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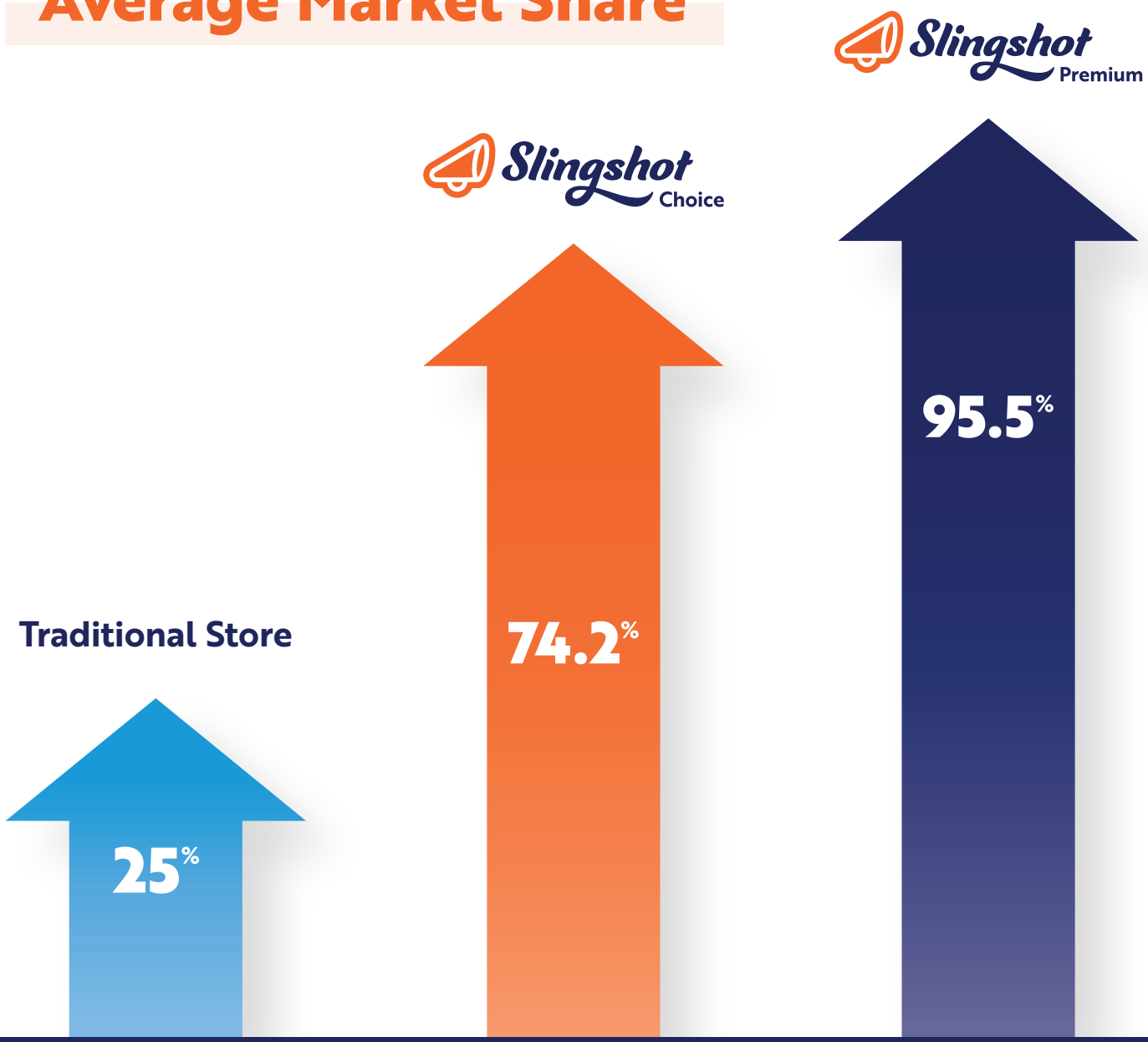

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features

08

The 2021-2022 student members of the University Volunteer Ambulance Corps stand in front of Fogler Library at UMaine.

