2020 NACAS South Conference, Dallas, TX

Pre-Conference Workshops, Saturday, April 4, 2020
8:45am-1:30pm

Campus Tour of The University of Texas at Dallas
UT Dallas is a young, rapidly growing, innovative institution. We welcome you to take a look at the exciting things they are doing to enhance the university experience. The campus tour will include Green Restaurant Certified dining hall and other sustainable dining solutions, ROBOTS, a dining campaign to address food insecurity, as well as enhancements made to parking through wayfinding software.

Hyatt Regency Behind the Scenes
Join the Hyatt Regency staff for a look behind the scenes of what it takes to run a hotel located in the heart of downtown Dallas. With over 1,100 guest rooms, 5 retail dining options, total of 160,000sqft of event space, and various other amenities, the Hyatt Regency is one of the city’s most recognizable landmarks. The tour will feature locations to include the main kitchen, restaurants, banquet office, housekeeping, engineering department, executive office, front desk and valet offices, and event spaces. Transferable information for those with Conference Services on campus!

Networking Session:
Date: Sunday, April 5, 2020
Time: 12:00 pm – 1:00 pm
Room: Reunion Foyer

Title: 6th Annual Birds of a Feather Networking Session

Speakers:

- Ryan Greene, CASP
- Cindy McClanahan, CASP

Description:
Now a conference tradition, the annual Birds of a Feather event is back and better than ever! Different from previous years, this introductory conference event offers an opportunity to meet fellow conference attendees while having fun, and even getting the chance to win a few prizes! Come see what all the fuss is about and get to know your fellow NACAS South friends!

Name: Ryan Greene, CASP
Title: Director of Auxiliary Services
Institution/Organization: Georgia Institute of Technology

Name: Cindy McClanahan, CASP
Title: Director of Marketing and Communications for Auxiliary Services
Institution/Organization: Georgia College
2020 NACAS South Conference, Dallas, TX

Ed Session Block 1
Session A1:
Date: Sunday, April 5, 2020
Time: 1:00 pm – 2:00 pm
Room: Moreno

Title: Collaborative Customer Service from an Auxiliary Service stand-point

Speakers:
Rosario Ashley
Nadine Dimaliwat

Description:
By default and due to its definition, most people naturally equate the word “auxiliary” to mean support. It is therefore not uncommon for consumers to readily assume that organizations that include the word “auxiliary” in their department name should be able to assist in providing immediate support and resolutions for the issues that they may be facing. As auxiliary services administrators, we know that our services support our university in some capacity – whether that’s dining services, vending, or parking and transportation – but we also understand that we are not subject matter experts for programs that fall outside of our operations. However, due to this assumption, student, staff, and faculty are frequently redirected to auxiliary departments to address concerns that may not be affiliated with our departments. Faced with a diverse campus population of over 55,000 strong, the team at the University of Houston Auxiliary Services department faces this challenge every day. Effective collaboration with different entities outside of auxiliary operations is essential in supporting student success because it ensures that each customer service inquiry is addressed timely, efficiently, and accurately. In this session, attendees will learn how the UH Auxiliaries team builds congruity with different stakeholders across campus to effectively address the myriad of concerns and issues received from the campus community. This session will provide attendees with tools and tips on building proactive outreach measures and communication strategies geared at bridging the gaps between departments in order to foster relationships with key stakeholders outside of their comfort zone.

Name: Rosario Ashley
Title: Program Director, Auxiliary Services
Institution/Organization: University of Houston

Name: Nadine Dimaliwat
Title: Program Manager, Auxiliary Services
Institution/Organization: University of Houston
2020 NACAS South Conference, Dallas, TX

Ed Session Block 1
Session A2:
Date: Sunday, April 5, 2020
Time: 1:00 pm – 2:00 pm
Room: Gaston

Title: Menus of Change: Developing a Campus Culture through Dining and Auxiliary Services

Speakers:
Daniel Armitage
Peter Balabuch
Derrick Cripps
Alyssa Torrance

Description:
Self-Op or Contracted Dining Services? No matter the decision, Dining Services continues to have a historical impact on a student’s sense of belonging and campus culture. Self-Op Dining has changed dramatically in the last 20 years. Issues of affordability, sustainability, healthy options and student engagement have driven the self-op dining to operate with a student engagement business model. The University of North Texas is a large self-op dining operation that is engaged in an organization called Menus of Change a University Research Collaborative. Along with Stanford, Harvard, UCLA and many other self-op dining operations, UNT is participating in research based on branding food items, plant forward options, and changing the campus culture one student at a time. This program will review the first all Vegan Dining Hall in the country, the first 8 major allergen free dining hall in Texas and the use of from scratch cooking to change the campus culture. As a former contract administrator for a contracted food service campus, this program will look at ways that campuses can influence student retention and campus goals through the dining contract. Contracted dining vendors have created destination locations in dining that enhance study, group interaction, and communication. This program will review creative ideas to maximize a dining contract. This program will find the balance in creative management for all dining operations in having a significant impact on the campus culture and goals.

