BASC News and Views April 2014

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Executive Director’s Corner

Happy Spring! It appears as though the weather is finally going to reflect the calendar date and start to turn warm. For me, it can’t happen soon enough.

As another academic year closes I want to take this opportunity to thank everyone for your hard work and dedication to our company values. I especially would like to congratulate our team members who have received awards for their exemplary service. Congratulations to Jeff Pack and Andy Fogg for receiving the BASC Employee of the Year Awards, and to Chris Sackett on winning the prestigious Barnes & Noble Next Generation Award. Bravo!

These team members are not the only ones who have played a part in creating points of pride for BASC. If I asked each of you to share a story from this year that made you proud to be a BASC team member, I am certain that I would hear about a great WOW that took place, the Chef Olympics, how smoothly a special event went, or any number of “planned” events and activities. Of course it is important for us to make sure that these events are points of pride since the spotlight is focused on them. But, what truly makes me proud of our team doesn’t happen with a lot of fanfare. I am proud of our commitment to providing excellent products and extraordinary customer service every time we interact with our customers. This occurs each time you address our customer by name, when you know their “usual” before they ask, when you offer a word of encouragement, or even just a smile. This embodies our commitment to providing excellent customer care and in making each impression a positive one. This is what makes BASC successful!

So as the semester comes to a close, keep up the good work so that we can finish strong and come back to achieve even greater heights in the new academic year.

Have a great summer and see you in the fall!

Dana
With the end of the semester within reach, below is a recap of our initiatives this year that have aimed to foster our customer-centric culture.

**Connection Specialists**

We are happy to report that the following 13 employees have completed training requirements to become our first-ever certified Connection Specialists: Nate Boyd, Kelly Bodine, Jeff Collins, Lisa DiClemente, Teresa Holupko, Erik Jones, Linda Marshall, Janet Olivieri, Jeffrie Pack, Kelly Pratt, Debbie Rockow, Stephanie Schuth, and Loreen Stetzel. These employees are our resident experts and customer service ambassadors. Based on feedback collected after each training session, 100% of these employees said that they would recommend this program to others. They’ve also made great suggestions to further improve the program. Mark Gardner and Anna Hintz will be incorporating these suggestions into the next round of training. Stay tuned for your opportunity to participate and become a Connection Specialist!

**Caught in the Act**

Seventy-nine people were “Caught in the Act of Caring” between January 27 - March 14. Of those employees, 45 received a monetary award! This contest has been extended until the end of the spring semester. Continue to look for part-time, full-time, student manager, professional, and administrative employees who are going above and beyond and “catch them in the act” by completing a nomination form.

**Continuous Improvement Team (CIT)**

Our CIT has met monthly throughout the year to look for ways to improve our practices and better serve our customers - both internal and external. They’ve played a key role in helping to shape the Caught in the Act contest this semester and will evaluate this program in April to determine if we want to continue this for fall.

Team member Jess Marks-Forder has been working with the CIT to develop a consistent recognition program for our student employees for roll out in the fall.

Other suggestions that we’ve implemented that have stemmed from this group include the reinstatement of our Secret Shopper program and the piloting of the BASC E-newsletter. We’ve been utilizing a few student managers to “secret shop” all of our service operations this semester. In March, we sent out our first E-newsletter to employees. Another edition is planned before the end of the semester and a more regular schedule is being developed for next year.

**Goals and Measurement**

If you’ll recall, our company customer service goal has been to strengthen our competitive advantage by consistently meeting or exceeding expectations. To do that, we’ve been working to reinforce our customer-centric culture. A couple ways we measure our success are through customer satisfaction and employee satisfaction. We’re in the process of wrapping up our customer satisfaction surveys. What we know so far is that customer service is more important than ever because our customers’ expectations are constantly rising and we need to be ready to meet that challenge. (See p. 3 for survey results.)

The poll conducted with over 80 of our employees shows that in terms of being advocates of our company (likely to recommend BASC as an employer), improvements have been made since our last survey in 2011. While this is encouraging, we know that there is more work to do. We will continue to listen to our team members and work to make BASC an even better place to work so that together we can live our motto of “Serving you best by knowing you first.”
Dining Services’ goal is to provide an overall program that meets the needs of the campus community as measured by high satisfaction and high participation. Our five key strategies to achieve this goal include value, culinary, wellness, facilities, and efficiency.

Culinary has been a primary focus because we believe that serving great food is the foundation of our program, and our survey results have consistently shown that the rating of “food overall” is our top predictor of overall satisfaction.