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Retiree Perspectives on the Value of NACAS

MATTHEW PORTNER, EJD, MEd, CASP
NACAS PRESIDENT

Where would we be without those who came before? I have never been able to sufficiently demonstrate my appreciation for those that preceded us as members of NACAS. They were the first people we met. They welcomed, guided, and encouraged.

Instead of hearing more from me, I think it will be immensely more valuable to hear from those living on the other side of retirement. Let me introduce Jim McDermott, University of Southern Illinois Edwardsville, retired 2017; Dave Courter, American University, retired 2015; and Frank Mumford, Cal State Fullerton, retired 2017.

What did NACAS mean to you?

JIM: NACAS — That was the best part of my job. If you work hard and love what you are doing an organization like NACAS will reward you with friendships and recognition for your contributions to the organization's success.

DAVE: NACAS isn't just an association of colleagues with similar professional interests. It is that, but because of the broad portfolios in auxiliary services, you also find people with experience and skill sets very different from yours. It's an incredible resource when you face new challenges. There is bound to be someone in NACAS to turn to.

FRANK: I can't say it any better than our previous tagline — *The Connections That Count*! It seemed to perfectly describe how I felt about NACAS colleagues and business partners. Even with all of my experience, I could always learn something new through my NACAS family. Being able to connect through NACAS, and later become lifelong friends was really amazing.

What do you wish you knew before you retired?

JIM: I wish that I had started out in education 20 years before I did. Working at SIUE was the most wonderful job I ever had. The people I worked with, and the students, helped me to end my career with the most satisfying part of my business life. I wish I knew how much I would like working at a university.

DAVE: Time management is as important in retirement as it was during your career. Volunteer activities, family, and hobbies will make demands on your time. You need to decide your priorities in retirement just as you did while working.

FRANK: Probably how to be a better time planner for myself. For 40 years I planned for my employer; meeting deadlines and always planning for what was next. When those deadlines and the accompanying stress went away, I really had to adjust to what was important to me. A totally different outlook.

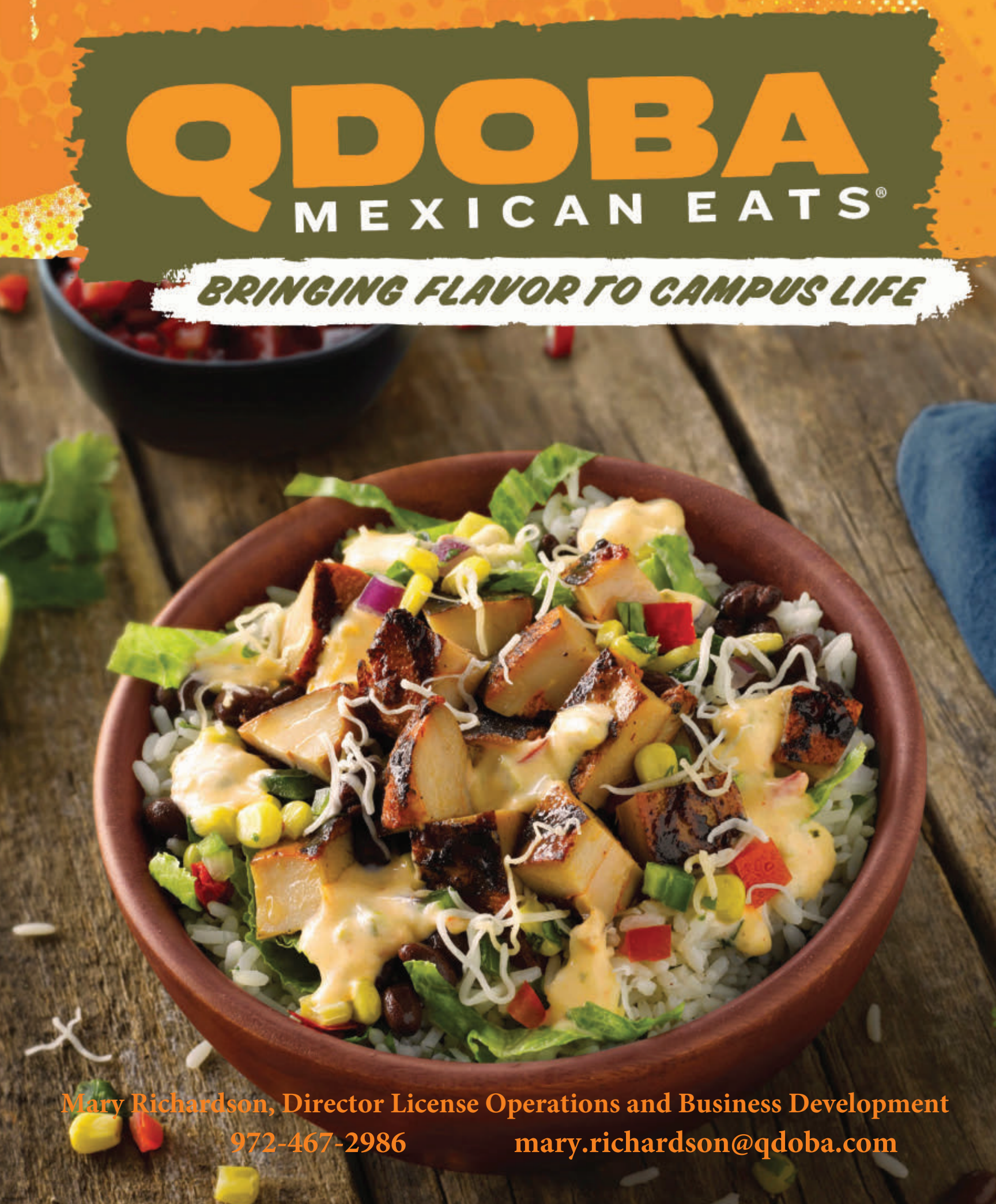
Parting thoughts...