Name: Daniel Armitage
Title: Associate Vice President Student Affairs, Auxiliary Services

Name: Peter Balabuch
Title: Executive Director, Dining Services

Name: Derrick Cripps
Title: Senior Director of Dining Services

Name: Alyssa Torrance
Title: Communications Manager

Institution/Organization: University of North Texas
Ed Session Block 1
Session A3:
Date: Sunday, April 5, 2020
Time: 1:00 pm – 2:00 pm
Room: Reverchon

Title: “But We’re All Good Folks”: The Reality of Micro-Aggression, Emotional Intelligence and Diversity in Auxiliary Services.

Speakers: L. Randolph Carter

Description:
One of the greatest emerging challenges facing organizations around the United States is the prevalent use of racial, sexual orientation, socio-economic and gender-based actions, utterances and innuendos that demean particular groups. Unfortunately, most individuals who carry out these actions are neither aware of its offensive and demeaning nature nor equipped to minimize its instances in personal and/or professional settings. This fun and interactive session identifies the dynamics of identity and micro-aggression in everyday interactions and combines the concepts of Emotional Intelligence (EI) and diversity to suggest strategic ways to build skills and abilities that contribute to truly transformative workplaces. This session is ideal for individuals willing to see diversity in a different light while laughing at and challenging themselves.
Individuals who already “know what they need to know” about Diversity and Inclusion are strongly encouraged to attend. Learning Objectives: 1. To create an awareness of everyday diversity issues and its impact our institutions, customers and colleagues; 2. To build skills that promote increased learning and interaction between diverse groups; 3. To provide tools that Auxiliary Services professionals can utilize in creating a culture of inclusive excellence; 4. To encourage individual and institutional commitments to fostering diversity and inclusion.

Name: L. Randolph Carter
Title: Human Resources Director – Auxiliary Services
Institution/Organization: University of Georgia
Travel Demand Management (TDM) Strategies for Success at Clemson University

Clemson University like most major universities is pedestrianizing its campus and has tackled the ongoing challenge to reduce the need for car travel in order to decrease parking demand. Programs such as carpooling are the first step, but it does not stop there. Car sharing programs where multiple users have access to a fleet of cars when they need them is also a great tool to have in your arsenal of options. Changing behavior is the goal but finding innovative ways to significantly influence and change that behavior is really the challenge. Increasing incentives for using alternative public transportation, including providing subsidized transit passes, establishing bikeshare, discounted Park N Ride lots and rewarding faculty, staff and students for not bringing cars to an already congested campus has been the key to our success. Clemson University Parking and Transportation Services has worked hard to counter the effects of increased student enrollment which not only increases the number of students bringing cars on campus but also increases the number of faculty and staff that are hired each year to help support our increasing number students. Through several very successful initiatives and carefully monitoring key metrics, Clemson has reduced hundreds and hundreds of cars from entering the main campus each day. Cash is king but food works too! Congestion pricing, meals for wheels and gamification are on the frontier as we continue to work on “Win-Win” options to reduce demand and be successful.
Session B1:
Date: Sunday, April 5, 2020
Time: 2:15 pm – 3:15 pm
Room: Moreno

Title: Daily Operations Report; a Key Tool for achieving efficiencies & effectiveness & profitability for Self Operated Auxiliaries

Speakers:
Mark Reeves
Angel Cobb
Wade Crenshaw

Description:
All Auxiliaries, except for Vending, are Self-Operated at the University of West Georgia. We believe this autonomy allows us to achieve much higher levels of quality in product and service output, desired profitability, as well as, greater affordability and access for our students. However, a potential risk of not having contracted Auxiliaries, with their regional and corporate support, is not getting timely feedback needed to right-size staffing during the peaks and valley of the academic year. A Key component of effectively managing self-operated Auxiliaries is knowing when and where to align the limited human resources (staff) with customer (Student) demands; to avoid costly over-staffing, or poor quality under-staffing. With our Daily Operations Report, we are not only able to make staffing adjustments within each Auxiliary Department, but also across all the Auxiliaries campus-wide in a very nimble manner; an advantage the contractors do not have. Additionally we are able to identify trends, as well as, project and simulate future scenarios which helps us effectively pre-plan staffing assignments. We implemented the first phase of this report July 1, 2019 and have now incorporated Housing, Dining, Parking, Transportation and Bookstore. Using KPIs for benchmarks and continuous improvement, all areas are benefiting greatly from this new tool for evaluating and impacting operational productivity.

Name: Mark Reeves
Title: Associate Vice President - Auxiliary Services
Institution/Organization: University of West Georgia

Name: Angel Cobb
Title: Business Systems Analyst
Institution/Organization: University of West Georgia

Name: Wade Crenshaw
Title: Parking and Transportation Manager
Institution/Organization: University of West Georgia
Title: Auxiliary Services and Student Affairs: strategies for success at a small private institution

Speakers:
Alicia Bourque, Ph.D.
Amy Boyle

Description:
Institutions nationwide are faced with the challenging new reality of identifying revenue streams beyond tuition. As a result, the Office of Student Affairs at Loyola University New Orleans has expanded its profile to include a growing and comprehensive auxiliary unit that couples strategic systems-based thinking with consistent focus on creating an exemplary customer service environment for students, faculty and staff. This has resulted in a positive balance between enhancing student retention and generating revenue. Through collaboration, implementation of practical processes, intentional budget forecasting, and increased accountability, the university has seen success in a lean and efficient market. Student Affairs at Loyola University New Orleans includes student housing and dining, student life and ministry, student health, student conduct, counseling services, athletics, conference services, child care, accessibility, transportation, parcel management, bookstore, and vending. We are an urban campus, located in the heart of uptown New Orleans, with approximately 3500 undergraduate students, of which approximately 50% percent live on campus.

