

2025 C3X Annual Conference & Expo

Schedule of Events

Sunday, November 16, 2025

6:00am - 6:00pm Staff Office	
7:00am - 4:00pm Registration	
7:00am - 8:15am First Time Attendee Breakfast	
7:00am - 4:00pm Volunteer & Speaker Lounge	
7:00am - 4:00pm VIP CASP & Leadership Lounge	
9:00am - 11:45am Workshop: Taking Care of the Care Takers: Exploring Support Strategies	In this collaborative session, we'll explore the importance of Team Care through a structured approach involving leadership, management, and team members. This session focuses on strategic vision, operationalization, and impact assessment to foster a supportive work environment where employees thrive. • Leadership's role in Team Care: Senior leadership is crucial in defining and communicating the vision and strategic goals for Team Care, allocating resources, and developing policies that support a thriving work environment for Auxiliary Services employees. • Operationalizing Team Care: Management teams build on the executive vision by identifying key components of the Team Care model and developing tools, programs, and engagements to implement it within their institutions or units. • Assessing Team Care impact: Team members, managers, and partners collaborate to establish key performance indicators and feedback systems to track progress, focusing on positive outcomes like retention, recruitment, and employee engagement through case studies and scenarios. This will be a high energy, collaborative and interactive session that will help you actualize last-ing Team Care results! Speakers: Danielle Bouton, Director - Training, Development, & Engagement, University of Georgia - Athens Randolph Carter, Chief of Staff for Auxiliary Services, University of Georgia - Athens Brett Jackson, Associate Vice President for Auxiliary Services, University of Georgia - Athens
9:00am - 9:45am Sponsored Workshop 1	

9:00am - 9:45am Sponsored Workshop 2: The Modern Campus: AI, Profit & Legacy	Now more than ever, legacies are in flux. Every organization — from universities to global brands — is redefining what it means to succeed in a rapidly changing world. Beyond impact metrics and value propositions lies a deeper question: What legacy are we leaving behind? As expectations evolve and technology reshapes how we operate, campuses and corporations alike are realizing that success can't be measured by short-term gains alone. Today's universities are reimagining what it means to be competitive — finding new ways to balance innovation, profitability, and purpose. This session brings together Follett, Arizona State University, and Intuitive AI to explore how institutions are navigating this shift. Together, they'll uncover how sustainability, data, and AI are helping organizations build not just stronger operations — but a legacy that lasts. Speakers: Hassan Murad Co-Founder and CEO of Intuitive AI Will Crawford, Environmental, Social, and Governance Director, Follett Marc Campbell, Assistant Vice President Sustainability, Deputy CSO, Arizona State University Moderator: Brian Sano, Head of Strategy, Intuitive AI
10:00am - 10:45am Sponsored Workshop 3: Building Successful Campus Partnerships with Financial, Community, and University Satisfaction	Colleges face ongoing challenges around recruitment, retention, and financial stability, as well as looming uncertainty about the future of higher education. Creating community on campus is essential to helping students find the feeling of belonging they seek when making enrollment decisions. Rather than assuming that a sense of community will develop organically, colleges can proactively create community through strategic consideration of every aspect of the campus experience. One of the most effective ways to do this is through dynamic partnerships that enable campuses to quickly adapt to shifting expectations and priorities. Join us to learn how colleges can cultivate strategic partnerships and intentionally develop campus infrastructure, programs, and resources to create an environment that promotes engagement, drives recruitment and retention, improves financial outcomes, and ensures long-term success. Speakers: John Monica, Vice President, Partnership Strategies + Solutions, Sodexo Campus Julia Pfeifer, Vice President, Growth + Consumer Experience Marketing. Sodexo Campus Dr. Jude Kiah, Associate Vice Chancellor, CFO/ Student Affairs, Texas Christian University
10:00am - 10:45am Sponsored Workshop 4: The Key to Evolving Campus Mail Centers	Under Don's leadership and expertise, ETSU's Mail Center achieved its third National Mail Center of the Year Award in 2025. Don will share how ETSU is leveraging smart technology and service innovation to improve efficiency, streamline operations, and create new revenue opportunities. He will also discuss the importance of strong cross-departmental partnerships and how choosing the right collaborators supports sustainable, long-term success. Joining Don, TZ CEO John Wilson will explore how a design-led approach and proactive collaboration with leading universities are helping to advance and refine TZ's smart mail center solutions.

11:00am - 11:45am Sponsored Workshop 5: From Capitol Hill to Campus: Understanding Policy's Role in Food and Education	<i>A high-level conversation on federal and state issues shaping the future of higher education food service</i> <i>As higher education and campus dining evolve in response to shifting political and economic landscapes, understanding the influence of public policy has never been more critical. This expert-led panel will explore how evolving federal and state policies on trade, tariffs, nutrition, and education are impacting campus dining and higher education. Featuring Legal Counsel, and a representative from a bipartisan government relations agency, the session offers timely insights to help institutions navigate risks, adapt to change, and plan strategically.</i> <i>Presenters:</i> <i>Walt Coleman, Vice President, Managing Legal Counsel, Compass Group</i> <i>Timothy Wolfmeyer, Principal, Cornerstone</i> <i>Nadeem Zafar, Chief Operating Officer of Continental & West, Chartwells Higher Education Dining Services</i>
11:00am - 11:45am Sponsored Workshop 6: Modernizing Campus Retail: Implementing checkout-free technology at University of Nebraska-Lincoln	Join Hardy Meyer, Global Business Development Leader, Just Walk Out Technology, Amazon and Lucas D. Novotny, Ed.D., MBA, Executive Director of Housing and Dining, University of Nebraska-Lincoln, as they share the story behind implementing Herbie's Market, a checkout-free retail experience using Just Walk Out technology by Amazon. The case study explores how strategic technology implementation can modernize campus retail while prioritizing student convenience and accessibility to fresh food and essentials. Attendees will gain actionable insights for implementing similar retail solutions in educational and organizational settings. Key Takeaways: • Real-world lessons from planning through launch of campus retail technology • Strategies for balancing cutting-edge solutions with traditional campus operations • Framework for measuring technology impact on student experience and satisfaction
11:45am - 1:00pm Lunch on Your Own	
1:00pm - 2:30pm Opening Keynote	Sponsored by Aramark Collegiate Hospitality
2:30pm - 3:00pm Refreshment Break	
2:45pm - 3:30pm Paris Back of House Tour	
3:15pm - 4:45pm High Roller Education	
3:00pm - 3:45pm Concurrent Session 1: Balancing the Books and the Office: Pursuing a Doctorate in Higher Education While Working Full-Time in Student Affairs	Pursuing a doctoral degree in Higher Education is a powerful investment in professional growth, but for full-time student affairs professionals, balancing academic work, job responsibilities, and personal well-being can feel overwhelming. This session explores strategies for managing the unique challenges and rewards of completing a terminal degree while remaining fully engaged in the dynamic, high-touch world of student affairs. Through shared experiences, practical tools, and audience dialogue, participants will leave with both motivation and an action plan for their doctoral journey. Speakers: Dr. Tena Bennett, Assistant Vice Chancellor for Auxiliary Enterprises & Student Affairs, Southern Illinois University Jeremy Schenk, Associate Vice President, Operations and Services, Northwestern University

