

STUDENT VOICE

VOLUME 5, ISSUE 1

www.forstudentsbystudents.com

A PUBLICATION OF SODEXO
CAMPUS SERVICES' STUDENT
BOARD OF DIRECTORS



by *sodexo*



THINGS WERE COOKING AT THE SBOD FALL CONFERENCE

Welcome to the latest issue of Sodexo's Student Board of Directors' Student Voice, recapping the Board's Spring Conference held at Universal Studios in Orlando, Florida. Our 2010-2011 Board is comprised of 24 enthusiastic college and university students from across the United States and Canada. This dynamic group is dedicated to improving the quality of campus dining by offering their ideas and insights to help Sodexo make every day a better day for its clients and customers.

During their time at this year's conference, Board members participated in a number of important focus groups, offered creative and strategic input on the upcoming 2010-2011 promotion series and helped prepare and evaluate resident dining menu options for fall release. In addition, the Board lent their creative talents to three very special video projects that will air later this summer as part of Sodexo's management training initiative. We invite you to review this issue in its entirety and to learn more about the many facets of Sodexo's Student Board of Directors.



sodexo

Making every day a better day

STUDENT BOARD OF DIRECTORS News & Views From The Professor Of Dining

This spring, it seemed harder than usual to convince the students on the Student Board to juggle their schedules and come to Orlando for their meeting. But with great planning by Shari Schulze, all members arrived safely, worked extremely hard and even enjoyed some free time together on the last day of the conference.

The SBOD continues to devote time exploring each of the pillars that results in Sodexo Creating Exceptional Student Experiences: Student Insights, Health and Wellness, Environmental Focus, Customer Service, and of course Culinary Innovations. By incorporating these pillars in all their project work, the SBOD delivers on its promise to help bring new programs and services, "designed for students by students," to the communities we serve.

This year's new members have really risen to the challenge. You will see the results of the Student Board's work in our upcoming Promotions Series that Jana Williams and her team bring to market. The information learned in our fall meeting helped set the stage for the 2010-2011 promotional themes that are now being used to bring fun, interest and value to our customers. Enjoy each theme event this coming year, and be sure try our new menu selections in the retail locations on your campus. Also, look for a new Meal Plan Campaign this fall that creates excitement and value for our non-traditional students. This campaign is designed especially for those individuals who may not have purchased a meal plan in the past.

Naturally, for our students, it's all about the food. Sodexo's Culinary team lead by Jeff McClure will use the ideation session results from the Board's Mediterranean experience, combined with the feedback from this fall's Student Choice Awards - Food Trends Expo, to create some truly incredible menus. All of this serves as the foundation of the Resident Dining menus that Jeff Pente's team brings to our accounts each year, with an ongoing emphasis on current flavor's, ingredients and market trends.

Sodexo's commitment is to provide each campus community we serve with the next generation of customized solutions in campus dining, while adding value with new comprehensive services. We are proud to say that the SBOD helps set the direction we take in achieving this goal.

I want to thank all our clients, management and students who have had a part in bringing to Sodexo each year the exceptional students who make up our Student Board of Directors. Look for the SBOD going "local" this fall with an emphasis on changing our "old food committee forums" into "local campus SBOD's".



Dan Dunne

Senior Director Marketing - Education Group
Customer Research, Insight and Innovation



Dan Dunne
Dan Dunne

SBOD MEMBERS Excel In Ideation Sessions

DURING THE SPRING CONFERENCE, three of Sodexo's valued vendor partners took the opportunity to tap into the wealth of interesting perspectives offered by the SBOD. General Mills, Schwan's and Carla's Pasta each held a focus group session with the Board to obtain their thoughts and feelings about a variety of initiatives ranging from promotions to new product development. Following is a brief look into each of the sessions.



Tom Henkel



Sean Roberts

TOM HENKEL, SENIOR NATIONAL ACCOUNT MANAGER, and Sean Roberts, Manager of Consumer Research, from General Mills continued their work which they began with the Board weeks prior to the conference, by interacting with members to capture input that would aid in the development of future promotions and products. Tom and Sean asked Board members to prepare two photo collages in advance of the meeting; one depicting their dining experience at their campus, and the other illustrating what they would consider to be the perfect meal plan. The entire session yielded some great information for the General Mills team to utilize in future program development.

"The opportunity to interact with the Student Board and gain a firsthand perspective of what today's college student is thinking is invaluable to us. It's really one of the best ways for us to deliver on what our customers expect."

- Tom Henkel
Senior National Account Manager



ED SHANK, ACCOUNT MANAGER FOR SODEXO, from Carla's Pasta used the company's inaugural meeting with the SBOD to conduct an ideation and product sampling session. Board members were asked to provide their thoughts about each item sampled and its overall appeal to the college marketplace. In addition, the group was then engaged to brainstorm innovative ways to market the company's newest product sensation, "Popatini." Representative from Carla's were not only impressed with the quality of what the Board produced, but also how fast they did it.