Name: Alicia Bourque.
Title: Chief Student Affairs Officer, Loyola University New Orleans
Institution/Organization: Loyola University, New Orleans

Name: Amy Boyle
Title: Director of Residential Life, Loyola University New Orleans
Institution/Organization: Loyola University, New Orleans
Title: Bed Bug Education

Speakers:
Frank Ronzello

Description:
The program will consist of the process we have installed to educate our students and our staff on the prevention of bringing bed bugs into Residence Hall, the identifying of bed bugs or the possible presence of bed bugs and how to report the issue if you believe you have bed bugs. The program will also consist of the training we do with our custodians when a bed bug issue has been reported and the process of inspecting vacant rooms. Other topics will include the procedures we have with the Hall Directors and the certified pest control.

Name: Frank Ronzello
Title: Custodial Supervisor III, Residence Life
Institution/Organization: Stephen F. Austin State University
Title: Uniquely U - Retail Dining Concept Development

Speakers:
Ana Alvarez
Humberto Speziani
Michael Ross

Description:
Today’s college campus dining program requires flexibility, quality food, on-trend atmospheres, and of course revenue generation to be successful. Oftentimes the best way to accomplish this is to work with your campus foodservice provider and campus community to develop an innovative dining concept unique to your college or university. During this session, we will highlight the research process, concept pitch, design methodology, menu development and ultimately, the execution plan to bring your new dining vision to fruition.

Name: Ana Alvarez
Title: Executive Director, Auxiliary Services
Institution/Organization: University of Miami

Name: Michael Ross
Title: Resident District Manager, Chartwells
Institution/Organization: Chartwells

Name: Humberto M. Speziani
Title: Assistant Vice President, Business Services
Institution/Organization: University of Miami
Title: The Intersection of Auxiliaries and Academics

Speakers:
Robert Hailey
Kelly Venable Carroll

Description:
Student preferences are evolving more rapidly than ever before and Auxiliary Services must adjust accordingly. To meet these needs, operations are constantly seeking data regarding service performance, modification of current services or ideas on new services. In addition, all of this is occurring at a time when budgets are constrained and require resource allocation be more efficient and effective. While all of this is occurring in Auxiliary Services, classes across campus are teaching students about methods to address these types of issues. This presentation will outline a program that Tulane University Campus Services has been refining for the last two years where students from a senior level marketing class in the business school work with different service units to develop and implement campaigns/strategies that assist with solving these issues. Examples of projects over the last few semesters range from developing survey instruments and recommending best method for implementation to developing a mystery shopping program for the New Orleans Museum of Art.
Ed Session Block 3
Session C2:
Date: Monday, April 6, 2020
Time: 1:45 pm – 2:45 pm
Room: Reverchon

Title: Retail Design and Build. Gut vs. Data

Speakers:
Bob Fishbein
Gerrit Brink

Description:
This session will cover the planning and design process for retail food service selections and refresh ideas. We will include discussions of timeline schedules and data mining analysis.

Name: Bob Fishbein
Title: Associate Vice President of Auxiliary Services
Institution/Organization: University of Texas at Dallas

Name: Gerrit Brink
Title: Chartwells
Institution/Organization: Chartwells
2020 NACAS South Conference, Dallas, TX

Ed Session Block 3
Session C3:
Date: Monday, April 6, 2020
Time: 1:45 pm – 2:45 pm
Room: Moreno

Title: Customer Service CPR: How to Revive Auxiliary Programs

Speakers:
Emily Messa, Ph.D.
Esmeralda C. Valdez, M.Ed.

Description:
During this session, participants will learn about how to breathe energy and vitality into services that while useful, had not continued to demonstrate their value and importance to the campus community. In this program, the presenters will demonstrate how one university used: rebranding, an enhanced focus on internal and external engagement and education, and improved technology to re-position its ID Card Program and Copy, Print, and Delivery Services as key, valued-added services for the community during a two-year, phased initiative. In this example, the presenters will also illustrate how re-focusing departmental managers on understanding their programmatic financials contributed to the overall turnaround of these key services.