JIM: The National awards I received in 2017 and 2018 were the greatest events in my life, next to marrying my wife and adopting our daughter. It was the peer recognition and the friendships that were the most important to me.

DAVE: Participating in the leadership team in NACAS is a great experience in non-profit management. In retirement, I'm serving on three non-profit boards and volunteering in two more non-profit organizations. I often reflect on how I'm applying what I learned in the NACAS regional and national boards to what I'm doing now.

FRANK: If you aren't already, get involved! NACAS is a great organization that truly rewards you for your time and effort. New information, new friends, and new experiences all come from your involvement in the organization.

It has been my honor to call each of these people colleagues and friends. There are many, many others in our industry (from institutions, NACAS staff, and Business Partners) that mean a great deal to all of us. To those on the other side of retirement, please know that we appreciate what you did for us and NACAS. You are missed and will always be a part of us. ■



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University of Nebraska-Lincoln:

Big Red Resilience and Well-Being

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PHOTOS COURTESY OF UNIVERSITY OF NEBRASKA-LINCOLN

DURING THE PANDEMIC IN SPRING 2020, BRRWB WITH THE SUPPORT OF A CAMPUS CARE GRANT ACTIVATED POP UP WELL-BEING CONVERSATION STATIONS IN THE FOUR ACADEMIC COLLEGES WHERE STUDENTS IDENTIFIED FEELING MOST ISOLATED FROM CAMPUS: HIXSON-LIED COLLEGE OF FINE AND PERFORMING ARTS, AGRICULTURAL SCIENCES AND NATURAL RESOURCES, ARTS AND SCIENCES, AND EDUCATION AND HUMAN SCIENCES.

BY CONNIE BOEHM

University of Nebraska-Lincoln's Student Affairs established Big Red Resilience and Well-being in the fall of 2018 and located it in a brand new office space in the University Health Center. The efforts of Big Red Resilience and Well-being support Nebraska's strategic initiative to create transformative experiences and communities that contribute to student retention and success.

Today, Big Red Resilience and Well-being (BRRWB) is supported by nearly 100 student volunteers in a variety of topic areas. Volunteers come from all majors, backgrounds, and cultures. One group of these volunteers is called well-being ambassadors. They facilitate conversations about mental health and well-being with students and use strategies that promote well-being. These conversations help students learn about their own well-being and break down falsehoods about getting help. Well-being ambassadors also deliver presentations and promote the work of BRRWB through outreach events.