SCHWAN'S HAS WORKED WITH THE SBOD since the Board's inception in 2006. Each year the company learns a great deal from the members who contribute significantly to new product development and introduction. Every year Schwan's creates questionnaire's which the Board members send out to other students and friends. This year's questionnaire was focused around what, when, and where students prefer to eat. Schwan's was very appreciative of the dedication the SBOD toward furthering Sodexo's dining experiences and contributing to Schwan's future products and promotions.

*Congratulations to SBOD member Abbas Fidahussein, USC Upstate for winning the Schwan's iPhone giveaway.

UNVEILING THE 2010-2011 Promotion Series

DURING ONE OF THE FEATURED SESSIONS at this year's conference, Board members had the opportunity to offer their input to Jana Williams, Sodexo's Senior Director of Promotions & Planning, regarding the company's 2010-2011 campus dining promotion series. Jana presented the proposed creative for the upcoming series and engaged the Board to offer their input and ideas to help finalize the specific promotional events and activities. As has been the practice with previous Student Boards, this year's group participated in focus groups and planning sessions to assist in setting the direction and development of the 2010/11 promotion series.

WATCH FOR THE RESULTS of the Student Board's promotion development efforts coming to Sodexo-managed campuses this fall.



Jana Williams, Senior Director of Promotions & Planning, presented the 2010-2011 promotion series to members of the Student Board.



Board member Jay Taylor from the University of Vermont is shown jotted down just a few of his many ideas regarding promotion prizes and contests.



Game On! is just one of the many campus dining promotions the Student Board of Directors helped create for the coming year. Per the Board's advice, all of the upcoming events place particular emphasis on building community and celebrating school spirit.

2010-2011 Student Board of Directors



Angela Bae
Wheaton College



Anthony Beckett
South Carolina State University



Winston Bowen
Franklin & Marshall



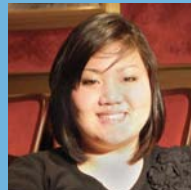
Feon Cheng
California State University, LA



Mim Ebining Amir
Stevens Institute of Technology



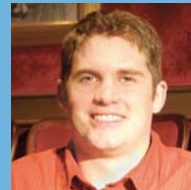
Abbas Fidahussein
USC Upstate



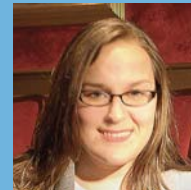
Lisa Hayashida
University of Alabama at Birmingham



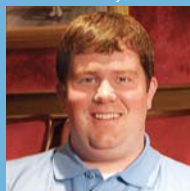
Crystal Hendley
Valdosta State



Ben Jensen
Augustana College



Whitney Jory
Academy of Art University



Gary Lambert
King's College



Justine Leaman
Harrisburg Area Community College



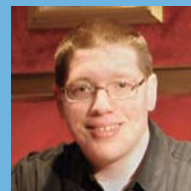
Michael MacIsaac
St. FX University



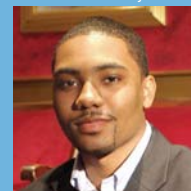
Kevin McFarland
Seattle Pacific University



Gregor Nicolas
Babson College



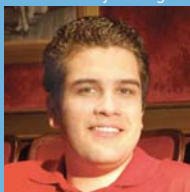
Aaron Novy
University of Colorado Colorado Springs



William Payne
Morehouse College



Zane Powell
Kent State University



Jon Preciado
Montclair State



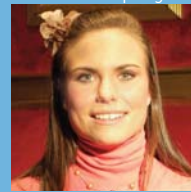
Lauren Roche
Northeastern University



Kenneth Sage
Arkansas State University



Whitney Stahl
Marist College



Natalie Stephens
Western Illinois University



Jay Taylor
University of Vermont

STUDENT SUSTAINABILITY PROMOTION COORDINATORS

Focus On Environmental Awareness And Education

Caring for the environment is something that is on the minds of college and university students across the country. After working with Sodexo sustainability leaders, Sodexo's Student Board of Directors "Keeping It Green Committee" determined that there is a need for Sodexo to provide additional support to its accounts regarding the development and marketing of the company's sustainability practices.

The resulting outcome from this insight was the development of a Student Sustainability Promotion Coordinator (SSPC) program. Much like the SBOD driven Student Promotion Coordinator program which has proven extremely popular

in Sodexo accounts nationwide, the SSPC program was developed with the involvement of the Student Board, and is already in pilot testing in the company's Mid-Atlantic Region under the direction of vice president, Ernie Minor.