Name: Emily Messa, Ph.D.
Title: Associate Vice Chancellor/Associate Vice President for Administration
Institution/Organization: University of Houston

Name: Esmeralda C. Valdez, M.Ed.
Title: Executive Director, University Services
Institution/Organization: University of Houston
Session C4:
Date: Monday, April 6, 2020
Time: 1:45 pm – 2:45 pm
Room: Sanger

Title: Getting Students into Community: Best Practices

Speakers:
Buddy Hall
Matthew Lee

Description:
This study was prompted by a request from NACAS Professional Development to provide a webinar on successful strategies and best practices for building community in residence halls. The first step was to reach out via email and telephone to housing directors at 40 colleges and universities in the United States, Canada and Mexico asking them to answer the question: What are your top 5 strategies for getting students out of their rooms and into community? Responses included prevalent student issues, strategies for addressing engagement, programs in place and the spaces used to influence higher participation in residential programs and community-building. This information was used to develop a more comprehensive set of questions in a web-based survey and distributed via student affairs staff list serves to gain insight from a broader audience. The presentation will summarize the methodology, survey analysis and summary of best practices including real-world examples of the kinds of spaces that work to achieve the desired outcomes.

Name: Buddy Hall
Title: Principal and Landscape Architect
Institution/Organization: Hanbury, Architects and Planners

Name: Matthew Lee
Title: Principal and Interior Designer
Institution/Organization: Hanbury, Architects and Planners
Ed Session Block 4
Session D1:
Date: Monday, April 6, 2020
Time: 3:00 pm – 4:00 pm
Room: Gaston
Title: Leveraging Your HR Data Using Business Analytics: From Analysis to Prediction
Speakers:
Mike Perkins
Brett Jackson
Description:
University of Georgia Auxiliary Services has been working toward becoming more data driven in its approach to operations. One key focus area of late has been HR data analysis with a focus on retention for our dining operation. We analyze our past data to learn from the stories it tells. Can we possibly begin to glimpse the future as well? Join us on our journey as we share our current approach to data analytics and the exploration of what might be possible with predictive modeling. Best of all, these are things that you can do as well! We will cover topics including: • UGA Auxiliary’s overall approach: We have the data, what now? Where do we begin? • Key attribute identification and selection: What data attributes should we consider? What impact do they have on retention? (including the exploration of attributes we haven't considered at this point) • Return of Value: Why are we doing this? What do we stand to gain or lose by proceeding down this path? • Partnerships and other uses: How might these approaches be applied to other Auxiliary units or across our institution as a whole? Can others outside our campus boundaries benefit from this approach? • The Unknown: What are we not considering? What other data relationships might exist that are not obvious? What are our peers doing? How do we learn from them?

Name: Mike Perkins
Title: IT Associate Director – Auxiliary Services Business Analytics
Institution/Organization: University of Georgia

Name: Brett Jackson
Title: Assistant Vice President and UGA Foundation CFO
Institution/Organization: University of Georgia
2020 NACAS South Conference, Dallas, TX

Ed Session Block 4
Session D2:
Date:  Monday, April 6, 2020
Time:  3:00 pm – 4:00 pm
Room:  Reverchon

Title:  Addressing Food Insecurity on Campus

Speakers:
Penny D. Cox
Carolyn Gahn

Description:
Food insecurity is quickly becoming a significant concern on higher education campuses. Recent studies have found that 48% of students on campuses across the United States do not get enough to eat, 43% of meal plan enrollees experience food insecurity and 32% of food insecure students say that food instability impacts their education and stress levels. Many campuses across the country, working together with dining service partners, are developing engaging programs to combat food insecurity. These programs are delivering a healthier, positive environment for students to learn and thrive, while creating a stronger sense of community among student body. This session will share insights about the impact of food insecurity on campus and discuss approaches to address the issue, including: •Food Donations: Surplus food is donated to support the campus community through local partners and community groups. •Food Pantry Support: Funds, food items, or space donated to a University-managed food pantry provide easy access to necessities for students. •Meal Swipe Donations: Students with meal plans donate their already purchased meals swipes to a “meal bank,” available to students in need. •Meal Plan Scholarships: Awarded by a university to students that benefit from the assistance. Participants will have a forum to collaboratively learn, discuss and develop strategies to combat the growing food insecurity problem on their respective campuses, to help ensure an enriching campus life experience and valuable learning opportunities for all students.

Name:  Penny D. Cox, University of Kentucky
Title:  Acting Treasurer, & Associate VP for Administration

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Name:  Carolyn Gahn
Title:  Sustainability Director, Aramark
Session Block 4
Session D3:
Date: Monday, April 6, 2020
Time: 3:00 pm – 4:00 pm
Room: Moreno

Title: Transformation of Mail Services

Speakers:
1. J Malbrough

Description:
In 2017 Tulane Mail Services was told that the building they had occupied for over 20 plus years was going to be demolished to build new innovating student housing without replacement space for the mail operations. The deadline to relocate was November 1, 2019. See how Tulane Mail Services went to work to reimagine how mail services could change and adapt in order to continue to meet student needs, while downsizing their facility. We will take you through the process of finding new facilities, imagining new workflows and use of innovative technologies and ultimately the move and transition to a whole new model. We will also share the results, student reaction, and lessoned learned.