During the pandemic in Spring 2020, BRRWB with the support of a NACAS Campus Care Grant activated pop up well-being conversation stations in the four academic colleges where students identified feeling most isolated from campus: Hixson-Lied College of Fine and Performing Arts, Agricultural Sciences and Natural Resources, Arts and Sciences, and Education and Human Sciences.

Once a week, ambassadors gathered and distributed information regarding BRRWB support to students as they passed through, as well as provided a space to voice their personal relationship with mental health. Eight ambassadors met weekly for six weeks at various locations across campus. They interacted with more than 200 faculty, staff, and students during this six week period. This number was lower than expected as most classes remained virtual or hybrid. There were reduced numbers of students on campus due to the pandemic.

We learned a lot from these experiences. Students felt isolated and a lack of social support. They struggled with a mixture of in-person and virtual classes and were challenged with managing travel time to in-person classes and then back home to do virtual classes. Students appreciated having conversations with the ambassadors and learned more about resources that were available to them on campus.

Most students were eager to take the well-being assessment and learn more about their well-being. They retrieved the well-being assessment via a QR code on the well-being pop up banner on our website. Students received a score from 1-5 in each of the nine dimensions of well-being. Resources were then provided to students based on their scores by the well-being ambassadors.

As a result of the pop up stations at the four academic areas, BRRWB built incredible partnerships with Hixson-Lied College of Fine and Performing Arts and the College of Agricultural Sciences and Natural Resources. Hixson-Lied opened a Student Success Center and Pop In Pantry in partnership with Big Red Resilience and Well-being in March of 2022. As Jackie Mattingly, Associate Dean of Student Success and Assistant Professor of Practice in Hixson-Lied said, "In Hixson-Lied College we care about each dimension of student wellness and look forward to providing resources close to our students' academic homes."

Husker Pantry also opened another pantry on East Campus in partnership with the Dean's Office of the College of Agricultural Sciences and Natural Resources. This new location serves students who live on or near East Campus. These students are able to visit the pantry without having to take the bus, walk, bike, or drive to City Campus and back home. This helps remove a barrier of getting food to the pantry visitors. Survey results from 2021 indicate that 75% of these students have reduced cost of living, reduced financial stress, and skipped fewer meals after utilizing the pantry.

OVERVIEW OF IMPACT OF POP-UP WELL-BEING

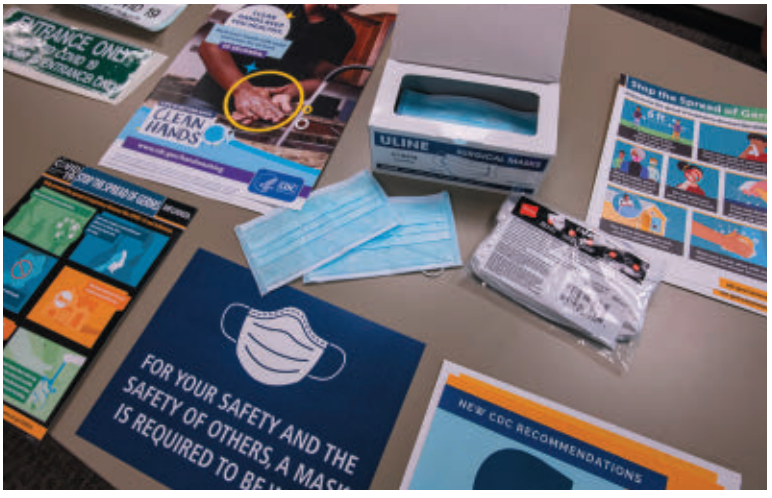
- Increase visibility of BRRWB resources
- Increase knowledge of BRRWB resources by faculty, staff, and students
- Increase use of BRRWB resources
- Increase in the number of students who took the well-being assessment by 10%
- Interest from two academic areas to partner and provide ongoing well-being in their buildings
- Development of enthusiastic formal partnerships with Hixson-Lied College of Fine and Performing Arts and The College of Agricultural Sciences and Natural Resources.
- As a result of input from students involved in the pop ups, a new self-care tips section was added to the BRRWB website: https://resilience.unl.edu/self-care-tips ■