We conduct an annual customer satisfaction survey to help us gauge how well our program is meeting the needs of the campus community. For the past five years, we have utilized the National Association of College & University Food Services (NACUFS) survey tool. This allows us to not only gain customer feedback about our program, but also to compare our results with those of other institutions in the northeast region and across the country.

This year’s overall dining service score was 3.98 out of a possible 5. Our score is higher than the average score in the northeast region of 3.79, but did decrease slightly from our last year’s score.

The survey asks participants to rate a variety of topics in terms of both importance and satisfaction. From the survey data we’re able to focus our energies on the areas that are most important to people. There are many areas that customers have identified as important and they are very satisfied, like helpfulness of staff, cleanliness, and service overall. We want to keep doing those things really well! In terms of improvements, we want to focus our attention on those areas that are important to customers and that don’t fare as well in terms of satisfaction. These areas have consistently included:

1. Value
2. Variety of healthy menu choices
3. Hours of operation
4. Nutritional content
5. Variety of menu choices
6. Freshness
7. Availability of seating

The table below includes these areas of focus and specific short and long-term strategies in place to improve satisfaction. It is important to note that while we always want to do what we can to improve customer satisfaction, we’re not alone in these challenges. Most other institutions participating in the NACUFS survey find these same challenges.

<table>
<thead>
<tr>
<th>Area of Focus</th>
<th>Short-term Strategy</th>
<th>Long-term Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>• Coupons, value promos&lt;br&gt;• Meal bundle pricing&lt;br&gt;• Subway &amp; Union Square refresh&lt;br&gt;• Change Two-A-Day to Any 14 Plan</td>
<td>• Competitive pricing</td>
</tr>
<tr>
<td>Variety of healthy menu choices</td>
<td>• Nutrition-related programming&lt;br&gt;• Switch from Great Plate to MyPlate&lt;br&gt;• Increased marketing of healthy options&lt;br&gt;• Expand gluten free &amp; other special dietary options (vegetarian meals)</td>
<td>• Source more local products&lt;br&gt;• Culinary training led by Executive Chef Richard Reynolds</td>
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<tr>
<td>Hours of operation</td>
<td>• Expand Harrison &amp; Brockway hours of operation Sunday - Thursday evenings</td>
<td>• Evaluate retail &amp; residential hours to find the right balance to meet customer needs (including weekends)</td>
</tr>
<tr>
<td>Nutritional content</td>
<td>• Additional labeling in dining halls (Vegan, Vegetarian, plus 9 major allergens)&lt;br&gt;• Promotion of Nutrition Tracker</td>
<td>• Ongoing maintenance of the Nutrition Tracker system</td>
</tr>
<tr>
<td>Variety of menu choices</td>
<td>• New menu items added to dining hall cycle menus&lt;br&gt;• Evaluation of special cycles in retail&lt;br&gt;• New products in retail (F'Real, TRAX Taterz, flatbreads, MTO salads, etc.)</td>
<td>• Evaluate menu trends &amp; new retail products&lt;br&gt;• Product innovation&lt;br&gt;• Development of culinary team</td>
</tr>
<tr>
<td>Freshness</td>
<td>• Installing SmartTemps monitoring system&lt;br&gt;• Introduce new pre-packaged to-go items in retail&lt;br&gt;• Expansion of fresh bread in DH</td>
<td>• Pride of New York education&lt;br&gt;• Made-to-order &amp; customizable foods&lt;br&gt;• Balance between convenience &amp; MTO</td>
</tr>
<tr>
<td>Availability of seating</td>
<td>• New seating arrangements for Harrison&lt;br&gt;• Exploring additional space in Brockway</td>
<td>• Continued evaluation and adjustment of meal plans</td>
</tr>
</tbody>
</table>
The J.P. Morgan Corporate Challenge is an annual 3.5 mile run/walk held nationally to benefit many great organizations. One of the local events will be held again this year in Rochester at the Rochester Institute of Technology (RIT), and will benefit the Hillside Work-Connection Scholarship.

This scholarship connection program is a nationally recognized program for youth-development that helps at-risk students stay in school and successfully graduate while providing part-time work experience to prepare them for life after graduation. Hillside in Greater Rochester will receive a donation from J.P. Morgan Chase & Co., in honor of the Corporate Challenge participants. This is part of a long-standing tradition in Upstate New York where J.P. Morgan Chase utilizes the Corporate Challenge platform to raise awareness of the life-changing work of not-for-profits.