3:00pm - 3:45pm Concurrent Session 2: Strategies to Accommodate Guest & Visitor Parking	This panel presentation will bring together experts from university parking and transportation operations to discuss best practices for effectively managing the complexities of guest and visitor parking on campus. Panelists include key decision-makers and industry leaders associated with the parking industry. As parking creates the first and last experience for most everyone on a campus, the parking professional must work to provide a level of service that meets the needs of customers on a daily basis. These customers include students, faculty, support staff, and visitors/guests. We will focus on this last category as panelists share insights regarding innovations like mobile payments, flexible zoning and pricing, departmental permits, and parking options for hybrid workers. Issues will include simplifying the process of helping visitors find available parking spaces on campus; improve communications with parkers, and simplifying access and revenue control for both parkers and parking operations. The customer experience is a crucial component to any organization's success and having a positive guest/visitor experience is crucial when someone is visiting a department, on a campus tour, or attending a campus event. Speakers: Mark Schleyer, PTMP, Account Executive , AIMS Parking/EDC Corp Joe Russo, Senior Director Business Services , University of Pennsylvania Kendra Violet, Executive Director for Mobility and Parking Services, Stony Brook University JC Porter, Director Parking and Transportation Services, Arizona State University Doug Lape, Associate Vice Chancellor for Business Services, University of North Carolina Charlotte
3:00pm - 3:45pm Concurrent Session 3: Campus Dining Showdown: A Live Debate on Self-Op vs. Partner-Operated	When it comes to campus dining, deciding between self-operation and a partner-operated model can be one of the most complex and high-stakes conversations auxiliary leaders face. In this interactive session, we'll recreate a debate format recently used at Grinnell College—where it brought campus leaders together, elevated diverse perspectives, and led to greater clarity and alignment in less time. Co-hosted by a campus auxiliary services leader and an industry coach, this session puts dining operations center stage through a series of structured, time-limited debates on hot-button topics like mission alignment, staffing, student experience, and financial performance. The format is designed to promote clear thinking, active listening, and shared understanding—giving everyone a voice while accelerating meaningful dialogue. You'll leave with practical insights, fresh perspectives, and a facilitation tool you can bring back to your campus to navigate complex decisions with greater engagement and efficiency. Speakers: Todd Tekiele, CEO, City of Hospitality Group Rachel Bly, Assistant Vice President of Auxiliary Services, Grinnell College
3:00pm - 3:45pm Concurrent Session 4: Five Years, Thousands of Packages, One Smart Solution: Operational Wins and Lessons Learned	This session will provide a comprehensive five-year retrospective on the University of Houston's mail and package locker program. It will highlight the program's origin, implementation strategy, operational evolution, and measurable outcomes. Attendees will gain insights into how the program has enhanced service delivery, improved customer satisfaction, and supported departmental strategic goals. Speakers: Dr. Esme Valdez, Executive Director, University Services, University of Houston

3:00pm - 3:45pm Concurrent Session 5: Finding New Revenue and Leveraging Innovation at the Student Union	Every university needs more revenue in the face of declining enrollments and less funding from external sources. Let's explore what new avenues for revenue generation might exist at your campus, how to validate that an opportunity is worth pursuing and who you need to work with to make it happen. We'll look at the process I use at UC Berkeley to identify gaps in student services and what students are looking for us to provide, if an opportunity could be a viable revenue source based on market evaluations and business model forecasting, and finally how to bring your opportunity to life while complying with campus policies and letting the student population know your new idea exists. Speaker: Ryan Adelman-Sessler, Director of Business Development & Commercial Activities , UC Berkeley
3:00pm - 3:45pm Concurrent Session 6: Reimagining Access: A Digital Transformation of the Campus Store at Northern Marianas College	This session presents the digital transformation of the Northern Marianas College (NMC) campus bookstore, undertaken in partnership with MRM Consulting. Located in a remote U.S. territory in the Western Pacific Ocean/Micronesia, NMC faced significant barriers to delivering course materials including long shipping delays, limited vendor access, and outdated bookstore systems that hindered service to students on its three island campuses. Recognizing these challenges, the college initiated a full-scale modernization effort to ensure timely, equitable, and digitally enabled access to learning resources. Speakers: David Attao , Chief Financial Officer, Northern Marianas College Piding Sablan, Bookstore Manager, Northern Marianas College Mike Moore, Affiliate Research Assistant Professor , University of New Hampshire
3:00pm - 3:45pm Project Gen Alpha: Building Digital-First Student Experiences	Today's digital-native students expect more than services—they expect connected, personalized experiences. In this session, auxiliary leaders, channel partners and technologists will discuss how to co-create a new kind of university marketplace designed for Gen Alpha. We'll share strategies, innovations and investment opportunities to ensure higher education is ready for the next generation. Panelist: Cody Van Dorn, CEO, Cal Poly Partners Ryan Pettersen, President, Follett Steve Iarocci, Senior Director, Client Success and Operations, Grubhub Salli Darden, Senior Vice President, Strategy – Education Channel, Compass Group Amanda Thompson, CEO, E15 Insights Moderator: Ellen Curtis, Associate Executive Director, Marketing & Communications, Cal Poly Partners
3:45pm - 4:00pm Transition Break	

4:00pm - 4:45pm Concurrent Session 7: Turning Insight into Action: How Business Officers Use Data to Drive Results	Data is only powerful when it informs action. This panel session brings together seasoned University Business Officers who are leveraging data analysis to guide strategic decisions and secure leadership support. The session will begin with a 10-minute overview of how data is transforming auxiliary services and broader campus operations. From there, our panelists will dive into how they collect, interpret, and act on data in their respective institutions. Panelists will share specific tools and methods they use—such as real-time feedback from mobile platforms, student satisfaction surveys, and operational usage metrics—and explore how these insights are used to optimize services, allocate resources, and align decisions with institutional priorities. Attendees will gain an inside look at how to craft data-driven stories that resonate with senior leadership and demonstrate measurable value. The final 15 minutes will be an interactive audience Q&A, providing participants an opportunity to ask questions and share challenges from their own campuses. Whether you're just beginning to explore data or looking to take your analytics to the next level, this session will provide practical tools and strategies you can implement immediately. Speakers: Jennifer Wood, MBA, VP, Business Development, Touchwork Brett Jackson, Associate Vice President for Auxiliary Services, University of Georgia - Athens Mark Ironside, Associate VP For Auxiliary services, Lehigh University Jeffrey Weissinger , Assistant Director - Operational Effectiveness Garett DiStefano, Director of Residential & Retail Dining Services, University of Massachusetts Amherst
4:00pm - 4:45pm Concurrent Session 8: Preparing for the next generation of students: A review of primary research conducted with middle and high-school students.	Wondering how today's middle & high school students (Gen Alpha) preferences and needs are changing? How this might inform enrollment marketing, campus planning or future auxiliary needs? Please join us for a session where we take a journey into understanding future potential Higher Education students, with an in-depth review of today's middle and high-school students. Led by speakers who work closely with over 700 school districts nation-wide, this session will offer unique access to a traditionally hard to survey audience. By conducting hundreds of focus-groups annually and speaking with students (and parents) to understanding preferences, concerns, and interests, this expert team will provide novel information in an engaging format. Proprietary data will be provided, as collected through 121 interactions with students nationwide, as well as incorporate third-party data from key industry leaders, providing attendees with actionable knowledge to share with their institution. Different than a session that generally discusses the same 'Gen A' antidotes we've heard before, this session will feature actual student feedback with the experts who work directly with them as primary, original insights. When working with your dining and auxiliary teams, or engaging in master planning, having a view of the future student needs, particularly as it relates to dining, creating community and belonging...next generation insights can help fuel your future. Attendees of the session will also be provided with a QR code to download more information to use outside of the session. Speakers: Salli Darden , Senior Vice President, Strategy Education Channel, Compass Group Ashley Kakas, SVP, Marketing, Chartwells K-12 Jared Ceja, National SVP of Partner Development, Conterra Amanda Thompson, CEO, E15 Insights