CONNIE BOEHM is Director of Student Resilience, University of Nebraska-Lincoln Student Affairs

WE LEARNED A LOT FROM THESE EXPERIENCES. STUDENTS FELT ISOLATED AND A LACK OF SOCIAL SUPPORT. THEY STRUGGLED WITH A MIXTURE OF IN-PERSON AND VIRTUAL CLASSES AND WERE CHALLENGED WITH MANAGING TRAVEL TIME TO IN-PERSON CLASSES AND THEN BACK HOME TO DO VIRTUAL CLASSES.

Auxiliaries Caring for Our Communities:

The UMaine Way



PHOTOS COURTESY OF UMAINE

BY DEBRA BELL

When you think of the combination of community outreach and colleges, it's easy to think of the academic work that researchers, faculty, and students do. At the University of Maine, that dedication to supporting the on- and off-campus communities also is bolstered by its Auxiliary Services department.

UMAINE'S AMBASSADOR TO THE COMMUNITY

The Events & Hospitality team supports campus departments, colleges, and organizations with their event plans. It also serves as a community ambassador, providing access to on-campus resources for conferences, seminars, workshops, and other events.

SUPPORTING THE CAMPUS COMMUNITY THROUGH FOOD SECURITY

UMaine Dining collaborates regularly with the Black Bear Exchange, an on-campus food pantry and clothing exchange, available to any person from the university with a valid MaineCard — the campus identification card. In 2021-22, BBE served approximately 500 people per month. There is no cost to access BBE.

In addition, through the support of the student-run Green Campus Initiative, surplus food from dining hall meals is collected and transported to BBE for repackaging and distribution. Instead of the food being thrown away, it's being used to supplement canned and boxed food pantry items to provide additional nutrition to BBE patrons.

Black Bear Exchange is now serving approximately three times more people than when it began in 2009.

Food drives are held by several Auxiliary units annually to increase the stock at the BBE. This past December, a total of 706 pounds of food was collected for the food pantry.

A COMMITMENT TO LOCAL FOOD PRODUCERS

UMaine Dining has made a commitment to sourcing 25% of the food and beverage products it serves in its nine venues from local producers by 2025. By the end of the spring 2022 semester, it's already come close to that goal, 23%, even with supply chain challenges.

The University of Maine System defines local food as being from a producer within 150 miles of a University of Maine System campus, which could include producers in New Hampshire, Maine, Vermont, and Massachusetts.

UMaine Dining's local food love affair started in 2009 and continues today. With meals centered around local products, showcasing them in catering

menus, at its Memorial Union Bear's Den venue, at campus markets and at high-profile events, the unit has steadily become a force supporting local vendors in a time when local matters. The growers and producers appreciate it, too. For many, including Circle B Farms in Caribou and W.A. Bean Meats in Bangor, the UMaine Dining account is one of their largest, helping them financially through the pandemic, as well as helping them thrive in a new and changing economy.

SUPPORTING SCHOLARSHIP THROUGH HOUSING

Housing Services offers space to over 3,000 students in 19 unique residence halls and apartments on the University of Maine's Orono campus. Auxiliary Services contributes to a room and meal waiver program for students in ROTC and in the School of Nursing, supporting students on campus.

LEFT: The 2021 Family and Friends Weekend Lobster Bake features Maine favorites like baked beans, steamers, whoopie pies, and blueberry pie.
BELOW: Student members of UMaine's Green Campus Initiative pack food into containers for the Black Bear Exchange clothing and food pantry.

LEFT: Student members of UMaine's Green Campus Initiative receive unserved food from dining facilities around campus.
ABOVE: A student receives food to go during the height of the pandemic.

MORE THAN A BOOKSTORE

University Bookstore, the campus source for official textbooks, materials and merchandise, is also a hub for engagement with organizations and programs that support student learning, student services and fundraising.

