MAILING SERVICES

Mission

Mailing Services promotes the goals of Oklahoma State University by providing efficient and dependable services related to incoming and outgoing mail.

Vision

Mailing Services will also:

- Be a recognized leader in providing quality customer services;

- Be a recognized resource for information regarding applicable laws and regulations; and

- Be acknowledged as contributing to the promotion and advancement of Oklahoma State University.

Core Values

Excellence – We seek excellence in all our endeavors, and we are committed to continuous improvement.

Intellectual Freedom – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

Integrity – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

Service – We believe that serving others is a noble and worthy endeavor.

Diversity – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

Stewardship of Resources – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

Goals, Critical Success Factors, Objectives, and Strategies

Goal One: Establish a culture wherein high quality service is maintained by high quality people.

Critical Success Factors:

- 95% completion of all routine operations
- Web-based services
- Replace 100% of obsolete equipment

Objectives:

Objective 1.1: Establish an Employee of the Quarter award to recognize exceptional service.

Strategies:

- Obtain administrative approval for the program and its prizes.
- Define concrete evaluation criteria for exceptional service.
- Develop a nomination form for the Employee of the Quarter award.
- Establish rules for the supporting documentation required.
- Establish a neutral, award winner selection committee.
- Establish prize(s) for the winner.
- Implement a recognition ceremony for the winner.
- Promote the award intra-departmentally and across campus.

Objective 1.2: Measure UMS performance against service standards.

Strategies:

- Evaluate existing service standards for all operating units.
- Define new service standards as appropriate.
- Review existing data collection systems.
- Design new data collection systems for all units.
- Determine who needs feedback on performance versus standards.
- Create and distribute internal feedback reports.

Objective 1.3: Evaluate new and existing technologies to build systems for increased efficiency.

Strategies:

- Develop an equipment replacement schedule.
- Establish a productivity measurement
- Develop productivity improvement goals for each unit.
- Ask Joel Barker's "Paradigm Shift Question" for 1 operating unit a year.
- Annually attend 1 trade show with equipment display.
- Discuss University Mailing Services goals with all major vendors.
- Evaluate new technology against customer needs and UMS' goals.
- Benchmark UMS'cost performance with peer institutions.

Goal Two: Respond to customer needs with timely and appropriate services.

Critical Success Factors:

- 90% approval rate from customers
- Take bi-annual customer satisfaction survey
- Return to 2 deliveries/pick ups a day mail service
- Establish a discount express shipping rate for web based shipping
- Explore 2 new services a year
- Explore a staffed international shipping point in Student Union
- Visit 1 campus mailroom a year
- Visit with 1 vendor about changes in UMS processes per quarter

Objectives:

Objective 2.1: Develop new communication channels between UMS and its customers.

Strategies:

- Identify specific new ways to communicate with customers.
- Develop an online Work Order tracking program.
- Implement the new communication venues.
- Develop paperless reporting to customers.

Objective 2.2: Develop new service products to meet customer needs.

Strategies:

- Take a customer satisfaction survey.
- Make customers aware of UMS' technology and capabilities.
- Work with customers to match UMS' technology to customer needs.
- Conduct feasibility studies of the proposed services.
- Use pilot projects to establish the viability of the new services.

Goal Three: Be recognized as a "One Stop Shop" where quality and efficiency are commonplace.

Critical Success Factors:

- Post service standards and actual performance on web page
- Establish a quarterly newsletter (written or electronic)
- Visit 6 customers per month
- Uniform key University Mailing Services Classified personnel
- Obtain picture ID's that include Departmental Name (49CFR Security Plan)
- Publish 1 article per year in a trade journal
- Serve as officer or committee member in Southwest Association of College and University Mailing Services
- Hold bi-annual mailing services training conferences on campus

Objectives:

Objective 3.1: Communicate actual performance and performance standards to customers.

Strategies:

- Introduce service standards to campus customers.
- Use new communication methods established in Objective 2.1 to convey performance results.
- Use UMS' web page to report performance versus standards.
- Use UMS' newsletter to report performance versus standards.

Objective 3.2: Clearly identify UMS employees to customers.

Strategies:

- Provide uniforms for customer contact personnel.
- Obtain a departmental picture ID (security reasons).
- Display supervisors with biography on UMS' web page.
- Feature staff in UMS newsletter.
- Publicize the Employee of the Quarter award.

Objective 3.3: Be recognized in the mailing service industry.

Strategies:

- Submit articles to trade journals.
- Join mail industry support groups.
- Run for office in Southwest Association of College and University Mailing Services.
- Run for chapter office in International Publishing Management Association.
- Make presentations at mail conferences.
- Obtain mail management certification.
- Share industry knowledge with peers on Cuni-mail.

Goal Four: Create a team-driven atmosphere where motivated staff are recruited, developed, retained and rewarded.

Critical Success Factors:

- Phones answered after 3 rings
- Hold bi-monthly staff meeting with A&P staff and their direct reports
- Hold monthly Postal Foreman Team Meetings
- 100% of all supervisors enrolled or having completed Leadership Development Program
- Design Career Pathway Goals with 100% of all Classified and A&P staff
- Recruit to Career Pathway not a specific job assignment in skills required
- Develop potential Career Pathways for each employee

Objective 4.2: Create staff training programs to meet departmental needs and to assist employees with their pathways.

Strategies:

- Enroll employees in level specific training from HR.
- Cross train employees in appropriate jobs.
- Equip employees with "succession skills."
- Use supervisor team meetings to develop leadership skills.
- Develop and use a training database.

Objective 4.3: Respond to customer needs in a timely and efficient manner.

Strategies:

- Identify quality customer service indicators.
- Identify quality customer service techniques.
- Train employees in quality customer service techniques.
- Train supervisors in "Positive Reinforcement."
- Establish "customer referral to management" procedures.
- Establish response time guidelines for customer service.
- Provide a New Employee Orientation for all employees.
- Establish priority hierarchies to facilitate problem solving.

Objective 4.4: Maintain ethnic and gender diversity in the University Mailing Services workforce.

Strategies:

- List student vacancies on the Career Services web page.
- Ask ISS to promote student openings in their e-mail system.
- Advertise Classified vacancies in the *Stillwater NewsPress* using the OSU Diversity statement.
- List Classified vacancies following Human Resources diversity practices.