4:00pm - 4:45pm Concurrent Session 9: Transforming Campus Life: Creating Johns Hopkins’ First True Student Center	This session explores the development of the new Hopkins Student Center (HSC), a transformative project redefining student life at Johns Hopkins University. Originally conceived as a centralized residential dining hub, the vision evolved toward a distributed dining model—embedding food options across campus to foster social connections, convenience, and a dynamic campus experience. Attendees will learn how this approach aligns with national collegiate dining trends and supports a more integrated, vibrant campus community. Designed by a renowned architect and developed amid significant budget constraints and heightened security concerns, the HSC represents Hopkins’ first centralized student center. It aims to create the university’s long-missing “living room”—a welcoming space for students, faculty, staff. The session will cover strategies for integrating retail dining into student meal plans, maintaining high building standards (APPA Level 1), and balancing accessibility with safety in an urban setting. Presenters will share insights into stakeholder collaboration, navigating competing priorities, and operationalizing a facility that meets both ambitious university goals and donor expectations. This case study offers valuable lessons for institutions undertaking major capital projects designed to reshape the student experience. Speakers: Matthew Moss , Assistant Vice Provost, Dining and Auxiliary Services Student Affairs, Johns Hopkins University Kim Martin, Vice President of Business Development, Brailsford and Dunlavey Rob White, President, Envision Strategies Rick Thomas, Senior Consultant, Brailsford and Dunlavey
4:00pm - 4:45pm Concurrent Session 10: Beyond Access: Unlocking Data and Maximizing the Value of Your Campus Card	Your campus card is more than just a way to get into building or buy a sandwich - it’s one of the most under-leveraged assets for improving service delivery, student engagement, and institutional decision making. This session will explore the top ten high-impact uses of the campus card and how each one contributes value to campus life and operations. Through active engagement - live polls, real-use cases, and scenario-based discussions - we’ll surface innovative practices and re-imagine the role the campus card can play in data-informed decisions. This session will show you that the campus card is the gateway to life on campus! Speakers: Kim Graham-Pfeffer, Director EmoryCard, Emory University Dawn Thomas, CEO, NACCU
4:00pm - 4:45pm Concurrent Session 11: Innovative Levers for Enhanced Dining Services: A Path to Revenue Growth and Student Satisfaction	This session explores strategic approaches to enhancing on-campus dining with the dual goals of increasing revenue and improving student satisfaction. We begin with an overview of the current state, including existing meal plans, discounts, and offerings, as well as key metrics on financial performance and student feedback. Participants will be introduced to the concept of “levers”—adjustable elements within the dining system that can significantly influence outcomes. We’ll examine how these levers, when strategically managed, can better align services with student needs while boosting profitability. The session will delve into pricing strategies such as targeted discounts and service bundling. This session will also explore operational efficiencies through process improvements and automation. Technology integration will be highlighted, with a focus on addressing food deserts with fresh offerings, enhancing convenience through mobile ordering, and improving communication via technology tools such as direct texting services and Inbox management software. To elevate the customer experience, we’ll discuss the impact of pop-up events, loyalty programs, and customizable student choice menus. Finally, we’ll outline key performance indicators for success and strategies for continuous improvement. The session will conclude with a summary of key takeaways and an interactive discussion inviting participants to suggest additional levers for consideration. Speakers: Dr. Emily Messa, CASP, Sr. Associate Vice Chancellor/Associate Vice President for Administration, University of Houston System Patrick Albritton, Associate Vice President of Auxiliary Services, Texas Tech University

4:00pm - 4:45pm Concurrent Session 12: The Strategy & Art of Campus Marketing	The presentation highlights the different services offered by ABS, such as the Aviation Center, Bryce Jordan Center, General Stores, Housing and Food Services, Lion Surplus, Multimedia and Print Center, and Transportation Services. The presentation is structured with case studies that illustrate how strategy and art play a role in improving the customer experience, showcasing designs across the Commonwealth. The session will also delve into the collaboration between units and the insights we've learned. It will emphasize the importance of information gathering and understanding goals and challenges while working together. Additionally, the presentation will use storytelling and showcase final products so audience members can understand the process from beginning to end. Examples of successful collaborations include: •State College Area Regional Airport: This project involved stakeholders, modified processes, feedback, and approach and design. •Bryce Jordan Center: The story of supporting ambitious timelines for quick turnaround and launch, and other designs created for BJC concessions. •Housing and Food Services: The evolution of the approach from wayfinding in person to mobile and kiosks for online ordering. •State Chik'n: The story of State Chik'n and the designs across the Commonwealth. Speakers: Diane Espy M.Ed., Director of Marketing and Communications, Auxiliary and Business Services Amy Bressler, Associate Director, Campus Residential Dining Anne Dixon, Lead Marketing Strategist, Auxiliary and Business Services Andy Heckathorne, Art Director, Auxiliary and Business Services Tracy Walker, Associate Director, Housing and Food Services, Penn State
4:00pm - 4:45pm Operational Harmony: Solving Cross-Silo Challenges by Aligning Campus Services to Support Institutional Strategy and Enhance Student Experience	In today's dynamic higher education environment, siloed operations can hinder innovation, reduce impact, and fragment the student experience. This robust conversation between Dr. Shirley Everett (Stanford University) and Paul Brailsford (Brailsford & Dunlavey) explores how colleges and universities can overcome these challenges by aligning operations, vision, strategy, and culture to create integrated, future-ready campus ecosystems. Drawing on their extensive leadership experiences, the speakers will share transformational strategies and real-world examples that showcase the power of collaboration across traditionally siloed departments. From co-designed service models to capital project innovation, attendees will learn how to foster a "One-Team Mindset," develop leadership agility, and elevate auxiliary services as strategic assets that directly support academic and research missions. Key themes include: Cultivating inclusive, cross-functional collaboration to drive operational and institutional excellence Applying transformational leadership to unify services with institutional priorities Designing integrated environments that support student success and institutional resilience Innovating while preserving organizational culture in an evolving higher education landscape Ideal for senior campus leaders, auxiliary executives, and operational strategists, this session offers actionable insights into building cohesive service ecosystems that break down silos, increase operational efficiency, and deliver purpose-driven experiences for students. Speakers & Roles Shirley Everett, Senior Associate Vice Provost for Residential & Dining Enterprises and Special Advisor to the Provost, Stanford University Paul Brailsford, Co-CEO, Brailsford & Dunlavey Moderator: Rafi Taherian, Senior Consultant, Brailsford & Dunlavey
5:00pm - 7:00pm Opening Reception	

8:30pm - 10:30pm Hospitality Suite - Institutions Only	Supported by Chartwells Hihger Ed
Monday, November 17, 2025	
6:00am - 6:00pm Staff Office	
6:15am - 7:00am Walking Groups	
7:00am - 5:00pm Registration	
7:00am - 8:00am Regional Breakfasts	
8:00am - 5:00pm VIP CASP & Leadership Lounge	
8:00am - 5:00pm Volunteer & Speaker Lounge	
8:00am - 8:30am Transition Break	
8:30am - 10:00am Awards & General Session	Student Trends Panel with Wasserman & Chartwells Student Survey Results
10:00am - 2:00pm Business Partner Showcase	
12:00pm - 1:30pm Lunch in Business Partner Showcase	
1:45pm - 5:15pm UNLV Campus Tour	Sponsored by Aramark Collegiate Hospitality
2:00pm - 2:15pm Transition Break	
2:15pm – 3:00pm Concurrent Session 13: Elevating Onboarding in Higher Education: Strategies for Engaging Student Workers and Full-Time Staff	Effective onboarding is essential for retaining top talent and supporting a positive campus work environment. This 45-minute session is designed for HR professionals, department leaders, and student employment coordinators who want to strengthen their onboarding and training practices for both student workers and full-time staff. Participants will learn four key strategies to overhaul their current approach, reduce turnover, and foster engagement from day one. The session will explore the importance of job clarity, communication, and institutional culture—along with tools like short-form video training, learning management systems, and supervisor support resources. Through higher education-specific examples and practical frameworks, attendees will leave equipped to audit their own programs and begin building a scalable, effective onboarding process that empowers new hires and supports front-line supervisors. Whether you're managing dining hall staff, resident advisors, campus security, plant operations, or transportation teams, this session provides actionable insights tailored to the unique needs of college and university settings. Includes access to a free onboarding audit worksheet, implementation roadmap, and sample resources to take back to your institution. Speaker: Greg Gorgone, Co-Founder, President, Pineapple Academy Inc.