Name: J Malbrough
Title: Director of Mail Services
Institution/Organization: Tulane University
Title:  How UT Arlington Revived a Transportation System

Speakers:
1. Greg Hladik

Description:
The city of Arlington, Texas is the largest city in the country without public transportation. It is also home to the University of Texas at Arlington. Students at this regional urban institution lack the robust transportation infrastructure accustomed to most other municipalities and institutions its size. The campus operated an outdated and inefficient shuttle service that lacked consistency, reliable equipment, and did not operate service off of the campus. As a result, mobility was stagnant and students struggled to move about the campus, city, and region. Campus administration knew this was not a good use of the student’s transportation fee. Customers could not only navigate our campus, but the strategy to relieve parking demand on interior parking lots were ineffective because university-provided remote parking and ride transportation to the heart of the campus was unreliable. Responding to this need, Parking & Transportation Services innovated the operation to provide a mobility solution to expand service, improve equipment, enhance security, and promote access throughout the campus. In addition, the university began picking up where the municipality fell short: moving customers throughout the city and region. All of this was done by reallocating existing resources and creating budgetary saving—- and without increasing transportation funding. Ultimately, this service is stretching the existing student transportation fee to maximize the benefit back to the student and keeping the cost of education low. The result is a new transit system that continuously sets ridership records, expands daily service miles by 29%, and provides a much-needed facelift to a stagnant shuttle system. The summaries that follow provide an overview of the innovative journey of how UTA revived their transportation system through public-private partnerships, innovating with technology, and reallocating financial resources to maximize the benefit to the students we serve.

Name:  Greg Hladik
Title:  Director of Parking and Transportation
Institution/Organization:  University of Texas at Arlington
Title: Housing, Residence Life, and Auxiliaries... It’s complicated: One institution’s journey to debunking the myths that public and private partnerships in housing are difficult to manage.

Speakers:
Sarah Fallin Nikirk
Trisha Clement-Montgomery, Ed.D
Garret Buehner

Description:
Over the years, public funds for higher education have become seemingly scarce, forcing universities to become creative in how they update, renovate, and/or grow their on-campus environment. In 2007 The Institute for Higher Ed Policy issued a report highlighting what appeared to be a national shift in which public institutions are seeking private capital to finance higher education projects. In 2012 the University of Kentucky followed the national trend and entered an unprecedented public-private partnership, with Greystar Reality, resulting in a trifurcated housing, residence life, and auxiliary's student services model. Attend this presentation to hear how three administrators from each unit worked through the challenges to create a successful partnership that ultimately serves students, staff, and the growing needs of an institution.

Name: Sarah Fallin Nikirk
Title: Executive Director of Auxiliary Services
Institution/Organization: University of Kentucky

Name: Trisha Clement-Montgomery, Ed.D
Title: Director of Residence Life
Institution/Organization: University of Kentucky

Name: Garret Buehner
Title: Executive Director Housing Operations
Institution/Organization: Greystar Realty
2020 NACAS South Conference, Dallas, TX

Ed Session Block 5
Session E2:
Date: Tuesday, April 7, 2020
Time: 10:30 am – 11:30 am
Room: Reverchon

Title: Changing Mobile Ordering Applications and the Future of Mobile Dining

Speakers:
Michael Murphy

Description:
Dining programs everywhere are implementing some form of mobile ordering technology, and in many cases ushering in a new convenience to the dining experience by offering delivery as well. Grubhub, Door Dash, Uber Eats are all popular commercial apps, and Tapingo/Hangry have been in the higher education space. As the field develops and grows, changes are bound to impact the dining experience for students. This presentation explores how one program, a long time user of one program, switched programs and it explores the process. How has it impacted sales? What is the student/faculty/staff reception? We will also dive into what works and question the future of mobile dining applications. Once delivery is common place, what’s next? In five years, will students even need to leave their room?

Name: Michael Murphy
Title: Director of Auxiliary Services, Marketing
Institution/Organization: Georgia Southern University
Ed Session Block 5
Session E3:
Date: Tuesday, April 7, 2020
Time: 10:30 am – 11:30 am
Room: Moreno

Title: Developing an Effective Statement of Work for Auxiliary Services Contracts

Speakers:
Jake Smithwick

Description:
We spend a lot of money on products and services, but yet many Owners often struggle with developing a clear Statement of Work (SOW). In many cases, SOWs may be vague or lack critical details; other times, requirements are overly prescriptive and limit vendor innovation. SOWs that are written by a vendor are often riddled with fuzzy words that shift all the risk to the customer. Through 20 years of procurement research, we will showcase how poor SOWs create a “tumbling dominoes” effect that brings risk to the Owner in the areas of budget, quality, and student satisfaction. Through a variety of real University examples in dining services, beverage / pour, recreation, waste management, and more, this session will identify the (surprisingly simple!) tools that result in an effective SOW.

