

## SASA Marketing Group meeting

January 8, 2015

Present: Abby Lee (SUNY Potsdam), Ray Kohl (University of Buffalo), Leslie Craigmyle (SUNY Oneonta), Valery Worden (SUNY Oneonta), Christina Viafore (SUNY Delhi), Katie Thies (SUNY Fredonia), Anna Hintz (SUNY Brockport), Jean Gilman (SUNY Brockport), Kevin Paige (SUNY New Paltz), Becky Stewart (SUNY Geneseo), Jennifer Bishop (Binghamton University), Amanda Taranto (SUNY Morrisville), Deb Bechtold (SUNY Cobleskill), Derrick McIntyre (SUNY Cobleskill)

Ray opened the meeting with introductions, and asked if we had changes to the agenda. The roundtable discussion was our first order of business.

### **Binghamton University – Auxiliary Services**

- Binghamton University Auxiliary Services has been officially incorporated.
- BUAC is currently out to bid for dining.

### **SUNY Delhi – CADI**

- Christine created a video to demonstrate to the Delhi students what zero-sort recycling is. Delhi's recycling rate is currently at 20%. Part of the project involved sorting through five bags of garbage, after which they discovered that actual trash for the landfill was about a ½ bags worth. Recycling rates have increased to 30%. The video can be seen here: <http://www.delhi.edu/zerosort/report.php>
- CADI has held several successful events including “PJs and Pancakes” which included a DJ, prizes and study packs. They also held “Mac Madness” for three days which led to both an increase in numbers as well as great feedback.

### **SUNY Geneseo – CAS**

- CAS opened a new dining hall after two full academic years of being closed.
- A food truck rodeo was held in October from 11 AM – 3 PM. CAS plans on holding it again but decided to tell merchants not to sell sides or beverages. A video can be seen here: [https://www.youtube.com/watch?v=uiiIuWKvgGI&feature=youtube\\_gdata](https://www.youtube.com/watch?v=uiiIuWKvgGI&feature=youtube_gdata)
- CAS is working on expanding the Big Tree's offerings to include weddings and bridal shows.
- Becky is working on a brand alignment program to create stronger brands and have them be embraced by and live through the CAS employees.

### **SUNY New Paltz - CAS**

- Kevin has been concentrating on video production.
- A Best Price Promise guarantee has been adopted by the SUNY New Paltz bookstore.
- A new restaurant is in the process of being built.
- Kevin has been working on the Making A Difference video campaign. An older video from the project can be viewed here: <https://www.youtube.com/watch?v=8rJ3SB57dj0>

## **SUNY Brockport – BASC**

- Jean mentioned that bottled water sales are being banned on the Brockport campus.
- BASC is implementing a customer service training to raise the level of service. On completion of the program, the employee will be designated a “Connections Specialist” which will be noted on their nametag. Thirty-two employees have gone through the training so far. Anna also noted that many tools are being added including: a physical and email company newsletter, an employee calendar and a pocket card which lists the Employee Promise, Service Standards as well as the BASC mission, vision and values.
- iPads with nutritional information have been installed in the dining halls.
- The food court was renovated.
- BASC rolled out a new app for the Eagle One card. Info here: <http://basc1.org/about/recent-happenings/182-eagle-one-card-app>

## **SUNY Morrisville – MAC**

- MAC will be handling the Cambridge Connection program for SUNY Morrisville. Since MAC provides cell phone services for students, they will be adding an international plan.
- MAC offers a laptop program and they’ve just recently started offering a tablet/notebook combination.
- A free-to-use charging station of electric cars has been installed on the Morrisville campus.

## **SUNY Potsdam – PACES**

- Several changes have been made within the bookstore. An affiliate website was set up: <http://www.potsdambearsgear.com/> . The bookstore is now doing custom orders as well as using Verba which is textbook cost comparison software. They are opening to create greater transparency on pricing.
- The commissary was offline during the fall but is now back up and running.
- The ID office is accepting selfies from students.

## **SUNY Cobleskill – CAS**

- CAS is working on rolling out a new website
- Changes in dining include updating to a build your own salad station. The all-you-care-to-eat venue is doing well.
- A new coffee shop is being built.
- A Shop 24 has been installed.
- Derick McIntyre, the new catering coordinator is working on new menus.

## **University of Buffalo - Campus Dining and Shops**

- The new food truck (Big Blue) did well over the fall semester. Twitter is used to promote Big Blue’s whereabouts. Over-the-top grilled cheese was served as well as tapanaki and other popular items. Video of Big Blue may be seen here: <http://myubcard.com/dining/foodtruck>
- A smart/electric car has been put into service.

- Ray is working on utilizing more social media. CDS collaborated with Pepsi for a “room makeover” event on opening day. Twitter following increased substantially with this promotion. The winner was greeted with balloons, prizes, etc.
- CDS has been hosting special events based on “Hunger Games” which have been successful.
- NACUFS will be hosted at University of Buffalo on March 16-18, 2016.

### **SUNY Fredonia - FSA**

- A new science center was opened this year which allowed the FSA to open a new café, known as Tea Rex.
- FSA is looking at car rentals for students.
- Skateboards are doing well in the bookstore.
- FSA invented “Fredonium” for an event with local wineries.
- They have created gear with Fredonia spelled out with elements.
- FSA is implementing a Fred Fit campaign

### **SUNY Oneonta – Oneonta Auxiliary Services**

- New retail dining venue opened this fall “Seasons.” The concept serves local, organic and seasonable food items.
- Annual dining survey will be implemented later this month.
- OAS is currently working on designs for a new building. The building will house offices, the Red Dragon Outfitters and Damascene Book Cellar.

### **Sustainability Initiatives**

- Ray reached out to Pride of New York, but has had no response. He spoke with Deb Howard regarding the Taste of NY logo. Featuring wine bottles, the logo is not appropriate for use on college campuses.
- A Taste of New NY vending machine is in the works.

With Friday morning’s meeting cancelled, we were unable to get through the rest of our agenda items. Marketing will not be meeting at the Spring 2015 meeting.

Respectfully submitted by

Leslie Craigmyle