2:15pm – 3:00pm Concurrent Session 14: Enhancing Efficiency in Mail Services: Transformative Strategies & Success Stories	This session will explore the strategies and best practices for centralizing mail services, drawing insights from three distinct universities. Join us to learn how our institutions have successfully streamlined our mail services, resulting in improved efficiency, cost savings, and enhanced service delivery. Whether you're looking to revamp your current system or seeking inspiration for new initiatives, this session offers practical advice and actionable insights to elevate your mail services to the next level. Speakers: Elysa Reichart, Auxiliary Services Manager , Gonzaga University Andy Lachman, Manager of University Housing, Food & Mail, Univeristy of Hawaii at Manoa Amber Grenhart, Director, Student Union & Event Services, Fort Lewis College
2:15pm – 3:00pm Concurrent Session 15: Recipe for Success: How A Failed RFP Process Helped Turn Webster University's Dining Program Around	Webster University has a unique experience with dining RFPs. After determining the need to go out to bid, Webster failed to solicit any worthy proposals from a self-managed process in the '23-'24 academic year. Webster retained JGL Consultants to re-launch the process this past academic year, with dramatically better results. In this presentation, Webster and JGL will explore various snapshots of the two RFP processes and aim to identify the differences which led to a successful contract award. With the previous unsuccessful RFP in mind, JGL and Webster undertook a comprehensive re-launch of the bidder search. Fact-finding on the prior RFP's failure and extensive discussions with Webster stakeholders informed how best to re-launch the RFP process to gain more bidder interest. This was combined with Webster's twin desires to improve the student experience while maintaining financial sustainability of its dining program. We will examine various snapshots throughout the follow-up RFP process to illustrate how goals were identified and communicated to bidders, how Webster undertook its decision-making process, and how Webster went about transitioning to a new dining provider. While the RFP process has concluded, this was just the first step in an important journey for Webster's dining vision. We will conclude by looking at Webster's overall strategic plan, what part its dining program will play in its success, and how it will look to iterate on a constantly changing, rather than static, program, to meet its evolving needs. Speakers: Connor Leahy, Senior Consultant, JGL Consultants John Buck, AVP of Student Affairs & Dean of Students, Webster University
2:15pm – 3:00pm Concurrent Session 16: Community College Challenges in Auxiliary Services	Community colleges face a unique set of challenges—tight budgets, fluctuating enrollment, and a rapidly evolving course materials landscape. This roundtable session will provide an open forum for auxiliary leaders from two-year institutions to share strategies, successes, and stumbling blocks as they navigate rising costs, changing student needs, and shifts in bookstore and course material models. Join your peers for a candid, collaborative discussion focused on practical solutions, vendor relationships, and new approaches to delivering high-quality services in a lean environment. Whether you're rethinking dining, retooling your retail operations, or responding to declining foot traffic, this session is your chance to connect, learn, and leave with actionable ideas. Speaker: Jessica Bender, MBA, CASP, Auxiliary Services Manager, Palm Beach State College

2:15pm – 3:00pm Concurrent Session 17: The Long Game: Reimagining Dietrick Hall Through Partnership, Flexibility, and Resilience	What does it take to deliver a transformational dining experience when the only constant is change? In this session, Virginia Tech Dining Services and Hanbury share the story of Dietrick Hall—a project that began as a study in 2016 and evolved through multiple shifts in scope, budget, and vision before opening its doors post-pandemic. Navigating a difficult construction environment, pricing escalation, adapting to fluctuating enrollment patterns, and responding to evolving student expectations, the team brought to life a multifunctional space that blends dining, gathering, and wellbeing. You'll hear directly from the university and design team about what made this project work—from building strong internal partnerships to making cost-effective design decisions that protected long-term goals. We'll explore the value of staying flexible in both vision and execution, and how a campus dining renovation can become a catalyst for deeper student engagement and belonging. Whether you're preparing to renovate, expand, or just rethink your dining strategy, this session offers real-world insights you can use to move forward with confidence. Speakers: Matthew Lee, CID, LEE AP, WELL AP, Principal, Hanbury Brian Grove, Director of Dining Services Brandon Hendricks, Senior Associate Director of Dining, Virginia Tech
2:15pm – 3:00pm Concurrent Session 18: Future-Proofing Auxiliary Services: How PK-12 Trends Are Shaping College Expectations	This session offers a one-of-a-kind perspective at NACAS: a look at college auxiliary services through the eyes of a PK-12 institution. While NACAS sessions typically focus on higher education operations, this presentation will highlight what the next generation of college students are already experiencing in private independent high schools—and how those experiences will shape their expectations on your campus. Private school students make up a significant portion of college admissions, and they arrive with expectations built on high-quality, highly personalized services—from organic dining and reliable transportation to pristine facilities and concierge-style student support. More than that, they are a highly engaged generation who expect a voice in shaping their environment, demand transparency and ethical responsibility, and will actively advocate for sustainability and fair labor practices. This session will provide (a) a deep dive into PK-12 auxiliary service trends that are shaping the next generation's expectations; (b) actionable strategies for student-centered service design, ensuring engagement and responsiveness; and (c) a roadmap for integrating sustainability, ethical labor practices, and transparency into auxiliary operations. Colleges and universities that fail to recognize these shifting expectations risk student dissatisfaction and disengagement, leading to calls for change. Understanding the PK-12 auxiliary landscape provides a strategic advantage, allowing institutions to proactively adapt their services to meet the expectations of these highly engaged students before they arrive. By bringing a fresh perspective from outside higher education, this session will challenge attendees to rethink traditional service models and proactively align with the needs of the students they will soon serve. Speaker: Teddy O'Rourke, Ed.D., Chief Operating Officer, Ethical Culture Fieldston School
3:00pm - 3:30pm Refreshment Break	

3:30pm - 4:15pm Concurrent Session 19: Beyond the Balance Sheet: Using Assessment and Strategy to Lead Winning Auxiliary Enterprises	In today's dynamic higher education environment, auxiliary services leaders must play a strategic role far beyond generating revenue. Success demands a data-informed approach that connects operations to the student experience, institutional priorities, and future growth. In this interactive session, the Associate Vice President for Student Affairs, Director of Assessment and Strategic Planning, and Director of Dining and Concessions at Auburn University will share proven strategies for leveraging assessment, strategic planning, and program review to manage and elevate the auxiliary enterprise. Attendees will learn how to use data analysis for compelling storytelling, support sound decision-making, and demonstrate value that extends well beyond financial contributions. Participants will explore real-world examples of how strategic planning directly enhances the student experience and fuels staff professional development. Through live polling, small group discussions, and practical templates, participants will leave with actionable tools and strategies they can immediately implement to "stack the deck" for success at their institutions. Whether you're new to assessment or looking to deepen your practice, this session will equip you to build a stronger, more strategic auxiliary operation ready to meet today's challenges. Speakers: Bryan Rush, Ph.D., Associate Vice President, Auburn University Vanessa Harrison, Ph.D., Director of Assessment and Strategic Planning, Auburn University Glenn Loughridge, Director of Campus Dining and Concessions, Auburn University
3:30pm - 4:15pm Concurrent Session 20: Adapting to Change: How Auxiliary Services Are Navigating New Realities in Higher Education	Higher education is experiencing significant disruption due to shifts in the political landscape. Funding cuts are impacting public institutions, private colleges, and Ivy League universities alike, creating new financial realities that are already being felt across campuses. As major revenue generators, auxiliary services—particularly dining services—are facing increasing pressure to adapt. Hiring freezes, halted construction schedules, and growing expectations to generate additional revenue have placed auxiliaries at the forefront of institutional change. This session will bring together a distinguished panel from the University of Michigan, University of Massachusetts, Yale University, and Rhode Island School of Design to discuss the impacts of these changes on their institutions and how they are strategically responding. Panelists will share insights into the specific challenges they are encountering, including workforce management issues, shifting operational priorities, and the need for not just greater financial self-sufficiency, but for the ability to assist the greater university community. Attendees will learn how these institutions are proactively re-strategizing their auxiliary services, with a focus on innovative revenue strategies, efficiency improvements, and the reimagining of dining services to meet new demands while maintaining student satisfaction. The panel will also explore how auxiliary units are collaborating more closely with academic and administrative stakeholders to align with broader institutional goals during this period of transition. Whether your campus is already feeling the impact of these changes or is preparing for future challenges, this session will provide valuable perspectives and practical strategies to help auxiliary leaders navigate an uncertain future with resilience and creativity. Speakers: Sojo Alex, Executive Principal, Envision Strategies Steve Giardini, Senior Director of Michigan Dining Garett DiStefano, Director of Residential & Retail Dining Services, University of Massachusetts Amherst Jared Ceja, CASP, Chief Executive Officer, Cal Poly Pomona Enterprises, California State Polytechnic University Ginnie Dunleavy, Executive Director of Auxiliary Services, Rhode Island School of Design