Name: Jake Smithwick
Title: Assistant Professor
Institution/Organization: University of North Carolina at Charlotte
Ed Session Block 5
Session E4:
Date: Tuesday, April 7, 2020
Time: 10:30 am – 11:30 am
Room: Sanger

Title: Protect, Promote and Profit: How to Optimize Campus Services at a HBCU

Speakers:
Alla Jeanae Frank
Kamesha Hill

Description:
Historically Black Colleges and Universities (HBCU) are notable for their nurturing environment and fostering success. However, it’s not too often you hear one being referred to as a beacon of education, empowerment, source of income and social engagement for a capital city. This session will take a look into how Jackson State University® (JSU™) has cultivated a city advancing premier campus services to students, faculty and staff. Hosting a comprehensive system of services, such as the JSU™ Supercard Program with over 150 on and off-campus merchants, JSU™ Auxiliary Enterprises has been able to satisfy customer expectations and expand access to societal amenities via local retail stores, restaurants, auto shops and more. Managing the Pepsi-Cola/Brown Bottling Group, Sodexo/Magic, JSU™ Campus Store/ Follett on-campus partnerships has availed the University to enhance the quality of campus living and support the University's overall academic mission. With 119 Approved Licensees through the Trademark Licensing Program, JSU™ Tiger Bottled Water, and Specialty State Tags, JSU™ has also improved brand awareness and community engagement. By prioritizing equity and inclusion, Jackson State University® has significantly increased capital resources in a sector of higher education notable for nurturing and forging new paths.

Name: Alla Jeanae Frank
Title: Assistant Director, Auxiliary Enterprises
Institution/Organization: Jackson State University

Name: Kamesha Hill
Title: Executive Director, Auxiliary Enterprises
Institution/Organization: Jackson State University
2020 NACAS South Conference, Dallas, TX

Ed Session Block 6
Session F1:
Date: Tuesday, April 7, 2020
Time: 1:15 pm – 2:15 pm
Room: Gaston

Title: Beyond the Potluck: Management Strategies for Employee Engagement

Speakers:
1. L. Randolph Carter

Description:
Employee engagement remains one key area of an employee’s relationship with their organization that the employee fully controls. Managers can require and enforce work aspects such as attendance, the performance of job functions and the completion of duties. Engagement however, cannot be designated, mandated, or even legislated. This session highlights strategies that lead to true organization engagement beyond the occasional box of Krispy Kreme, “strategic planning meetings” or weird team-building activity. It is designed for managers who are interested in ways to get their employees more engaged in the mission and work of their unit. It examines a combination of business and higher education engagement models and provide tools that encourage true engagement.

Name: L. Randolph Carter
Title: HR Director – Auxiliary Services
Institution/Organization: University of Georgia
2020 NACAS South Conference, Dallas, TX

Ed Session Block 6
Session F2:
Date:  Tuesday, April 7, 2020
Time:  1:15 pm – 2:15 pm
Room:  Reverchon

Title:  Current Trends & Future Forecasting for Campus Dining

Speakers:
Rosie Ashley, M.A
David Porter

Description:
Are you and your auxiliary services team trying to keep up with the ever-changing campus dining marketplace? Pondering which of today’s hot trends have staying power and which ones will fizzle out? Wondering how you can “stay on trend” with your dining program without breaking the bank while meeting customers’ expectations? At this interactive session, Rosie Ashley, Program Director for Auxiliary Services at the University of Houston and David Porter, FCSI, President and CEO of Porter Khouw Consulting, will provide their expert insights into the trends that are (and will) have the greatest impact on campus dining today and in the future. These two industry veterans will examine a wide variety of trends and hot topics shaping campus dining including sustainability, technology, emerging brands, 24/7 dining, food trucks, pop-up restaurants, social media, flexible meal plans, food insecurity, facility design and more. Rosie and David will also provide their insights into how these trends are reshaping campus dining across the U.S. and provide examples from various campuses. They will also share their insights into the programmatic and financial impact implementation of these trends can have on auxiliary and campus dining organizations.

Name:  Rosie Ashley, M.A
Title:  Program Director for Auxiliary Services
Institution/Organization:  University of Houston

Name:  David Porter
Title:  CEO, President
Institution/Organization:  Porter Khouw Consulting
2020 NACAS South Conference, Dallas, TX

Ed Session Block 6
Session F3:
Date:  Tuesday, April 7, 2020
Time:  1:15 pm – 2:15 pm
Room:  Moreno

Title:  Eliminating plastic bottles at Vanderbilt University

Speakers:
David ter Kuile

Description:
In support of Vanderbilt University's goal eliminating single use plastic from campus by 2025 and zero waste by 2030, Campus Dining is in the middle of eliminating all plastic bottles from its dining operations. This past year Vanderbilt Campus Dining eliminated plastic soda and water bottles from its operations and will have all plastic bottle products eliminated by the fall of 2022. Actions taken, lessons learned and future plans will be shared.

Name:  David ter Kuile
Title:  Executive Director, Business Services
Institution/Organization:  Vanderbilt University
Title: Beefing Up Your Social Media Strategy

Speakers:
Michael Murphy

Description:
Each day, millions of students, faculty/staff, parents & guardians and campus community members utilize social media to get information. This session aims to show auxiliary departments how to use social media effectively, how to gain engage their customers and how to make your audience an integral part of your content strategy.

