building opportunities
- Steward our resources to align with the divisional goals of Student Affairs

### 4. Commitment to Improvement

#### Goal Statement:

Foster an environment of continuous improvement through innovation and proactive auditing processes that maximize our impact and sustainability.

#### Goal Objectives:

- Proactively adapt our products and services to address the changing market
- Continually review financials to address areas of opportunity
- Identify and replace redundancies with operational efficiencies and technological solutions

