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## BASC News and Views August 2010

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## Executive Director's Corner

Happy Birthday BASC! We were founded in 1950 so we are celebrating our 60<sup>th</sup> year this year. We have so much to celebrate! Over our history, we have had great employees and provided great service to the campus community. The campus also is celebrating a birthday this year! Founded as the Normal School in 1835, the campus is now 175 years old!

As we celebrate this birthday and the rich history that goes with it, both BASC and the College are busy planning for “the next 60 years”. The new chancellor of the SUNY system, **Nancy Zimpher**, announced her strategic plan for SUNY this past spring. As a result, the campus has undertaken a strategic planning process as well. The College’s vision is to become an institution recognized for achievements in student success as measured by student engagement and graduation rates. What that means is that the campus will really focus efforts on connecting all students to the campus community and on helping students graduate more quickly.

BASC is part of that planning process (remember – our mission is to advance the strategic initiatives of the College!). We began our own strategic planning process

last fall. As part of that planning, we identified the success we have had for many years engaging residential students with our services. We also identified the opportunity to engage commuter students and faculty and staff as a key priority for us in the next several years. That led us to the work we did last spring to develop our dining vision and priorities going forward, to expand our textbook rental program and general merchandize lines in the Bookstore and to expand transportation support services including managing the operations of the campus shuttle bus program.

All that work leads us to today and the start of the next 60 years. What we know about the future is that it won’t look like the past. (Think about how fast cell phones change!!) We know students are focused on value and convenience. They are well informed about food and have high expectations for cus-



*Diane Dimitroff with Summer Camps & Conferences Team*

tommer service everywhere they go. We also know that online programs and goods are very competitive with the things we offer here on campus. For us to continue to be successful, we need to continue to foster a campus community that feels like a small town where people are connected to each other. We really need to employ the BASC touch in everything we do. And that brings us back to each of you. You are the BASC touch. The BASC touch has been the secret to our historic success and is the key to the next 60 years.

May the Touch be with you!

*Diane*

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## What's New in Dining?

Dining Services has wrapped up its work with consultant **Robert White** from Envision Strategies. The vision for Dining Services, to meet the needs of the College community as reflected in our high customer satisfaction and participation, is now clearly defined as are the five key strategies to achieve this vision: value, culinary, wellness, facilities, and efficiency. As announced in the July employee letter, organizational changes have been made to support this overall vision.

Now the real work begins as we move forward taking steps to realize this vision. Here's some of what you can expect this year:

Dining Services is all about meeting student needs. That's why this year, more than ever, we're focused on value and wellness. Value menus have been expanded at all retail locations. Just look for the "V's" at Union Square Food Court. New menu boards make it easy to spot these value priced items. Plus, Mexican Connection is introducing a whole new menu featuring fresh, house-made recipes at value prices. It's so good, it's val-U-licious! The cafes around campus have also added value items like the chicken Caesar wrap for only \$4. And, students won't want to miss TRAX's Touchdown Special available all day Saturdays and Sundays and 6 – 9 pm on Mondays this fall. It includes a large cheese or pepperoni pizza and dozen wings for only \$20!

To promote an overall lifestyle of eating for wellness, Dining Services is introducing the Great Plate in both Harrison and Brockway Din-

ing Halls this semester. As in previous years, all food items are labeled red, yellow, or green, indicating their general nutrition values. Red items are high in fat and calories and low in nutrients, while green items are high in nutrients and low in fat and calories. Yellow items are somewhere in the middle – you get the idea. The Great Plate provides a visual for the ideal meal, comprised primarily of green foods, then yellow, and a small amount of red, emphasizing that it's all about balance, variety, and moderation. The hope is that students (and employees) will find this tool helpful as they navigate their way through the abundant choices in the dining halls.

As always, Dining Services has a fantastic year of special events planned. Kicking it all off will be our themed dinner at Brockway and Harrison Dining Halls on September 22 where we'll celebrate the College's 175<sup>th</sup> anniversary Ma Green-style. Ma Green ran the first College-sponsored foodservice operation on campus, known as the Coffee Shop, back in the 1940's. History has it that students enjoyed playing pinochle and listening to a jukebox between classes at the Coffee Shop. Union Square Food Court and TRAX will be featuring \$1.75 specials beginning September

## Dining Services

### Vision

BASC Dining Services provides an overall program that **meets the needs of the College community** as reflected in our high customer satisfaction and participation.

### Key Strategies

- 1. Value**  
*"What I get for the money I pay" is an ever-increasingly important decision making factor for our customers.*
- 2. Culinary**  
*Greater culinary diversity is expected with a strong focus on the food (where it came from, how it got here, how it was handled and prepared, etc.).*
- 3. Wellness**  
*Demands for support related to nutrition information, wellness, and specific eating lifestyles will increase.*
- 4. Facilities**  
*Spaces must be flexible, environments comfortable, and the atmosphere must be relevant.*
- 5. Efficiency**  
*Where excellence meets efficiency so that established standards can be sustained over time.*

BROCKPORT AUXILIARY SERVICE CORPORATION

20. Keep informed of all of Dining's special events by subscribing to our Google calendar at [bascl.org](http://bascl.org).