3:30pm - 4:15pm Concurrent Session 21:	
3:30pm - 4:15pm Concurrent Session 22: Enhancing the Student Experience: Streamlining Financial Aid in the Campus Store	This session will explore Frederick Community College's efforts to streamline student financial aid and third-party sponsored account use in the bookstore. The effort automated verification of student aid eligibility at checkout, provided real-time reconciliation of bookstore purchase with financial aid records in the Student Information System, reduced manual process workload for the bookstore, financial aid, and Bursar office staff, and improved the student experience by eliminating administrative roadblocks. The systems implemented to automate financial aid also provided an opportunity for Frederick Community College to establish distinct automated billing workflows for Dual Enrollment students. Attendees will be provided data on institutional labor cost-savings and impact on financial aid use in the bookstore. Speakers: Fred Hockenberry, Executive Director, Auxiliaries, Procurement and Special Projects, Frederick Community College Bookstore Mike Moore, Affiliate Research Assistant Professor, University of New Hampshire
3:30pm - 4:15pm Concurrent Session 23: Enhancing student engagement in food service with tech and fun!	In an era of streamlining and hyper-focused service models, VCU is updating the model for using food service spaces. In this session, Stephen and Jason will discuss and illustrate enhancements made to Shafer Court Dining and will show how alignment to student outcomes is increasing both participation and engagement. Learn how this campus linked play to students dining process to increase space use and develop community. While not focused on RecRe, there will also be a quick discussion of how RecRe boxes played a role in learning through data, providing access to the games, and creating a positive outcome for the students. Speakers: Jason Levy, CASP, Account Manager, RecRe Stephen Barr, Director of Business Services, Virginia Commonwealth University
3:30pm - 4:15pm Concurrent Session 24: Meeting the Needs of Diverse Learners: Course Material Programs that Work for Community Colleges	Community colleges serve some of the most diverse, dynamic, and rapidly evolving student populations in higher education, including a growing number of dual enrollment and high school students. Meeting these needs through course material delivery requires a unique blend of creativity, flexibility, innovation, and a deep understanding of student barriers. In this panel discussion, representatives from Hawkeye Community College, Iowa Valley Community College District, and Eastern Iowa Community Colleges will share how their institutions are getting creative with course material access to meet students where they are, whether they're on campus, online, or still in high school. From inclusive and equitable access programs to customized digital delivery models, these colleges are embracing new approaches that reduce costs for students, improve equity, and ensure every student has what they need on day one. You'll hear candid insights into their challenges, strategies, and successes, including navigating policy shifts, collaborating with high school partners, and leveraging partnerships with vendors to ensure they are prioritizing student success. This session is a must-attend for auxiliary and institutional leaders looking to serve today's diverse set of learners through smarter, student-centered course material solutions. Speakers: Kelly Tilstra, Director of Equitable Access, VitalSource Jodi Dinsdale, Hawkeye Community College Jeremy Pickard, Eastern Iowa Matt Schmit, Iowa Valley Community College
4:15pm - 4:30pm Transition Break	

4:30pm – 5:15pm Concurrent Session 25: All In on Innovation: A High-Stakes Bet on the Future of Campus Dining	This session will explore the journey of creating a modern, tech-forward dining concept—from the decision to replace a dated facility in a 65-year-old dorm mezzanine, to designing and building a new, cost-effective space that meets today’s student expectations. We’ll discuss how the COVID-19 pandemic impacted our plans, leading to design pivots and budget adjustments along the way. In addition to the construction and layout process, we’ll share how we embraced the ghost kitchen model to maintain flexibility without the need for constant rebranding or menu changes. We’ll also highlight how we rebranded and transformed our largest on-campus convenience store into a vibrant, market-style experience tailored to evolving student needs. Finally, we’ll cover our digital integration strategy—including food lockers, kiosks and mobile ordering—and how we launched it all with a successful, community-centered week-long grand opening celebration. Speakers: Tracie Brown, Assistant Vice President, Student Union Business Affairs, Oklahoma State University -Stillwater Vedda Hsu, Director, University Dining Services, Oklahoma State University -Stillwater Debbie Shotwell, Assistant Director, Student Union Marketing, Oklahoma State University -Stillwater
4:30pm – 5:15pm Concurrent Session 26: Accelerating Academic Momentum: The Cougar Textbook Access Program’s Role in Student Success	It is critical now more than ever that auxiliary services departments connect with the larger university mission of supporting student success outcomes. As part of that effort, data can provide a powerful way to show direct connections between our programs and student success outcomes, such as semester hour completion and grade point average. This study examined the effect of a textbook access program on direct student outcomes at one institution. Part of this work was to examine whether this institution’s textbook access program supports academic momentum. The academic momentum perspective suggests that the speed with which undergraduates initially progress in college significantly affects their likelihood of completing a degree. Since textbook access programs are geared toward providing course materials at a flat rate in a timelier manner than obtaining course materials independently, it seems important to test how this program serves as an intervention for academic momentum. The Cougar Textbook Access Program (CTAP) is a University of Houston program that provides all course materials in a digital-first model for a flat fee. CTAP was launched in fall 2023, after a successful inclusive access pilot. This longitudinal exploratory case study of CTAP in spring 2025 used four long academic semesters of student outcome data to examine program outcomes and impacts on student success, such as term GPA and semester hours completed over time. This study also looked at the impact of this program on outcomes for Pell Eligible and First Generation students. This is the first such exploratory study examining longitudinal data from a course material program designed in the manner of CTAP. Findings from these analyses will guide future work to understand how CTAP and institutional equitable access programs affect student success outcomes. These exploratory data are studies that could be valuable to any institution seeking to understand how these programs have the potential to impact students beyond the savings. Additionally, these data can help inform administrators about the value these programs have in supporting students. These outcome data can help drive discussions about the programs and inform communication to parents and students. Data from these analyses can be used in future studies to further understand elements impacting retention. These are analyses that can be conducted with intermediate to advanced knowledge of MicroSoft Excel and do not require advanced statistical software. Speakers: Dr. Emily Messa, CASP, Sr. Associate Vice Chancellor/Associate Vice, President for Administration, Univeristy of Houtson System Dr. Dave Louis, Professor, Ed Leadership and Policy Studies, University of Houston

4:30pm – 5:15pm Concurrent Session 27: From Idea to Impact: How to Plan and Execute Memorable Campus Events	Planning and executing a successful campus event takes more than great food. It requires strategic alignment, thoughtful collaboration, a deep understanding of your student population and a commitment to creating a memorable student experience. Whether you're hosting a cultural celebration, a dining event or a large-scale student engagement initiative, the principles for success remain the same: clear goals, seamless execution, authentic connection and measurable impact. In this session, the marketing team from Virginia Commonwealth University (VCU), will walk through the full event development process, emphasizing the importance of knowing your audience—understanding student interests, cultural dynamics and engagement drivers.
4:30pm – 5:15pm Concurrent Session 27: From Idea to Impact: How to Plan and Execute Memorable Campus Events	You'll learn how to align event planning with institutional priorities, foster meaningful cross-campus partnerships, craft excitement through marketing and storytelling and manage logistics to deliver seamless, high-energy experiences. We'll also explore how to define success metrics from the beginning—tracking attendance, gathering feedback and analyzing engagement—to ensure your events inspire in the moment and drive lasting strategic outcomes. Drawing from real-world examples, we'll highlight several of the most popular and impactful events produced by the VCU Dining program, sharing practical lessons and best practices that can be adapted for campuses of any size. Whether you're launching a new initiative or elevating existing programming, you'll leave this session equipped with proven frameworks, creative inspiration and evaluation strategies to deliver events that captivate, connect and create meaningful results for your campus community. Speakers: Christy Rabil, Director of Marketing and Retail Services, Virginia Commonwealth University Anna Obermiller, Senior Communications Specialist, Virginia Commonwealth University
4:30pm – 5:15pm Concurrent Session 28: From Permit to Profit: How AI Robotics Transformed Campus Parking at Xavier	Like many campuses, Xavier University's parking operation faced challenges rooted in under-enforcement, lost revenue, and a frustrating user experience. With no dedicated parking manpower or resources, reliance on outdated manual processes, and limited enforcement coverage, the system had become inefficient and costly. Through a strategic transformation led by Auxiliary Services, Xavier University reimaged its entire parking model. The introduction of a digital platform and license plate recognition (LPR) technology streamlined permitting, modernized enforcement, and expanded operational capacity, all while remaining responsive to the unique needs of the campus community. Now, Xavier is exploring its next evolution: the integration of AI robotics to support autonomous enforcement, intelligent surveillance, and real-time service for students, faculty, staff, and visitors. These advancements not only improve operational efficiency but elevate the first impression and day-to-day experience of arriving on campus. This session will walk through Xavier's transformation from a reactive, under-resourced parking operation to a proactive, data-informed model that supports customer satisfaction and generates revenue. We'll highlight how we implemented term-based, time-based, and event-based permits, accommodated diverse parking rules, and built a flexible system tailored to Xavier's campus culture. Speaker: Jennifer Paiotti, CASP, Associate Director Business & Operations, Xavier University

