Service plays a critical role in everything we do at the University of South Florida. All who work at this university are committed to providing quality service in all we do. We commit to serve others and place the needs of others before our own personal needs. Our philosophy of service pertains to students and fellow workers alike. We hold as self-evident that a service does not exist until it is offered. We appreciate that our student body and workforce are diverse and that our diversity gives us strength and adds value to our university. We appreciate the powerful nature of written and spoken communication and understand that how we communicate with students and one another has a direct impact on the quality of the individual experience at USF. We also realize that each of us serves as an ambassador of this institution and that our attitude and actions reflect on us as individuals, and on USF. We are committed to support the University’s strategic plan by providing the very best service we can.

As such, the University of South Florida is dedicated to the following goals and ideals:

- We will treat students, visitors and fellow workers with dignity and respect and assist them in a caring and helpful manner.
- We will act in a manner that students, visitors and fellow workers see us as a source of accurate and helpful information.
- We will continually review our policies and procedures in an effort to simplify them and improve service.
- We will continue to improve and update our knowledge, skills and abilities in order to best serve our students.
- We will derive pride and satisfaction from solving problems, not passing them on, as we seek solutions not blame.

In support of these goals and ideals, the following standards of service are established:

1. We will acknowledge an inquiry as quickly as possible within the service levels established for individual units. The goal is to acknowledge internal responses within one business day to currently enrolled students who inquire about an issue. We will respond within three business days on inquiries from prospective students.
2. We will make the point of conflict the point of resolution. If a student brings an issue to a staff member, that staff member will assist the student with arriving at a resolution.
3. We will listen to our students and fellow workers and our communications will be clear and understandable.
4. We will identify opportunities to simplify systems and processes in ways that benefit both internal and external stakeholders.
5. We will give the student the benefit of the doubt.
6. We will set the conditions so that students and visitors who interact with any University departments feel welcome, relaxed and comfortable.