We are encouraging students to stay connected through Facebook and our Web site. Our BASC1 fans have benefits - they learn about exclusive promotions, freebies, and contests only announced via Facebook. Also, please encourage customers to bookmark [bascl.org](http://bascl.org) – their source for menus, hours of operation, meal plan information, account balances, special events, and so much more.

As we look to the year ahead, we are excited about our vision and the steps we're taking to get us there. Dining Services is looking forward to a great year!

## Sustainability Plan Update

BASC is implementing many exciting sustainability initiatives this year that help to educate, minimize waste, and reduce energy.

The Bookstore is offering textbook rentals for about 400 titles and digital versions for about 200 titles. These options cannot only reduce paper, but there is potential cost savings for students. A rental costs about half as much as a new textbook and digitals cost about 35 percent less.

Welcome Center & Parking Services has added a transportation option as well as improved upon some existing programs. New this fall, Connect by Hertz short-term car rental will be available to students and employees 18 years and older. Log on to [connectbyhertz.com](http://connectbyhertz.com) and become a member. Faculty/staff can enter promo code 1891196 by September 30

and the first year's membership is FREE. Once a member, you can reserve one of the two cars on campus online either by the hour or day.

Also new this year, the BASC Business Office will be selling RGRTA bus passes. Prices range from \$3 for an all day unlimited freedom pass to \$56 for a 31 day freedom pass.

Welcome Center & Parking Services is expanding their Fast TRAX Bike Borrowing program with more hubs and bicycles. As a reminder, faculty and staff may borrow bikes for an annual fee of \$10.

The campus shuttle service will remain, however BASC will assume the contract management for this service. There may be some schedule changes. Visit [basc1.org/parking](http://basc1.org/parking) for the current schedule.

Rideshare remains a great option for finding a regular carpool partner or a one-time ride. There are additional incentives available this year for those who form a formal carpool. Learn about how you can take advantage of premium parking spaces available to carpoolers at [basc1.org/parking](http://basc1.org/parking).

Dining Services has been partnering with the Grounds Department on campus to compost pre-consumer food waste at Harrison Dining Hall. Over the summer this program was expanded on a trial basis to include Brockway Dining Hall and Union Square Food Court. This program will be re-evaluated in August to see if it can continue throughout the academic year.

## Parking Reminders

Make sure to obtain your parking permit for the fall semester ASAP. There will not be a grace period this year. In August Lot V-1 will open with over 400 available spaces. Commuters, faculty and staff will have designated spaces in the northeast section and the remainder will be reserved for resident students.

**basc1.com**  
**is officially**  
**basc1.org**



Smile for the camera! Don't miss your opportunity to be in the 2011 BASC calendar. If you see the camera around make sure to strike a pose!

# Safety

# Spotlight

## Tip of the Issue: *Prevent Muscle Strain*

Muscle strain, also known as “pulling” a muscle, occurs when a muscle is stretched beyond its normal capabilities and tears away from the tendons and ligaments. The tearing of the muscle can actually cause damage to small blood vessels causing a bruise to form. Muscle strains aren’t extremely dangerous, but they can be painful.

Symptoms of a muscle strain:

- Swelling, bruising, or sometimes even redness of the area
- Pain even while resting
- Pain when the specific muscle is used
- Weakness of the muscle or tendon
- Sometimes inability to use the muscle at all

Ways to avoid muscle strains:

- The leading cause of muscle strain is poor physical conditioning. You should always try to stretch before doing any strenuous activities and take it slow, don’t jump right into the

action.

- Areas most susceptible of muscle strain are your hamstrings, groin, lower back, and calves. Make sure to be more careful with these muscles.
- Muscle strains can typically occur if you feel exhausted. Over-exertion is another cause so don’t always try to use the same muscle group over and over.
- Make sure you get enough vitamin C in your diet. Vitamin C may improve muscle strength but it can also help speed up the healing process if you do have a muscle strain.

Treatment for muscle strains is typically minimal, but there are ways to help speed up the process. Make sure to rest the muscle as much as possible, take anti-inflammatory medicine such as Advil, and put ice on the area during the first few days at regular intervals to help reduce any inflammation or pain.