According to Executive Director Richard Young, 9% of revenue from Auxiliary Services is given back to campus in a variety of ways. This past year, that percentage equated to $4.8 million in support that directly gave back to campus.

UMaine Dining Executive Sous Chef Todd Chasteen fills a reuseable to go container on the line at Hilltop Dining.

Other ways the auxiliaries support the UMaine community:

- Bookstore donation to the Student Emergency Fund in 2020 to support students in crisis during the pandemic. In particular, the store sold an "In it together" shirt, with proceeds directly supporting the fund.
- Recovery programs that replace at no cost course materials lost due to fire or an emergency.
- Adopted course materials provided to UMaine's Fogler Library to ensure that students who need access to books for their classes, but are unable to purchase them, can borrow them instead.
- Campus organizations, clubs and departments use the bookstore as a resource for giveaways, promotions and more.
- In 2022, the bookstore collaborated with campus departments and colleges to revamp the store visuals to reflect the diverse and authentic UMaine experience. UMaine students were photographed in branded apparel to decorate the walls and appear on promotional materials.
- Giveaways for fans at athletic events and special occasions.

EMERGENCY MEDICAL CARE BY THE COMMUNITY FOR THE COMMUNITY

University Volunteer Ambulance Corps, UMaine's volunteer ambulance service, turned 50 this year. It is an insurance-based service that provides no-cost ambulance services to campus events and activities. UVAC, which started in 1972, also provides mutual aid to the surrounding off-campus communities.

UVAC staff also train the community in first aid, CPR and use of AEDs. In addition, UVAC coordinates and services the placement of 39 AED units on campus as part of the State of Maine Safe Community Initiative.

Students and community members who staff the ambulance service build leadership skills while helping ensure that the campus is safe, healthy, and ready for any emergency.

BANDING TOGETHER DURING THE PANDEMIC

Auxiliary units on campus served integral roles during the pandemic, ensuring that despite disruptions, it was business as usual — or as usual as possible.

Auxiliary Services led the way with managing all aspects of the health and safety efforts:

- Events & Hospitality staff teamed up with large venues on campus to manage mass testing areas — ensuring that the UMaine campus community tested weekly.
- Business Support Services collaborated with Collins Center for the Arts Technology Services to oversee the digital testing ticket distribution and scheduling system, and assisted in supporting contact tracing.
- All booster shot clinics, vaccine clinics, and testing operations were managed by Auxiliary Services.
- Printing Services printed floor and wall decals for buildings on campus, as well as the other University of Maine System campuses, to encourage social distancing, face covering compliance, and health and safety messaging.
- Mailing Services delivered mail and intercepted packages during the early days of the pandemic lockdown while most staff were not on campus. Important deliveries made it to their destinations and offices were able to continue to operate despite being remote.

Students attend the Family and Friends Weekend Lobster Bake in 2021.

- UMaine Dining shifted its entire service model from its regular service in the dining halls to to-go meals. During the summer months, the staff worked to fine tune how meals would be packaged, delivered, and picked up in preparation for students returning in person in the fall 2020 semester.
- UMaine Catering made sure students in isolation or quarantine during this time were provided with meals and a pantry box to ensure their nutritional needs were met.
- Housing Services, UMaine Dining, Residence Life, and Student Life worked together with health services on a public health campaign to ensure that students knew what was required if they were feeling ill and how to get help.
- Housing's custodial services ramped up cleaning and sanitation in the residence halls, dining facilities and other auxiliary spaces enabled students, staff, and the community to return to the campus safely.

Auxiliary's units — 20 in all — have done and continue to do all of this and so much more. Their commitment to the community on campus and off aligns with the university's mission and serving Maine. By setting good examples for students through simple everyday tasks, UMaine's next generation of leaders are poised to do good here and in their communities.

Because in Maine, we take care of each other.

DEBRA BELL is Assistant Director of Marketing for Auxiliary Services at the University of Maine.

