

MUSTANG SHOP ADVISORY COMMITTEE

Function

The goal of the University and Cal Poly Downtown Store is to achieve excellence in service to the campus, alumni and local community. The Cal Poly Store Advisory Committee acts as an advisory resource to the university and downtown stores, and online commerce. The Committee will evaluate concepts, course materials, merchandising strategy, policies and the overall effectiveness of operations. Comprised of campus and community constituents, the committee will help identify immediate and long-term issues, provide advice on strategies and action plans, and provide feedback on programmatic direction. It will also address the quality of store services and assess the satisfaction of customers with respect to these store services.

The committee will be comprised of students, faculty, alumni, staff and store management who will meet once per quarter during the academic year. Optimal months would be October, February, and May. The meeting schedule will be established at the beginning of each quarter.

The committee will focus on the needs of students, faculty, staff, alumni and local community. Committee members are expected to offer their own insights to the group while also serving as an ambassador for those they represent.

The committee is appointed by the President and reports to the Corporation Board of Directors through the Corporation's Associate Executive Director.

Membership

- Co-Chairs – Ex-Officio: Director of University Store (non-voting) and Associate Executive Director CPC
- CPC Senior Leadership team member, nominated by CPC CEO
- One member of University Marketing, nominated by AVP, University Communications and Marketing
- One staff member nominated by the Vice President of Student Affairs
- ASI Executive Director or designee
- One member of CPC Marcomm, nominated by the Director of Marketing
- One student member nominated by the ASI President
- Two (2) faculty members nominated by the Provost
- One community alumni representative nominated by the Executive Vice President, Cal Poly Alumni Association
- One athletics representative nominated by Athletic Director

The term of office shall be two years, except for students who shall serve for one year.

Members are expected to:

- Attend all committee meetings
- Participate in committee discussions and make recommendations to the committee in evaluating concepts, course materials, merchandising strategy, policies and the overall effectiveness of Cal Poly university store operations
- Ascertain and report on the opinions of constituent groups
- Act as a focus group on various topics, when needed

Meetings

Meetings will be held in the Cal Poly Corporation administration building.