4:30pm – 5:15pm Concurrent Session 29: The hand you're dealt: Lower costs and maximize impact through a "district approach" to facility planning	Campus auxiliaries professionals are regularly asked to maximize the impact of their existing operations (the hand they've been dealt!). Sometimes facilities are too small, poorly located, in need of renovation, or operationally obsolete. Simultaneously, the pressure on higher education to improve the student experience and assure student success might never have been higher. Getting leadership approval for major capital projects is exceedingly difficult, and the availability of financial resources to demolish and replace is a thing of the past, especially if perceived as isolated or disconnected from other campus initiatives. District thinking is a more strategic and supportable approach (increase your odds!) to securing resources and serving students by reimagining how your existing campus assets are utilized. By collaborating with others to elevate planning beyond the walls and to a district level, greater impact is achieved at a lower cost. This session will describe four case studies in which district thinking was used, focusing particularly on Northwestern and Purdue Universities, and the outcomes achieved in lowering costs, increasing revenues, and improving the student experience. Speakers: Dr. Loren Rullman, Principal & Director, Higher Education, Workshop Architects Jeremy Schenk, Associate Vice President, Operations and Services, Northwestern University Zane Reif, Associate Vice President, Campus Services, The University of Texas at Austin Jan van den Kieboom, President & Founding Principal , Workshop Architects
4:30pm – 5:15pm Concurrent Session 30: A Business Case for Plant-Rich Dining: Learning Directly from Institutions	As higher education leaders, we're facing unprecedented challenges in campus dining. Student expectations, sustainability mandates, and economic volatility are compelling us to reimagine our food service models. In this transformative workshop you'll learn from leaders at the University of Michigan and University of North Texas about their experiences, challenges and successes in transitioning more resilient, sustainable, and cost-effective dining programs. Learn from Keith Soster, the Director of Sustainability and Student and Community Engagement for Michigan Dining, about the groundbreaking studies they've participated in, turning their campus into a living laboratory to test behavioral psychology techniques, which has led to its receiving an A+ rating and being ranked in the top 5 schools of Forward Food's College and University Protein Sustainability Scorecard, while remaining cost effective. Learn from Daniel Armitage, Associate Vice President of Auxiliary Services responsible for Dining Services, about how investing in excellent plant-based dining helped the University of North Texas become one of the best-rated campus dining programs in the country. The workshop will be moderated by Jennifer Channin, Executive Director of the Better Food Foundation, who will share resources, tools, and low-friction implementation strategies, available from dozens of nonprofit organizations, to help universities seamlessly transition to more sustainable dining. Whether your goal is to be responsive to student needs, to make your school a leader in sustainable operations, or to future-proof your dining operations in a rapidly changing food system, this session will provide you with ideas and practical tools to get started and see results quickly! Three Practical Takeaways Learn about challenges, opportunities and successes experienced by University of Michigan Dining and University of North Texas in their efforts to transform their campus food system to maximize sustainability, health, and student well-being while remaining cost-effective. Learn from the Better Food Foundation about current shifts and trends in Gen Z food culture, preferences and behavior that are driving changes to dining. Access resources and supports from a network of nonprofit organizations available to help schools transition to more sustainable dining. Speakers: Jennifer Channin, Executive Director, Better Food Foundation Keith Soster, Director of Student Engagement, Michigan Dining Daniels Armitage, Associate Vice President Auxiliary Services, University of North Texas
8:00pm - 10:00pm Hospitality Suite	Sponsored by Sodexo Campus

Tuesday, November 18, 2025

6:00am - 6:00pm Staff Office	
6:15am - 7:00am Walking Groups	
7:00am - 4:15pm Registration	
8:00am - 5:00pm VIP CASP & Leadership Lounge	
8:00am - 4:00pm Volunteer & Speaker Lounge	
8:00am - 9:30am Breakfast in Business Partner Showcase	
8:00am - 10:45am Business Partner Showcase	
10:45am - 11:00am Transition Break	
11:00pm - 12:00pm Keynote Speaker	
12:00pm - 1:30pm Business Meeting Lunch & Foundation Flip-a-Coin	
1:30pm - 5:00pm College of Southern Nevada Campus Tour	
1:30pm - 2:00pm Transition Break	
2:00pm - 2:45pm Concurrent Session 31: Restaurant Builder: The Future of Experiential Learning	The Restaurant Builder course shows how auxiliary units can become a part of the educational model by working directly with the academic side of our institution. Carnegie Mellon has created a first-of-its-kind class where students are building a student-run restaurant in a for-credit class that will be opened on campus the following fall. In this course, they are also working at the current on campus student-run restaurant “Capital Grains” to gain experience in this industry. This presentation is aimed at creating additional value for ourselves in the auxiliary space, while also creating course content at our institutions. Speaker: Joe Beaman, Director of Dining Services, Carnegie Mellon University Lori Liming, Senior Vice President of Retail, Retention and Growth, Chartwells Higher Ed

2:00pm - 2:45pm Concurrent Session 32: Win-Win Strategies: The Ultimate Guide to University-Vendor Partnerships That Last	With buy-in and engagement from senior leadership, Northeastern University has transformed how print and mail services are provided to students, faculty and administrators. The change was made possible through a series of partnerships – internal and external. In this session, Chris Abayasinghe, Associate Vice President Finance and Business Operations, will share the story of Northeastern’s journey and the roles their partners played in the process. Co-presenting will be one of those partners, Mark Fallon, President of The Berkshire Company. As consultants, Mark and his team added industry expertise throughout Northeastern’s journey. Rather than listen to a lecture on best practices, attendees will participate in a conversation about building relationships, developing a vision for the future, and transforming vendor relationships from a transactional experience to a partnership focused on joint success. Speakers: Chris Abayasinghe, Associate Vice President Finance & Business Operations, Northeastern University Mark Fallon, President, The Berkshire Company
2:00pm - 2:45pm Concurrent Session 33: Playing the Wild Card: Enhancing Auxiliary Services with Student Wellbeing Data	As student needs evolve and expectations continue to rise, more pressure is being placed on auxiliary/ancillary services to support the broader mission of their institutions. It has become more important than ever to know and understand the needs of today’s college students on your campus. This session explores how universities can play their best hand by utilizing reliable student wellbeing data to inform operational decisions, improve physical spaces, and create a more supportive campus environment. Whether you’re a new or seasoned professional, you’ll win big with examples of how you can leverage accessible tools to gain meaningful insights into student wellbeing your campus. The presenters will share how they are breaking down and utilizing data from various components of wellbeing, including mental health, physical wellness, and student satisfaction to identify opportunities for service enhancement and innovation. What role, as auxiliary/ancillary services professionals, can we play in ensuring our programs, services and spaces meet the evolving needs and expectations of our students? This interactive session will showcase best practices; real-world applications such as utilizing social architecture in campus facilities; and approaches for supporting student populations such as first-generation students. Attendees will engage in discussion and provide live feedback throughout the session about how to stack the deck in favor of student success by integrating student wellbeing insights into their own institutional planning and decision-making strategies. Speakers: Bill Cox, Associate Director, Texas A&M University Deb Huebler, Executive Director, University of Houston Kelly Cox , Associate Director, Texas A&M University
2:00pm - 2:45pm Concurrent Session 34: Creating An Intersegmental “Full House”: Improving the Odds for Student Success in California Higher Education Systems	As housing costs continue to rise, many higher education entities are under increasing pressure to accommodate more students on campus. Are there new/different approaches institutions can use to navigate ever-changing construction costs and limited financing options to deliver the housing their communities need while also keeping rental rates friendly to student budgets? What are ways to provide a supportive, positive residential experience while also wisely managing critical resources such as land, energy, water and other? Should we continue to keep students “boxed into” their primary campus or does actively crossing over campuses in some residential communities now make sense? This session will explore the creative thinking and key partnerships critical to the construction of the North District-2 project, a unique intersegmental housing partnership between the University of California-Riverside and Riverside Community College District that utilized funding from the