This year BASC will partner with The College team. The registration fee for any BASC employee who wishes to participate is $34 per registrant. You will receive two t-shirts (one from Chase Corporate Challenge, one from the College), free dinner, participation prizes, live music and sponsor freebies.

To register, sign up online at jpmorganchasecc.com/events.php. Click on ‘Rochester’ on the left hand side, then ‘Registration,’ then “register yourself if you plan to enter.” Sign up under The College at Brockport team.

The Challenge will be held on Thursday, May 29 at RIT at 7 pm. If you need help registering, please contact Kelly Bodine at 395-2644 by Wednesday, April 30.

### Student Scholarship Winners

BASC would like to congratulate our seven student scholarship recipients who received a total of $15,000 courtesy of Barnes & Noble and Next Generation:

- **Joelle Clark**, Catering - $3,000
- **Austin Smith**, Bookstore - $3,000

- **Arthur Brooks**, Brockway - $3,000
- **Stephanie Cybulski**, Harrison - $2,000
- **Hannah Schneeberger**, Brockway - $2,000
- **Skylar Francis**, Marketing - $1,000

- **Jonathan Palmer**, Union Square - $1,000

### Chase Corporate Challenge

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A special thanks to everyone who participated in the Denim Dollar$ for Scholars campaign! A total of $372 was raised for student scholarships on campus.

Best of luck to all of our graduating student managers.
Thank you for all the hard work you have put in over the years.

Commencement Volunteers Needed

Commencement is almost here and volunteers are greatly needed. The graduate Commencement ceremony will take place on Friday, May 16 at 5 pm and the two undergraduate ceremonies will take place on Saturday, May 17 at 9:30 am and 2 pm. All ceremonies will be in the SERC House of Fields.

BASC management and professional staff are strongly encouraged to volunteer to help at one or more ceremonies by May 9 by completing the form at brockport.edu/commencement/volunteer. BASC hourly employees may be scheduled by their supervisors to work those days.

For more information about the ceremonies, please visit brockport.edu/commencement.
Commencement is an exciting time and one for us to celebrate our students' success! Thank you in advance for your willingness to help make this day special.

End-of-the-Year Employee Gathering and Bowling

BASC will hold its annual End-of-the-Year Employee Gathering on Tuesday, May 20. The awards ceremony and brunch will take place from 10 am - noon at the New York Room, Cooper Hall. This portion of the meeting is mandatory. Employees will be paid for four hours.

Afterwards, employees may head to Brockport Bowl for an afternoon of bowling, food, fun, laughs, and lots of prizes. BASC is also paying for shoe rentals and three games of bowling. Those interested in bowling must return completed forms to Vern VanSkiver by Monday, May 12. Forms have already been distributed to unit managers. For additional bowling forms contact Vern VanSkiver at 395-5216.
Administrative Announcements

Congratulations to Steve Miller and his wife as they anticipate the birth of grandchild number 18! Well wishes to Betty Drennen with her new endeavors. We will miss you terribly, but we know that your new life is with your family.

Congratulations to Anna Hintz who has finished her Master of Science degree in Strategic Leadership from Roberts Wesleyan College.

Bookstore Buzz

Congratulations to Chris Sackett who was recently awarded the prestigious Next Generation Leadership Award at the Barnes & Noble College annual conference in Orlando, FL, an honor given to just five individuals across the country.

Brockway Blurbs

Cody Butlin and Erik Jones attended the NACUFS conference during Spring Break at Rutgers University in New Jersey. Gluten free foods was a popular discussion and our campus seems to be on the right track.

Congratulations to our new student managers: Shane Hartigan, Robert Bretz, Matt Moran, Shaquille Rivera, Tiffany Eagle, and Adam Hughes.

Conferences & Events Chatter

Welcome Lynda Sikorski to the team. Along with her role in Human Resources Lynda will also be joining us for the next few months.

Congratulations to Jeff Collins for completing the Connection Specialist Training this past March.

Congratulations to Kelly Tufano for being Caught in the Act of Caring for going above and beyond for her customers and coworkers.

Welcome to our new student managers: Mijana Coric and Courtney MacMurdo.

Harrison Highlights

Congratulations to Carol Beaucleine who welcomed a new addition to her family.

Zero is their new lab-mastiff.

Good luck to our graduating student managers: Brianna Nimphius, Zack Cox, Ken Smith, and Heather Caputi.

Congratulations to Jean Gilman on her new position. We miss you.