Commenting on the SSPC program, Sodexo Senior Vice President, Ernie Minor stated, "The SSPC program is something that I believe in a great deal, and I feel that it will become one of the most significant developments that originated out of our Student Board of Directors. The valuable work that these talented Sustainability Promotion Coordinators will do on our campuses will help in not only deepening our understanding of students' evolving

sustainability concerns but also in identifying ways to work together in response to those concerns. In addition they will help in educating our customers about actionable steps that Sodexo is taking in our collective responsibility to care for our environment, and ways that our customers can help share in those actions."



CREATING AN AWARENESS ON CAMPUS

While not only raising awareness about the importance of sustainability on their respective campuses, Sustainability Promotion Coordinators also work to support the on-site campus dining team in the process of developing and implementing sustainable dining promotions. Working together with the team, each SSPC aids in every stage of the development process, inspiring creative ideas and serving as a guide to help successfully implement sustainable promotion campaigns.

"This program is a huge advantage to both the account and the student who holds the SSPC position. The account reaps the benefits of a team member who understands the account's target audience and can work to bring sustainable practices to campus."

– **Christy Cook**
Sustainability Support,
Sodexo Campus Services

SUCCESS IS IN THE DETAILS

Because of the importance of the SSPC position, qualified candidates will need to be in good academic standing and possess a strong passion for the environment and related sustainability issues. Each individual SSPC will report directly to their assigned Dining Managers and/or District Managers, and will also have ongoing interaction and coordination by Christy Cook. In addition, monthly conference calls will also be scheduled so each regional SSPC group can share their experiences and ideas with one another.

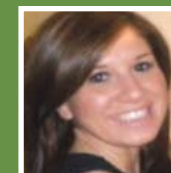


Working together with the account's Student Promotion Coordinator, the SSPC will help to organize special campus dining events that not only entertain, but that also comply with the account's sustainability plan. The SSPC will not only be responsible for promoting sustainability promotions and initiatives on campus, but also to the community and media.

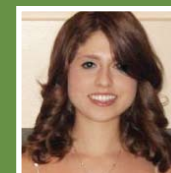
"As an environmental science major, I constantly look for opportunities to get involved on campus and lower Franklin and Marshall's impact on the environment. Through my experience as a SSPC, I have learned so much about what other schools are doing to foster sustainability and new ideas we can implement."

– **Kyanna Lewis**
SSPC Member
Franklin & Marshall College

SODEXO'S 2010-2011 STUDENT SUSTAINABILITY PROMOTION COORDINATORS



Maria Dorsett
George Washington University



Ashley Kera
Muhlenberg College



Kyanna Lewis
Franklin & Marshall College



John Di Pasquale
George Washington University



Joel Rhodes
Juniata College



Eric Shotto
Keystone College



Thorn Viryasiri
The University of Tampa

Not Pictured:

Brian Apple University of Rio Grande
Sean Brock University of Mary Washington
Christina DeSalva Lafayette College

Tyler Hess DePauw University
Jeanette Renshaw DePauw University
Juan Pablo Sarmiento Torres Denison University



Christy Cook
Sustainability Support,
Campus Services

Christy Cook leads the sustainable dining initiative in Sodexo's Mid-Atlantic Region and serves as the leader of sustainability for the education market. Christy is responsible for creating Sodexo's sustainable dining programs and systems for implementation while offering expertise to clients.

For more information on Sodexo's Student Sustainability Promotion Coordinator Program, visit www.forstudentsbystudents.com.





LIGHTS, CAMERA, ACTION!

SBOD Members Star In & Produce Sodexo Videos

This year's talented Student Board of Directors (SBOD) took part in another important project while attending the spring conference as they acted, filmed and wrote the scripts for a number of promotional/training videos that will be used to inform Sodexo management teams about three very important topics. The Board divided into groups to work on creating three, two-minute videos which addressed the topics of "Text Messaging Using Sodexo's MyDtxt Program," "Creating a Local Student Board of Directors" and "Using Social Media To Communicate With Customers." All three of the videos will be used as part of Sodexo's management training initiative coming later this year. Following is a brief look at each team's video production efforts:



THE SBOD KITCHEN EXPERIENCE Focus On The Mediterranean

ETHNIC AND CULTURAL FLAVORS are a top preference for today's college and university students. Building on the success of the 2009-2010 promotion series which featured the authentic Mexican dishes of Chef Roberto Santibañez and the Vietnamese and Thai specialties of Chef Mia Pham, Sodexo's fall 2010-2011 promotion series will feature the enticing flavors of the Mediterranean.

