## STARS BALANCED SCORECARD

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<table>
<thead>
<tr>
<th>Objectives</th>
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<th>Initiatives</th>
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| **Financial** | ▪ Profitable Growth  
▪ Cost Savings | ▪ Revenue Growth  
▪ Asset Utilization rate  
▪ Cost reduction % | ▪ 4%  
▪ 85%  
▪ 4% | ▪ Reduction of contractors  
▪ Increased use of employees and internal assets |
| **Customer** | ▪ Continue Customer satisfaction  
▪ Maintain quality of Service | ▪ Satisfaction Rating  
▪ Service Quality Rating | ▪ >80%  
▪ >85% | ▪ IS Quality and support training |
| **Internal Business Process** | ▪ Project planning  
▪ Improve supporting Infrastructure  
▪ Create standardized IS approach throughout Organization | ▪ Projects running on time %  
▪ System Downtime %  
▪ Internal IS utilization % | ▪ >75%  
▪ <1%  
▪ 90% | ▪ Project Management Office  
▪ Portfolio Management  
▪ Standardization of systems and IS policy |
| **Innovation/Growth** | ▪ Define Employee roles  
▪ Grow IS department  
▪ Develop skills and competencies  
▪ Limit contractor use  
▪ Increase IS visibility | ▪ Employee Surveys  
▪ New hires %  
▪ Outsourcing to contractors %  
▪ Increase of IS projects | ▪ 100%  
▪ 100%  
▪ <25%  
▪ >50% | ▪ Employee training  
▪ Skill and competency development  
▪ IS visibility campaign throughout company |