

# 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.

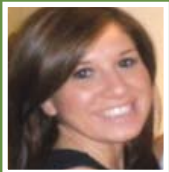


Working together with the account's Student Promotion Coordinator, the SSPC will help to organize special campus dining events that not only entertain, but that also comply with the account's sustainability plan. The SSPC will not only be responsible for promoting sustainability promotions and initiatives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

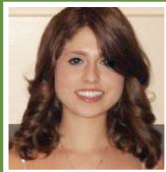
**“As an environmental science major, I constantly look for opportunities to get involved on campus and lower Franklin and Marshall's impact on the environment. Through my experience as a SSPC, I have learned so much about what other schools are doing to foster sustainability and new ideas we can implement.”**

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

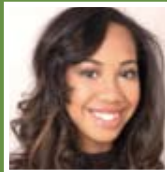
## SODEXO'S 2010-2011 STUDENT SUSTAINABILITY PROMOTION COORDINATORS



**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](http://www.forstudentsbystudents.com).

**sodexo**  
Making every day a better day