DURING THE SPRING CONFERENCE, Student Board members immersed themselves in a hands on assignment as they participated in the preparation of a special menu featuring Mediterranean favorites. The SBOD Kitchen Experience was full of excitement as the Student Board divided into five teams to demonstrate their culinary talents. Each team worked under the watchful eye of a Sodexo chef, and with personalized chef jackets and caps in toe, Board members got down to business creating salads, entrees, sides and dessert items all with a Mediterranean flair. Featuring dishes native to the countries of Greece, Italy, Spain, Morocco and Turkey, the resulting menu was a bounty of irresistible flavors.

AFTER THE FOOD PREPARATION was complete, each team created an individual display station featuring all of their culinary masterpieces. Everyone in attendance then had the opportunity to sample the creations and provide their feedback regarding the featured dishes. The SBOD Kitchen Experience not only gave Board members the opportunity to actually work in a kitchen developing a menu, but it also provided Sodexo chefs and culinarians with important feedback that will aid in developing the Mediterranean menu for this fall's Resident Dining series.

Special thanks to Sodexo Chefs and Culinary Specialists Lisa Destefano, Lisa Feldman, Jeff McClure, Rob Morasco and Jeff Pente for their help in the implementation of the SBOD Kitchen Experience.



myDtxt.com THE DINING CONNECTION

Research shows that college and university students rely heavily on text messaging as an everyday communications tool. To highlight the value that Sodexo's MyDtxt program offers to accounts, the MyDtxt team created their video featuring scenes that demonstrated how text messaging can be used to communicate with customers regarding dining promotions and special offers. Many of the video's scenes illustrated the countless advantages MyDtxt offers including the ability to send customized messages, targeted offers and a more personalized way to build relationships with customers.

Cast Members: Abbas Fidahusseini, Crystal Hendley, Ben Jensen, Whitney Jory, Michael MacIsaac, Jay Taylor, Feon Cheng and Lisa Hayashida
Team Leader: Sodexo Marketing Manager - Promotion Development, Chrissy O'Connor.

LOCAL STUDENT BOARD OF DIRECTORS

This documentary-style video focuses on Sodexo Campus Services' commitment to creating Exceptional Student Experiences on the campuses it serves, particularly by utilizing student insight. One of the most valuable ways to capture student insight (as the SBOD has demonstrated on a national level), is to create a local Student Board of Directors. This poignant video utilizes one-on-one interviews with students to encourage Sodexo account managers to initiate a local board on their campus to maximize the insight from their student body. Highlighting the video is some very passionate commentary from Student Board members addressing the many benefits a local board would bring to an account, as well as some of the necessary steps to successfully create such a Board.

Cast Members: Kenneth Sage, Natalie Stephens, Angela Bae, Anthony Beckett, Justine Leaman, Gregor Nicolas, Aaron Novy and Zane Powell
Team Leader: SBOD Alumni, Ari Roche

SOCIAL MEDIA

This energetic video team wanted to convey the many ways social media, especially Facebook, has become integrated into the daily lives of students. In addition, the team wanted to educate Sodexo managers about the Facebook site, explaining its use and key terms and concepts to help managers become more comfortable in using this medium as a tool for reaching their customers. Team members portrayed a number of different scenarios where Facebook was demonstrated "in action" including connecting with classmates, sharing ideas or information between friends and receiving promotional offers from businesses.

Cast Members: Mim Ebining Amir, Gary Lambert, Kevin McFarland, William Payne and Whitney Stahl
Team Leader: SBOD Member, Jon Preciado

SBOD INSIGHTS

WHEN IT COMES TO “LATE NIGHT” DINING, the average SBOD member considers late night to be between the hours of Midnight and 2:00 a.m.; dines late night 2-4 times per week; prefers pizza, subs and sandwiches as their favorite late night food; and selects a late night dining option primarily based on price (inexpensive).



WHAT'S THE STATUS ON COUPONS

THE AVERAGE SBOD MEMBER

would like to receive a coupon or special promotion offer via a social media application, with their favorite method being Facebook.

facebook



ALMOST 70% OF SBOD MEMBERS

would participate in a promotional giveaway or special offer that was promoted via a social networking site.

When asked about their “**FAVORITE WAY TO EXPRESS THEIR INDIVIDUALITY,**” the top three SBOD member responses were:

- #1 FASHION/CLOTHING/APPAREL
- #2 COOKING
- #3 PHOTOGRAPHY/HOBBIES

Can't live without



WHEN ASKED ABOUT THEIR FAVORITE “TECH GADGET” or innovation, SBOD members overwhelmingly selected their cell phone/smartphone as the item they couldn't live without.

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9801 Washingtonian Boulevard,
Gaithersburg, MD 20878.
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**CREATING
EXCEPTIONAL
STUDENT
EXPERIENCES**
by *sodexo*

Special thanks to the following corporations for their many contributions to the Student Board of Directors as we CoCreate innovative solutions:

