



**The University Corporation
San Francisco State**

Room ADM 361
1600 Holloway Ave.
San Francisco, CA 94132

ucorp.sfsu.edu

UCorp Retail and Commercial Services Committee

Principles of Business

1. Be known as a trusted, preferred and sought after business partner.
2. Decisions made in best interest of all members of the campus community and in concert with the SF State Strategic Plan.
3. Decisions made in consideration of impact of the larger whole, including the environment, San Francisco, state and global.
4. Decisions made balance principles and smart business practices. UCorp will strive to operate a successful retail and commercial services program aimed at making a fair profit, which will support student activities on campus. It will do so in a manner that is informed by and supports the university's mission and its values.
5. Transparent process.
6. Easy to do business with — as best we can eliminate unnecessary process and paperwork.
7. Do what we say we will do.

April 27, 2015