2:00pm - 2:45pm Concurrent Session 34: Creating An Intersegmental “Full House”: Improving the Odds for Student Success in California Higher Education Systems	CA Higher Education Student Housing Grant Program. The project broke ground in late Fall 2023, opens Fall 2025 and will provide over 600 “low income” and another 900+ of “affordable” beds, providing students from both institutions an exciting opportunity and role in developing this new community focused on access, support, improving transfer numbers and overall higher ed degree holders in our region of California. Speakers: Heidi Scribner, CASP, Associate Vice Chancellor, Auxiliary Services, University of California-Riverside Tim Stevens, Principal, SCB Ann Volz, President, Volz Company
2:00pm - 2:45pm Concurrent Session 35: Introducing a University-wide Centralized Events Process That Generates Revenue Across Units	Coordinating events across numerous locations with various reservations processes, and multiple service providers can be challenging in a large institution. Learn how Florida International University created a centralized process for managing events across campuses; and how they have leveraged institution-wide collaborations that have resulted in increased revenues. Speaker: Vanessa Vazquez, Director Sales and Operations, Florida International University
2:00pm - 2:45pm Concurrent Session 36: Beyond the Myths: A Practical Guide to Profitable and Popular Plant-Rich Campus Dining	Is your campus ready to meet the growing demand for sustainable and inclusive dining? The NACAS Plant-Rich Program is designed to equip campuses to scale these offerings, but persistent myths often stand in the way. This expert panel will directly address the three most common misconceptions that prevent dining leaders from moving forward: Myth #1: It’s too expensive, Myth #2: Student’s don’t want it, and Myth #3: Our staff isn’t trained for it. Join moderator Dr. Shabnam Islam (Greener By Default) as she guides a practical discussion with a diverse panel offering a 360-degree view of campus dining. You’ll hear from Chef Jay Vetter, of Harvest Table Culinary Group, who brings a strategic perspective on implementing sustainable, flexitarian programs across multiple universities while still meeting the unique needs of each partner institution. Andrew Camuso (Villanova University) will share on-the-ground strategies from a leading self-operated program that is successfully driving student demand. Finally, Kent Buell (Greener By Default) will provide specialized culinary and operational solutions that empower staff and protect your budget. This session offers a unique opportunity to learn from leaders representing every facet of the industry, leaving you with a clear playbook for transforming these perceived obstacles into opportunities for financial, student, and dining success.
2:00pm - 2:45pm A Winning Hand Using AI in Auxiliary Services	Artificial Intelligence (AI) is rapidly transforming how higher education professionals engage, support, and lead—but moving from curiosity to confident practice requires more than just theory. Join Dr. Claire Brady, a nationally recognized AI in Higher Ed strategist and facilitator, for this highly interactive, small-group lab session limited to 25 participants. In this tailored AI “sandbox,” you’ll explore and experiment with a range of practical tools and real-world use cases designed specifically for higher ed professionals across all functional areas. Participants must bring a laptop or tablet to fully engage in this hands-on learning experience. Whether you’re just beginning your AI journey or ready to elevate your practice, this immersive lab offers a dynamic and supportive environment to learn by doing—and leave with actionable insights you can apply immediately on your campus. Participants will: • Get hands-on with a variety of AI tools suited for different functions, from operational efficiency to enhanced student engagement • Apply AI directly to projects aligned with each participant’s department or professional role • Grow technical skills and AI fluency, no matter your starting point—beginner, intermediate, or advanced • Leave with an action plan to continue momentum, champion responsible AI use, and drive innovation across your work
2:45pm - 3:15pm Refreshment Break	

3:15pm - 4:00pm Concurrent Session 37: Championing a Win: How to Attract Talent, Grow Revenue, and Drive Fandom with NIL and Hot Market	Name, Image, and Likeness (NIL) rights have revolutionized college athletics, with over \$1.2 billion in reported NIL deals since July 2021. According to Nielson Sports, nearly 80% of student-athletes say NIL potential influences their college choice, making it a critical recruiting tool. High-quality athletic event experiences are part of this growth —84% of fans say in-venue experiences impact their loyalty. Colleges are investing in upgraded facilities, fan zones, and digital enhancements to fuel this success and appeal to today’s students and alumni. University of Georgia and University of Florida are leading the way to exceed strategic goals for sales and attendance. Together, NIL opportunities and premium event execution form a strategic advantage, reinforcing a school’s reputation, attracting elite talent, and driving long-term brand value. Join this In Conversation session to learn how these pros are turning wins into revenue and loyal fans. We’ll cover how to anticipate trends, strategically plan assortments, align with vendors on the best pricing and product offerings, and track rankings so you’re ready for the win. Speakers: Josh Pulver, Area Manager, Follet Higher Education Alan Thomas, Senior Associate Athletic Director - Marketing & Revenue Strategy, University of Georgia Nicole Jones, Senior Associate Athletics Director of Marketing, Fan Engagement & Branding, University of Florida
3:15pm - 4:00pm Concurrent Session 38: Revolutionizing College Dining: UMass Dining’s Strategy for Excellence, Engagement, and AI-Powered Innovation	Join UMass Dining, the nation’s top-ranked dining program, for an inspiring session that unveils the strategies behind its culture of excellence. Discover how UMass Dining has transformed college dining through innovative employee engagement, continuous improvement, and cutting-edge technology. This presentation will explore the strategic use of AI, machine learning, and real-time customer feedback to elevate the dining experience, reduce food waste, and drive revenue growth. Learn how authentic, culturally rich dining experiences, combined with data-driven insights from demographic information and stakeholder collaboration, have positioned UMass Dining as a cornerstone of institutional success. Attendees will gain actionable insights into cost management, employee development, and strategic partnerships, alongside a forward-looking vision for the future of college dining. Don’t miss this opportunity to see how feedback, innovation, and technology converge to create a world-class dining program. Speakers: Garett DiStefano, Director of Residential & Retail Dining Services, University of Massachusetts -Amherst Ken Toong, Assistant Vice Chancellor, Auxiliary Enterprises, University of Massachusetts - Amherst