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A Supplier's Point of View:

The Importance of Being Deliberate and Highlighting Minority Business Talent

BY JIM ROBERTS

A lot has been happening in our country over the past few years with regards to racial equity, which has prompted many organizations to look at what they can do to meet diversity, equity, and inclusion (DE&I) goals and objectives. They would like to achieve the perfect DE&I program and showcase their commitment to social justice and racial equity. Many organizations have their heart in the right place; however, they get wrapped up in planning and sometimes window dressing. Unfortunately, there is not a perfect DE&I program.

In my opinion DE&I is a complex issue. Situations change from organization to organization and there is not a magic wand to solve the problem. Most of the time, the DE&I programs are tied primarily to the organization's efforts to attract

IN MY OPINION DE&I IS A COMPLEX ISSUE. SITUATIONS CHANGE FROM ORGANIZATION TO ORGANIZATION AND THERE IS NOT A MAGIC WAND TO SOLVE THE PROBLEM. MOST OF THE TIME, THE DE&I PROGRAMS ARE TIED PRIMARILY TO THE ORGANIZATION'S EFFORTS TO ATTRACT MINORITY TALENT. ATTRACTING TALENT TO THE ORGANIZATION IS IMPORTANT, HOWEVER, TALENT IS ONLY ONE COMPONENT OF A SUCCESSFUL DE&I PROGRAM.

minority talent. Attracting talent to the organization is important, however, talent is only one component of a successful DE&I program.

Solutions involve much more than talent acquisition. It includes things such as understanding your current, and more importantly, future customer base. It also includes supplier diversity programs. It is okay to start with a plan that is not so perfect. Organizations just need to get started. Imperfect plans can develop when an organization is being innovative and willing to adjust as additional information and data becomes available. The crucial issue is to get started.

BEING DELIBERATE

A plan with measurable goals and objectives is key. To make these goals an implementation success, they need to be tied into your organization's annual personnel review process. This plan must start at the C-Suite level and work its way through the entire organization. If the C-Suite does not support DE&I efforts in their performance reviews, it will make the implementation of the DE&I program much more difficult.

Your plan should include commodities, services, and intellectual capital work. Working in all segments of economy helps develop an entire economic ecosystem for people of color.

Set spending goals across your entire organization. The goals need to be realistic, measurable, and provide the same level of price and quality as from other suppliers. Where you may need to be adaptive is with elements such as payment terms or demonstration of capabilities. For example, your request for proposal may have requirements for the company to have been in business for 10 years and have at least three other clients in the same field as your organization. These type of qualification requirements will most likely reduce or eliminate most minority owned businesses.

HIGHLIGHTING SUCCESS STORIES

If you want to support DE&I efforts at your company or organization, utilize and showcase successful minority owned businesses in your supply chain, as well as strive to maintain diversity in all areas within your own operation. One way to have an immediate impact on your DE&I efforts is to highlight and share role model success stories. These stories from your community can assist in providing visibility for others to see and learn from their success as an entrepreneur. Some of these things can turn into positive marketing opportunities in addition to having an immediate impact.

If we want to move the needle on social justice, the key component is to create wealth in minority communities where people of different ethnic backgrounds see and experience opportunities in the entire economic ecosystem. They need to know that opportunities as business owners, corporate executives, lawyers, doctors, nurses, dentists, etc. do exist for everyone.

WHAT SHOULD WE DO?

Assistance can be found by contacting and working with a national organization, or if available, the regional arm of an organization for help with the development of your DE&I plans. There are groups within these organizations that can help you develop plans and objectives.

Make measurable goals and objectives for your organization. Set spending targets across your entire organization. Then integrate these goals and objectives into your annual performance review process, including all C-Suite personnel.

Including diversity in your company, organization, customer base, supply chain, and in the communities where you live can have a positive impact for all who are involved.

JIM ROBERTS is the owner of three companies. He has won numerous supplier diversity awards, including being a three-time winner of the Michigan Minority Supplier Development Council: Supplier of the Year (Class I), a Best of Michigan Business honoree, and is a Michigan State University Executive MBA Distinguished Alumni.

IF YOU WANT TO SUPPORT DE&I EFFORTS... STRIVE TO MAINTAIN DIVERSITY IN ALL AREAS WITHIN YOUR OWN OPERATION.

