

CREATE A LOCAL STUDENT BOARD OF DIRECTORS



Sodexo's National Student Board of Directors (SBOD) has played a key role in helping our organization become the leader in customer insight. Now, leveraging the success of the national SBOD, we are offering this dynamic customer insight concept on a more localized level for your account.

BUILDING A LOCAL STUDENT BOARD OF DIRECTORS ON YOUR CAMPUS HAS MANY BENEFITS INCLUDING:

BENEFITS TO YOUR ACCOUNT

- A more interactive dynamic between Sodexo management and the student body.
- Assistance with special programs, promotions, and advertising campaigns.
- An ongoing source of valuable customer insight and feedback.

BENEFITS TO YOUR BOARD MEMBERS

- Leadership experience to include on their resume.
- Exposure to a great culinary experience as well as other dining incentives.
- Being able to influence change and see it happen on their campus.
- The opportunity to be nominated for Sodexo's National Student Board of Directors who assists in the development of Sodexo's overall strategic initiatives.

CREATING
EXCEPTIONAL
STUDENT
EXPERIENCES
by *sodexo*



HOW CAN HAVING A LOCAL SBOD HELP CREATE EXCEPTIONAL STUDENT EXPERIENCES ON MY CAMPUS?

STUDENT INSIGHTS

STUDENT INSIGHTS - Promotion planning and development; focus groups to help develop, refine and market your products and services; student dining and lifestyle trends; student surveys; campus presentations; community outreach.

HEALTH AND WELLNESS

HEALTH AND WELLNESS - The Balanced Way program implementation and marketing; menu development and product testing; nutrition education collateral development; addressing students' special dietary needs; wellness programs and promotions; health fairs and other special events.

ENVIRONMENTAL FOCUS

ENVIRONMENTAL FOCUS - Sustainability initiatives; trayless dining alternatives; Earth Day event kits; composting programs; locally-grown and produced product use; environmental education.

CUSTOMER SERVICE

CUSTOMER SERVICE - New service options; customer service initiatives; myDtxt customer marketing; social media applications; facility design and service suggestions; dining ambience and experience recommendations; guest interaction and communications.

CULINARY INNOVATIONS

CULINARY INNOVATION - Food Trends Expos; menu planning; product testing; resident dining menu development; exploration of late night dining alternatives; grab & go dining recommendations and product testing.

WHY DO I NEED A LOCAL SBOD?

Most accounts today have Food Committees in place, and they continue to do a good job in addressing day to day operational issues, questions and concerns. But by implementing a local SBOD, you will not only retain the same benefits of a Food Committee, but gain an ongoing source of student insight on a wealth of other important areas that impact your local college dining account's performance. A local SBOD will help you keep your finger on the pulse of the campus community, while giving you a valuable tool to enhance your overall dining program.

WHAT EXACTLY WOULD A LOCAL SBOD DO ON MY CAMPUS?

The exact responsibilities of your local SBOD would need to be customized to fit your needs, but can include:

MONTHLY

Evaluate and report back on the following:

- Customer Service
- Food Quality, Variety, and Product Selections
- Review Trends and Current Menu Opportunities
- Conduct one mystery shop at a select dining services location

BI-ANNUALLY

- Perform Customer Satisfaction Survey
- Perform Food Preference Survey
- Meet to discuss results and present to the campus community

ANNUALLY

- Global Trends; Service Review
- Evaluation of Services Portfolio
- Assist with Dining Services Staff Evaluation



Sodexo's Student Board of Directors is comprised of 20 enterprising college students from all across the United States and Canada who come together to help keep Sodexo number one in the college and university market. Every member of the Student Board of Directors has a unique understanding of their individual campus scenes and the demographic as a whole, and share their knowledge and experiences with Sodexo so that we can continue making every day a better day for college and university students everywhere!



For more information on implementing a local Student Board of Directors on your campus, contact your district manager or Dan Dunne, Senior Director of Customer Insight, at dan.dunne@sodexo.com.