Source: webmd.com

## Safety Representatives

Maintenance

**Mike Smith (Smitty)**

Harrison

**Lloyd McCauley**

TRAX

**Jessica Marks**

Brockway

**Dan Cater**

Union Square & Kiosks

**Larry Hueser**

Bakery

**Ken Bonczyk**

Catering

**Patty Sorel**

Business Office

**Patty Knapp**

Administrative Office

**Vernon VanSkiver**

**Charlotte Jewell**

Serve Safe Trainer

**Ken Bonczyk**

## Safety Report

Below is a breakdown of accidents since April 22, 2010: Cuts (4), Burns (2), Sprains (2), Strains (5), Contusions (2) = 15 total accidents.

Congratulations to our latest Safety BINGO winners: **Brandon Schultz** (\$50), **Kelly Bodine** (\$100), **Ken Bonczyk** (\$200), **Cathy Legacy** (\$200)

## New Timekeeping, Payroll, and HR/Benefits System

BASC will be implementing a new timekeeping, payroll, and HR/benefits solution that will bring together all of our pay-related and human resource functions into a single Web-based system. This new system from Automated Data Processing (ADP), called Workforce Now, will streamline processes, increase efficiency, and improve services to employees. The plan is to test this system in November with a select group of em-

ployees and go live with the first pay period of the new year.

Here's how this impacts employees: There will be new Kronos time clocks in most locations. The clocks will still operate using a badge system, but we anticipate employees being able to use their Eagle One ID cards. More functions will be available at the clock, and beginning in January 2011, all BASC direct deposit statements, paychecks and W-2's will be proc-

essed, provided, and delivered by ADP. Employees will have secure, online access to many features of the new system.

More details will follow as the project nears implementation. Please contact any member of the project team (**Vern VanSkiver, Denise Putt, Jermaine Toppin, Bev Ludke, Char Charles, John Mlyniec, and Steve Miller**) if you have questions.

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# Cookbooks are HERE!

BASC Cookbooks will be for sale in the BASC Business Office, Union Square Food Court, Jitterbugs Café, Hartwell Cafe, Aerie Café, and Courtside.



# Around the Water Cooler



## Administrative Announcements

**Diane Dimitroff** was awarded the College at Brockport Administrator of the Year award by BSG at the Student Leadership Award Ceremony held in April. As stated in the program, "This award is presented to an individual that supports the efforts of Brockport Student Government with advice and encouragement. The recipient provides guidance to student leaders, helping them achieve their goals of providing diverse, consistent and successful events and programs to the students of The College at Brockport." Congratulations Diane!

**Mark Gardner** would like to thank **Gary Stevens** and the management team at Harrison and TRAX, especially **Katherine Feeney**, for their help in managing The Brockport Arts Festival. Also, thanks to **Chris Swift**, **Carl O'Connor** and **Brandon Schultz** for their long hours planning and executing the event, and to **Gina Maclaren**, **Lucia Abaunza**, **Mary Tarbrake** and the entire Garnishes team for always doing a fantastic job. **Helen Ames**, **Kathy Pharaoh** and **Cathy Legacy** worked with the ladies at the Leadership Academy for Girls producing some great tasting food. Your efforts were very much appreciated.

## Brockway Blurbs

**Jean Gilman's** daughter **Jenna** graduated high school this summer and will be attending D'Youville College in the fall to pursue a nursing degree. Congratulations and good luck Jenna!

**Denise Phillips' son Dylan** graduated high school this summer as well and will be attending Genesee Community College in the fall. Congratulations Dylan!

Brockway would like to thank all summer employees from Harrison, TRAX, and Brockway that worked so hard to make Summer Programs a great success.

## Harrison Highlights

**Tricia Miller's** operation was a success and everyone at Harrison is anxious to get her back.

Congratulations **Derrick Storie** for his promotion from part-time cleaner to full-time kitchen helper. He will be a great asset to the back-of-the-house.

## Parking Pebbles

On July 10, **Joan Consler's** cobblestone farm home and garden was included in the Orleans Country Garden Tour.



Congratulations Joan! We are glad that others were finally able to see *Joan Consler & grandchildren* your beautiful work on display.

## TRAX Tidbits

Welcome back all employees! We hope that everyone had a relaxing and enjoyable summer. This is going to be an exciting year and let's make it a great one!

TRAX would like to congratulate **Rhonda Hurd** on the birth of her second grandchild. Best wishes to Rhonda and family!

Congratulations to **Jermaine Toppin** on his promotion to unit manager. We are all excited and happy for you.

## Union Square Scribbles

Union Square hopes that everyone had a great summer and we are all looking forward to another great year ahead!

Congratulations to **Cathy Legacy** as she transitions to the unit manager position at Brockway. In addition, we would like to welcome **Dick Mondy** as he returns once again to Union Square.

Congratulations to **Gail Pfeffer** and family on the birth of another grandson in late in July.

**Larry Hueser** had a great time in early July when he spent a week volunteering at Camp Good Days and Special Times. We also look forward to the return of **Dan Robillard** from his mission trip to Africa. We can't wait to hear stories!