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Self-Operating Your College Store:

The Smarter Choice (Now, More Than Ever)

The Independent College Bookstore Association (ICBA) was founded in 1927 to support the independent operation of college stores.

Today, ICBA's 231 college store Members in the U.S. and Canada are driven by a core mission to serve their institutions and students, rather than deliver profits to a corporate entity.

ICBA Members have aggregate sales of $1.4B and all profits stay on campus. ICBA negotiates "preferred terms" on behalf of our Members with over 60 top suppliers to ensure financial success for the campus and to ensure competitive pricing for campus customers.

ICBA Member Stores are part of the fabric of their institutions and are best suited to reflect the uniqueness, traditions, and values of each campus - you won't be subject to "cookie cutter" product assortments and pricing directives developed at a national headquarters.

Email: JonBibo@ICBAinc.com

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Central Washington University
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Clark University
Coker University
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Kansas City Kansas Community College
Kennesaw State University
Kilgore College
Kirkwood Community College
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STRATEGIC PLANNING AND NAVIGATING NEW CHALLENGES

Matt Marcial, CAE, CMP
NACAS CEO

With fewer students on campus and warmer weather in the air, it's hard to believe that summer is already upon us. Have you accomplished all the personal or professional goals that you set for yourself at the beginning of 2022? If you're like me, a few things have been checked off, but the list is always growing. The good news is that we still have more than half of the year left! If you still have work to do, take a deep breath, because we've all been navigating many new challenges that could range from daunting to downright exhausting. This is the perfect time to press reset on your goals and reassess where you'd like to be by the end of the year. At the same time, I want you to ask yourself if you have taken enough time to recharge, whether that means finally planning that well-deserved vacation, taking breaks during the day to clear your mind, or unplugging more from digital distractions. The US Travel Association has reported that more than half of Americans have left vacation time on the table last year, totaling 768 million unused vacation days. It will benefit yourself and those around you when you prioritize your wellbeing and take the time to recharge.

Speaking of goals, I am excited to share that the NACAS Board of Directors has approved our new strategic plan for 2022-2025. Our new plan is focused on three strategic priorities:

- Brand & Industry
- Learning & Member Experience
- Financial Health & Organizational Effectiveness

The goals for each of our strategic priorities are:

- NACAS is recognized as a thought leader, trusted resource, and industry expert on auxiliary services in higher education
- To provide high-quality programs, services, and learning experiences that prepare auxiliary professionals for the future
- To ensure our long-term sustainability through revenue growth & diversification and NACAS is recognized as a best-in-class employer

We have a total of 17 objectives (and many more specific tactics) supporting each of these important goals and while our new plan is ambitious, I am confident that it is also achievable. It will take a unified effort from NACAS staff, volunteers, regions, and business partners, but as long as we are laser-focused on the same priorities, we will make great strides against our mission: To advance campus experiences that enrich the quality of life for students, and that provide sustainable institutional resources to support student success and the academic mission of our members' institutions.

I invite you to visit the NACAS website to download a copy of the full strategic plan. If you'd like to become even more involved in helping us to advance the mission of NACAS, there is still time to submit your application for our annual call for volunteers. Just visit https://tinyurl.com/yuy29upj and follow the links on our homepage. The deadline for applications is July 1.

Over the past couple of months, I have had the pleasure of attending each of the NACAS regional CX events and I am reminded of just how valuable face-to-face learning and networking truly are. We've all seen how much students on campus benefit from the in-person college experience and the impact that your auxiliaries have on those experiences, versus only being in front of a computer. The same holds true for you and your staff. If you did not have the opportunity to attend a regional CX this year and even if you did, please consider attending C3X with us in Las Vegas this November where you will find top-notch educational content and some of the best networking events with industry colleagues and Business Partners.

Registration is now open and Early Bird discounts are available until September 9. New for this year, we are offering a 3X pass, which is a group discount for every 3 team members from your institution who register. Also new is a regional challenge: The NACAS region who has the most first-time C3X registrants will receive a complimentary reception for their region at the Conference and Expo — and of course, a year's worth of bragging rights. Stay tuned for more exciting details about the conference in the coming months. I hope to see you in Las Vegas. ■

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