With mobile phones at everyone’s fingertips, utilizing social media can be vital to supporting your institution’s goals and giving you an edge against competitors. *Define engagement for your institution and understand what you need to be looking for.*

*Learn about social media influencers and how to utilize students on your campuses to gain better social media reach.* *Identify key stories and content opportunities to leverage for content creation.* *Quick tips and tricks on developing video content that's engaging and smart.* *Should you use TikTok? -or- Understand social media platforms and how they are beneficial.* *Delve into advertising and if it’s effective for the field.*

*Q&A about social media challenges and knowledge share. AND MORE!*
Ed Session Block 7
Session G1:
Date: Tuesday, April 7, 2020
Time: 2:30 pm – 3:30 pm
Room: Gaston

Title: Building Community Through Dining – Creating Connections and Supporting Student Success Through Dining Experiences Large and Small

Speakers:
Penny Cox
Jeff Stivers

Description:
The University of Kentucky recently revitalized and transformed every dining facility on campus to create specific spaces, places and experiences that build connections and community between students, staff and faculty. UK has been intentional in its strategies to: • Providing variety in terms of location, menu, venue and atmosphere; • Creating unique, student-led programs promoting sustainability and addressing food insecurity; • Building relationships with local restaurateurs; • Engaging with local farmers and creating connections with the local community; • Increasing support and participation by University faculty and staff; and • Creating experiences that celebrate what it means to be a part of the University of Kentucky community. This comprehensive overview will highlight successful, scalable strategies that directly impact recruitment, retention and student success. Learn how to impact quality of life and the on-campus experience by creating dining venues that actively build community for your institution. Presenters will share successful programs, strategies and lessons learned that will empower your dining program to foster a vibrant on-campus community and support student success.

Name: Penny Cox
Title: Acting Treasurer & Associate VP for Administration
Institution/Organization: University of Kentucky

Name: Jeff Silvers
Title: President
Institution/Organization: RossTarrant Architects
2020 NACAS South Conference, Dallas, TX

Ed Session Block 7
Session G2:
Date: Tuesday, April 7, 2020
Time: 2:30 pm – 3:30 pm
Room: Reverchon

Title: One Year After the Storm: Aligning with Purpose and Values

Speakers:
Sharon Boyd
Kat Pohlman

Description:
Hurricane Florence had an outsized impact on UNCW. UNCW sustained nearly $140M in damages, and one year later has seen the recovery of funds reach almost half, with more funding to come as damage restoration work is completed. Insurance is our primary source of recovery, with State-funded capital grants and FEMA contributing as well. Restoration projects have cared for nearly $50M of deferred maintenance, and the lessons learned are used to build a more resilient institution. There is another outcome of enduring such a significant storm, that resulted in the closing of campus for nearly 4 weeks. We are a more intentional campus, more aligned with our greater purpose, more in synch with the University Strategic Plan, and more attuned to the core values of our current and prospective students, faculty and staff. For example, the Princeton Review survey of prospective students showed that 63% overall said having information about a college’s commitment to the environment would influence their decision to apply to or attend the school. Business Services is building partnerships and collaborations by aligning efforts and creating a resilient vision. Learn how Business Services has sharpened its focus on sustainable practices, economic value and a student-centered purpose, making Business Services more relevant and a greater service organization for all.

Name: Sharon Boyd
Title: Associate Vice Chancellor – Business Services
Institution/Organization: University of North Carolina Wilmington

Name: Kat Pohlman
Title: Chief Sustainability Officer
Institution/Organization: University of North Carolina Wilmington
Title: You said WHAT?! Incorporating Bi-stander Intervention into Student Staff and Professional Staff Training

Speakers:
Shea Roll

Description:
Ever hear someone say something in your hall, office, facility or community and know your staff should have said something—but didn’t? At Stephen F. Austin State University we have been incorporating Bi-stander intervention training for our student staff and professional staff since 2011. Learn about our training program, and how it can be incorporated on your campus.

Name: Shea Roll
Title: Assistant Director of Residence Life
Institution/Organization: Stephen F. Austin State University
Ed Session Block 7
Session G4:
Date: Tuesday, April 7, 2020
Time: 2:30 pm – 3:30 pm
Room:  Sanger

Title: 2020 Vision for Card Technology

Speakers:
Esmeralda Valdez
David Stallsmith

Description:
Technology has really caught up with campus credentials. ID cards are changing, while phones are poised to take their place for payments, access and verification. Managing multiple identities and integrating new credential forms with institutional systems are bringing departments together to find solutions in technology, communication and new business practices.

Name:  Esmeralda Valdez, M.Ed.
Title: Executive Director for University Services
Institution/Organization: University of Houston

Name:  David Stallsmith
Title: Director of Product Management
Institution/Organization: ColorID
Ed Session Block 8
Session H1:
Date: Tuesday, April 7, 2020
Time: 3:45 pm – 4:45 pm
Room: Gaston

Title: Utilizing effective communication strategies to enhance student engagement behaviors

Speakers:
Dr. Emily A. Messa
Dr. Moumita Mukherjee

Description:
During this interactive session, participants will understand the utility of using effective communication strategies to connect with students about various events and services to enhance their engagement behaviors. Using data, metrics and survey feedback from students, this presentation will showcase student engagement behaviors with content and their preferences for receiving communication and how this information is being utilized by departmental leadership to improve communication strategies about programs, services and enhance customer service experience. Additionally, participants will brainstorm about projects and discuss about the different channels that are being leveraged and used at their respective institutions to communicate with students and integrate into student life and how such messaging strategies are helping provide better customer service.

