MESSAGE FROM THE VICE PRESIDENT/CFO

To ABA Staff Professionals:

Looking back over the past few weeks, I am proud of the seamless services delivered by ABA’s departments and units to students and faculty returning for the start-up of the semester. Thank you for your continued efforts to increase the efficiency of operations during this critical time.

The current tempo is upbeat for the CSU, with the passage of Proposition 30 in November 2012 and signs of improvement in California’s financial picture. We remain hopefully optimistic that the upward trend continues, and that the CSU and Sac State can begin to recover from the economic downturn of the past few years.

Dennis Snow’s recent customer service presentations, aligned with Redefine the Possible and ABA goals, conveyed simple insights to help us explore strategies to achieve customer service excellence. “Lens of the customer,” “everything speaks” and “moments of wow” are all memorable reminders of perspectives that are well within our reach. We all know the power of good customer service in attracting new and repeat customers. The hidden bonus lies in the reciprocal nature of positive transactions, whereby satisfaction is rewarded by gratitude, and a formidable cycle is created that perpetuates itself and builds on its own momentum. This level of mutual satisfaction for customer and service provider is the highest aim of ABA’s customer service goals.

In all of our goals for Redefine the Possible, it is important to remain open, flexible, and ready to address the issues that are characteristic of our rapidly changing world. For ABA, this translates to a culture of continuous improvement, where we remain aware of the latest developments and adopt new
processes and services in an ongoing effort to provide the best services for our students. As the budget situation continues to improve, we will look for opportunities to bring more cutting-edge concepts, technology and innovations to the campus.

Sincerely,

Ming-Tung “Mike” Lee, Ph.D.
Vice President for Administration/CFO