**Linda Marshall** and her daughter **Kelly** participated in an MS walk in early May.



*Linda Marshall and team*

Kelly wrote a thank you to all who helped them exceed their goals. "...The team raised \$2,889.06. We were the second highest team for Greece!! Wow is the first word that came to my lips. Next year we'll need to shoot for \$3,000!"

## Summer Camps & Conferences

Summer Camps and Conferences has wrapped up a busy summer hosting 13 groups on campus: Financial Aid Conference, SUNY Librarian Association, Camp Abilities, Empire Girls State, COAP (Career Opportunities in the Accounting Profession), Oklahoma Gold, Kista Tucker Dance, 1970's Reunion, Bill Evans Dance, Upward Bound, Soccer Festival, and Offense/Defense Football. The Summer Camps and Conferences staff worked hard to coordinate housing, dining, general space, and equipment arrangements for all of these groups.

In addition, Summer Camps and Conferences hosted 33 middle-school aged girls, many from

school districts throughout the greater Rochester community, for BASC's "home-grown" Leadership Academy program July 18 - 24. The Leadership Academy for Girls offers a unique residential camp experience for area girls from diverse backgrounds focusing on leadership skill development for success in high school, college, careers, and life in general.

The camp, which for many is their first exposure to higher education, sends the message that a college degree is accessible and achievable for those who desire it. As young women motivated to attend college and accomplish their goals, they are encouraged to take control of their lives and to help themselves

and others to achieve a high degree of economic self-sufficiency. Throughout the week, participants worked on writing "My True Story," a vision of where each young person wants to be in ten years and a plan to get there. Camp activities like touring the Susan B. Anthony House, participating in a Top Chef competition, and attending an Etiquette Dinner were designed to foster this thinking.

The Rochester Women's Giving Circle Fund at Rochester Area Community Foundation recently demonstrated its recognition and support of The Leadership Academy for Girls by providing a \$5,750 grant to fund 10 participants.

## Condolences

Our thoughts and prayers go out to the following people as well as their family and friends:

**Barb Carpenter** whose father passed away early June.

**Mark Gardner** and family for the loss of his brother-in-law, in July.



## Corrections

A sincere apology to **Bev Weatherbee** who has 20 years of service dedicated to BASC, not 10 as noted in the April issue of *News & Views*.



## End-of-the-Year Celebration



## Happy Birthday!



The following employees will celebrate a birthday this fall:

### September

Joanne Jordain	Linda Eichas
Kelly Pratt	Will Kilburn
Joe Militello	Linda Marshall
Patricia Rowley	Kathleen Pharoah
Joe Yockel	Christine Passarell
Frank Smith	Elizabeth Morrow

### October

Carmen Lopez	Amanda Catherwood
Ryan Stevens	Mark Gardner
McAllister King	Wendy Applegate
Debbie Rockow	Sharon Woodley
Jessica Landen	Ken Bonczyk
Denise Phillips	Eric Eiklor
Theresa Jobs	

### November

Desta Walker	Steve Hagadorn
Deidre Devlin	Dennis Iannone
Paige Doerner	Chaley Swift
Joan Grossman	Kelly Mahoney
Colin Bliss	Marianne Torres
Patty Palermo	Channon Stratton
Sharon Porter	Steve Osborne
Sheila De Vos	Fran Frisbee

## Great Plate Challenge

To kick off the 60th anniversary of BASC, and to celebrate our next 60 years, we are holding a Great Plate Challenge for all full-time, part-time, and managerial staff, to help promote an overall lifestyle of eating for wellness.

Everyone will receive a food journal at the Return to Work Meeting which will help explain the Great Plate and give examples of foods categorized as red, yellow, or green.

The contest will begin on September 6 and run for 60 consecutive days, ending on November 4.



Participants will track the red, yellow, and green foods they consume on a daily basis. At the end of each day, employees will judge whether it was indeed a Great Plate day with the majority of their foods falling in the green category, then yellow, and just a few reds.

At the end of the challenge employees will tally how many days overall were Great Plate days. Send your results (name and total number of Great Plate days) to BASC Marketing, 2nd floor of Brockway Hall, or [bascmtg@brockport.edu](mailto:bascmtg@brockport.edu) by **Friday, November 12**. The person with the most Great Plate days will receive a basket full of healthy items.

## Contribute to N & V's

Email your items to [anna.hintz@basc1.org](mailto:anna.hintz@basc1.org) or [kelly.bodine@basc1.org](mailto:kelly.bodine@basc1.org). You can also drop them in the *News & Views* envelope located in your unit. The next *News & Views* deadline is **November 15, 2010**. The *News & Views* is also available at [www.basc1.org](http://www.basc1.org) (select the employees link.)

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Graphic Design: Kelly Bodine