3:15pm - 4:00pm Concurrent Session 39: Feeding Minds & Measuring Impact: A Research-Driven Approach to Food Access	Food insecurity is a growing issue in higher education, directly affecting students' ability to succeed academically, remain enrolled, and maintain their overall well-being. The University of New Mexico (UNM), in partnership with Aramark Collegiate Hospitality, has launched a multi-disciplinary study funded by Aramark to examine how food scholarships impact students' academic performance, retention, food security, and health outcomes—including diet quality and nutrient intake. In this "In Conversation With" session, Jim Accardi of Aramark will lead a powerful discussion with Dr. Sarita Cargas, Amanda Gerard, and Alicia Serrano from UNM, who are leading this groundbreaking research. Together, they will share the story of how this unique partnership came to be, why Aramark made the decision to fund the study, and what early insights are emerging. The session will explore how institutions can move beyond anecdotal solutions to take bold, measurable action on student hunger using data, evaluation, and strong cross-sector collaboration. This is a must-attend session for anyone looking to address food insecurity in a meaningful, measurable, and sustainable way. Speakers: Alicia Solano, Food Scholarship Coordinator, University of New Mexico Sarita Cargas, Associate Professor, University of New Mexico Amanda Gerard, Director of Basic Needs Initiatives Jenna Brott, RD, LD, Regional Dietitian, West Region, Aramark Collegiate Hospitality Stephanie Lucas, District Manager, West Region, Aramark Collegiate Hospitality
3:15pm - 4:00pm Concurrent Session 40: What Students Want: Adapting to Student Wants, Needs, and Behaviors in Collegiate Retail (and Beyond)	Join Research Analyst Lacey Wallace (NACS) as she shares the latest insights from students in the U.S. and Canada. OnCampus Research®, the research arm of the National Association of College Stores, monitors and explores trends among college students and faculty, course content in higher education, and the collegiate retail market. This session draws on survey data from a nationwide student panel of more than 20,000 students. What Students Want: We will explore the products students are more excited to see in collegiate retail and beyond, and why they gravitate towards those products. We'll explore who/what influences student choices in retail and beyond. How Students Shop: We will explore how and where students shop, as well as how collegiate retail can improve engagement with students. Student Needs: Not all students are alike. We will discuss the financial challenges students face, including food and housing insecurity. We will also identify students' responsibilities outside of the classroom. We will share strategies to address students' unique needs and hardships through collegiate retail and other services on campus. Speaker: Dr. Lacey Wallace, Research Analyst, NACS
3:15pm - 4:00pm Concurrent Session 41:	
3:15pm - 4:00pm Concurrent Session 42: Good to Great: Utilizing Data Analysis to Align Conference & Events Operations for Success	In today's dynamic collegiate environment, the ability to leverage data analysis for strategic decision-making is paramount. This session will delve into aspects of data metrics formation, assessment planning, and business intelligence utilization necessary to drive conference and event operations business model effectiveness. Learn to transform your conference and event operation from good to great through the power of data analysis. Speakers: Daniel Dykstra, Director, University of Colorado Boulder
4:00pm - 4:15pm Transition Break	

4:15pm - 5:00pm Concurrent Session 43: College Store Innovators: How Stores Are Creatively Driving Revenue & Lowering Costs	Hear a series of mini-case studies about how various independent college stores (of all types and sizes) have developed innovative programs to grow revenue, increase services, reduce expenses, build new partnerships, and/or improve customer and campus satisfaction. Innovation comes in many forms and does not require big budgets or large spaces—you'll leave this session inspired with plenty of ideas to "borrow." Speakers: Jon Bibb, CEO, Independent College Bookstore Association Brian Wright, Director of the VolShop, University of Tennessee Volshop Ann Floresca CASP, Director of Retail Services, Carnegie Mellon University Chuck Morrow, Deputy Director of Retail Merchandise & Operations, U.S. Naval Academy
4:15pm - 5:00pm Concurrent Session 44: Event Services That Scale: How Bundled Operations Help Maximize Campus Spaces and Drive New Revenue	As institutions navigate declining enrollment and rising expectations, creative revenue generation is becoming an essential part of auxiliary operations and emerging as a high-potential growth area. At Cleveland State University, Conference and Event Services has evolved into a thriving business line by bundling operations with Recreation and Student Center management, creating new efficiencies and unlocking event potential across campus. This session explores how CSU restructured its approach to event services, building an integrated model that maximizes venue utilization, improves service delivery, and drives growth without additional staffing. From summer conferences and campus weddings to off-peak corporate events, the team has developed a flexible event portfolio that meets market demand while staying mission-aligned. Co-presented by Sean Ries, Cleveland State's Executive Director of Capital Planning, Access and Campus Experience, and Greg Ross, Vice President of Operations at CENTERS, this live session will highlight: • How bundled auxiliary operations support the growth of event and conference services • Strategies for repurposing underused spaces for non-traditional events • Seasonal planning approaches that increase utilization during quieter times of year • Marketing and partnership tactics that connect campus venues with community needs • Operational insights for aligning staffing models, service expectations, and campus partners through coordinated governance and shared priorities. Attendees will walk away with practical strategies to maximize space utilization, plan around seasonal demand cycles, and boost revenue through integrated auxiliary services—whether they manage a single facility or an entire division. The session will include real-world examples from Cleveland State University, along with additional insights from campuses that have successfully implemented bundled operations. A robust Q&A discussion will explore how these strategies can be applied across a variety of campus settings and organizational structures. Speakers: Greg Ross, Vice President of Operations, CENTERS Sean Ries, Executive Director, Capital Planning, Access and Campus Experience ,Cleveland State Univeristy

4:15pm - 5:00pm Concurrent Session 45: Helping Students Live Their Sustainable Values Without Compromising the Convenience They Crave: Reducing Single-Use Plastics in Campus Dining	Environmental sustainability is a core value for 77% of Gen Z students. Unfortunately, only 59% of undergraduates view their campus as at least somewhat environmentally sustainable. One major culprit is the proliferation of single-use plastics, especially in dining. Nearly two-thirds of colleges say addressing single-use packaging is a priority. Sustainability is important to students, but so is convenience. Complex, cumbersome programs make it difficult for them to live their values. Join us to learn how colleges can achieve sustainability goals in a way that's convenient and hassle-free for students through reusable container programs that seamlessly integrate into the dining experience. Topanga's ReusePass program has helped campuses achieve tremendous results, including reducing costs by thousands of dollars, substantially reducing waste, lowering water usage, and decreasing greenhouse gas emissions. Speakers: Page Schult, CEO & Co-Founder, Topanga Kate Shearer, Director of Sustainability, Sodexo Steve Deutsch, Executive Director of Campus Auxiliary Services, SUNY New Paltz
4:15pm - 5:00pm Concurrent Session 46: Catering to Campus: Fueling Community, Connection & Cravings	This session will focus on how to build a flexible, scalable campus catering program designed to increase sales, improve customer satisfaction, and strengthen financial performance. Using Georgia Tech as a case study, we'll share how Tech Dining expanded its catering operations by integrating secondary caterers, food trucks, local restaurants, and retail partners to better meet diverse campus needs without overextending internal resources. Attendees will learn actionable strategies to target high-demand groups—student organizations, athletics, summer programs, and university leadership—while optimizing operations through smart menu design, creative packaging, efficient staffing models, and effective promotion. Participants will walk away with a clear framework for growing catering revenue, enhancing the experience, and improving their department's bottom line. Speakers: Ryan Greene, CASP, Executive Director, Dining & Retail , Georgia Tech Sam Stanovich, SVP Franchise Leadership, Big Chicken/Craveworthy Brands
4:15pm - 5:00pm Concurrent Session 47	

4:15pm - 5:00pm Concurrent Session 48: Going All-In on Campus Safety: How Mercer University Enhanced Security & Student Experience with Cloud Solutions	In this In Conversation With session, Matt Butts, Senior Director of Global Security Sales at Transact + CBORD, and Ken Boyer, Associate Vice President for Auxiliary Services at Mercer University, will share how Mercer is building a winning hand by combining cloud-based access control, mobile credentials, and smart integrations across campus operations. With over 3,800 doors moving to cloud access and over 90% of students leveraging Transact Mobile Credentials, Mercer has turned potential risks and outdated infrastructure into an operational advantage. This conversation will explore: · How a “mobile-first” approach enhanced both security and student convenience. · Why initial fears around lost card revenue turned into ROI wins through savings in equipment, labor and materials. · How the university future-proofed its security systems with flexible cloud-based solutions that continuously update without placing additional burdens on IT staff. Attendees will also hear lessons learned about change management, student adoption, and how a unified approach to security can drive better outcomes across student experience, operational efficiency, and emergency readiness. For any campus looking to go all-in and start building a winning security strategy, this session delivers practical insights you can apply today or incorporate tomorrow. Speakers: Jenn Thatcher, Senior Director of Global Security Sales, Transact CBORD Ken Boyer, Associate Vice President for Auxiliary Services, Mercer Univeristy
5:30pm - 7:30pm Closing Event	
Wednesday, November 19, 2025	
7:00am - 1:00pm Staff Office	
8:00am - 9:45am Breakfast and Closing Town Hall Session	
*Schedule is Subject to Change.	