Name: Dr. Emily A. Messa
Title: Associate Vice Chancellor/Vice President for Administration
Institution/Organization: University of Houston

Name: Dr. Moumita Mukherjee
Title: Manager for A&F Assessment and Evaluation
Institution/Organization: University of Houston
Title: More than a meal: Creating a Meaningful Student Experience Around the Table

Speakers:
Caroline Ryan
Laura Thompson
Jay Vetter
Casey Claflin

Description:

Food creates a sense of community. There is nothing more meaningful than connecting with an old friend, or forging a new relationship around the table. At Elon Dining Services we look to form these relationships to create a dining program for our students that is directly shaped by their feedback and ideas. Not only do we collect this feedback from our students daily through suggestion boards and in-person surveys, we also create memorable events centered on small-group discussions around the table. With these goals in mind, our chefs have developed a special event series, Chef Table Dinners. Our team prepares inspired, multi-course meals using hyper local ingredients for a small group of students whom are chosen at random through a social media contest. At these dinners, which are held in different meaningful outdoor venues across campus, our chefs prepare meals right in front of our students, conveying the story behind the food. While they are eating, our team engages students, talking to them about new areas of opportunity in our dining program. This way, we tap into the meaningful changes and new ideas that our students want from campus dining, making it a program developed on student ideas and feedback. It is wonderful watching our chefs create a lasting memory for a small group of guests, while also making our everyday program bigger and better through meaningful feedback. During this presentation we will share how Elon Dining Services builds a dining program for our students by our students.

Name: Caroline Ryan, Elon University
Title: Director of Auxiliary Services
Institution/Organization: Elon University

Name: Laura Thompson
Title: District Manager
Institution/Organization: Harvest Table Culinary Group – Elon Dining

Name: Jay Vetter, Harvest Table Culinary Group – Elon Dining
Title: Executive Chef
Institution/Organization: Harvest Table Culinary Group – Elon Dining

Name: Casey Claflin, Harvest Table Culinary Group – Elon Dining
Title: Guest Experiences Manager
Institution/Organization: Harvest Table Culinary Group – Elon Dining
Ed Session Block 8
Session H3:
Date: Tuesday, April 7, 2020
Time: 3:45 pm – 4:45 pm
Room: Moreno

Title: From Commuter to Residential - How Dining Can Complement the Transition

Speakers:
Jill Eckardt
Ted Doyals

Description:
Texas Woman's University (TWU) has seen significant enrollment growth over the last ten years, nearly doubling its student population. In 2015, TWU had projected that its enrollment would continue to grow and that their need to develop a student community would be a critical element of their sustained growth. To further establish their residential campus, TWU developed plans to explore campus growth opportunities within three primary zones: residential, community, and academic, with dining at the intersection of all three. Join Dr. Jill Eckardt, Executive Director of TWU Housing and Dining, as she discusses TWU’s decision to offer a residential and dining experience that supported continuing growth while not impeding their mission of graduate earnings vs. cost. She will talk about the obstacles the university had to overcome as well as the importance of diversity and inclusion throughout the process and concluding how dining has been instrumental to the successful campus transition from commuter to residential. Ted Doyals, Principal from Ricca Design Studios, will dive into how the new dining has played a crucial role in transforming TWU's residential community. He will walk thru the design process up to the 2019 opening of Mary's Hall, Parliament Village, and Pioneer Kitchen, completed through a Public/Private/Partnership and discuss the project’s challenges and successes. Throughout the conversation, the dialogue will focus on how the importance of student affordability, diversity and inclusion, and life-long skill development framed the project and how they can be implemented to ensure a successful dining experience for students and operators alike.

Name: Jill Eckardt
Title: Executive Director, TWU Housing & Dining
Institution/Organization: Texas Woman’s University

Name: Ted Doyals
Title: Principal
Institution/Organization: Ricca Design Studios
2020 NACAS South Conference, Dallas, TX

Ed Session Block 8
Session H4:
Date: Tuesday, April 7, 2020
Time: 3:45 pm – 4:45 pm
Room: Sanger

Title: Affinity Group Discussion/Round-table

Speakers:
Esmeralda Valdez, M.Ed.
Margot Carroll, M.Ed., CASP

Description:
During this session, participants will learn about the inaugural C3X 2019 affinity lunch and the purpose behind the creation of the event. Session facilitators will share their experience and seek feedback and support for the continuation of the affinity lunch at the national conference and possibly expansion to regional conferences. This session will be a space for brainstorming, planning, and discussions centered on inclusivity and professional networking.

Name: Esmeralda Valdez, M.Ed.
Title: Executive Director, University Services
Institution/Organization: University of Houston

Name: Margot Carroll, M.Ed., CASP
Title: Assistant Vice President, Auxiliary Services
Institution/Organization: Louisiana State University