Congratulations to McAllister King and his wife, on the birth of their third child. Everly Rae was born 8 lbs., 6 oz. Everyone is healthy and doing well.

Eagle’s Nest and TRAX Tidbits

Wishing all of our students a safe and happy summer break.

Congratulations to Tyler Wallis and his wife on the birth of their daughter, Violet Lee Wallis. Violet was born on March 28 weighing in at 8lbs., 6 oz. Everyone is adjusting well to his new home.

Congratulations to students Jeff Fisher, Matthew Andre, and Evan Fleisher for their hard work on creating a mobile application that can track the Eagle Run campus shuttle to update users of the whereabouts of the shuttle found at brockport.edu/map. Jeff and Matt were available to present their findings at Scholar's Day.
Eat Well Live Well Challenge

Eat Well! Live Well! is in its home stretch with the challenge wrapping up on May 11. Hopefully everyone has been seeing a change in their daily activity.

A recipe contest is going on now through Monday, April 28. Submit your all-time favorite, yet healthy, recipe by emailing Mary Haight at mhaig1@brockport.edu. Voting will take place to select the top recipes and all recipes will be combined into The College at Brockport’s Eat Well! Live Well! Recipe Book.

Keep tracking and reporting your results! For more information, contact Char Charles at char.charles@basc1.org or 395-2752.

Sustainability Events & Activities Recap

The campus participated in the following activities throughout the year aimed at raising awareness about sustainability:

- International Coastal Clean-up at Hamlin Beach - 320 lbs. of litter was picked up along 1 1/2 miles of coastline
- Dining’s Farm to Table Dinner at Robb Farms in Spencerport
- Campus Sustainability Day including a tour of Thompson Hall
- America Recycles Day with a tour of Sunnking Recycling Center
- Recyclemania - Brockport made the top 10 list for the number of pledges we received from our community to recycle
- Earth Week - happening the week of April 21

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Keep tracking and reporting your results! For more information, contact Char Charles at char.charles@basc1.org or 395-2752.
**Longevity Awards**

BASC will recognize its employees for their years of service (at every five year increment) at the End-of-the-Year Employee Gathering on Tuesday, May 20. In addition, the College will recognize those employees with 25, 30, 35, or 40 years of service at the annual College Recognition Dinner on Thursday, May 8.

Thank you to these employees for their many, many years of dedicated service!

**Five Years**
- Amanda Catherwood - TRAX
- Mark Kinsey - Harrison
- Linda Mitchell - Union Square

**Ten Years**
- Amanda Catherwood - TRAX
- Mark Kinsey - Harrison
- Linda Mitchell - Union Square

**Steve Miller** - Administration
**Sharon Porter** - Union Square
**Derick Storie** - Harrison
**Joshua Whitaker** - Harrison

**Scott Connelly** - Brockway
**Mary Lotzow** - Jitterbugs
**Gina Maclaren** - Catering
**Elizabeth Morrow** - Union Square
**Christine Passarell** - Harrison
**Gail Pfeffer** - Union Square
**Patricia Torres** - TRAX

**Fifteen Years**

**Rhonda Hurd** - TRAX
**Joanne Jordain** - Harrison
**Cathy Legacy** - Brockway
**Desta Walker** - Jitterbugs

**Steve Miller** - Administration
**Sharon Porter** - Union Square
**Derick Storie** - Harrison
**Joshua Whitaker** - Harrison

**Scott Connelly** - Brockway
**Mary Lotzow** - Jitterbugs
**Gina Maclaren** - Catering
**Elizabeth Morrow** - Union Square
**Christine Passarell** - Harrison
**Gail Pfeffer** - Union Square
**Patricia Torres** - TRAX

**Fifteen Years**

**Steve Miller** - Administration
**Sharon Porter** - Union Square
**Derick Storie** - Harrison
**Joshua Whitaker** - Harrison

**Scott Connelly** - Brockway
**Mary Lotzow** - Jitterbugs
**Gina Maclaren** - Catering
**Elizabeth Morrow** - Union Square
**Christine Passarell** - Harrison
**Gail Pfeffer** - Union Square
**Patricia Torres** - TRAX

**Twenty Years**

**Joe Buttons** - Harrison
**Rhonda Hurd** - TRAX
**Joanne Jordain** - Harrison
**Cathy Legacy** - Brockway

**Steve Miller** - Administration
**Sharon Porter** - Union Square
**Derick Storie** - Harrison
**Joshua Whitaker** - Harrison

**Scott Connelly** - Brockway
**Mary Lotzow** - Jitterbugs
**Gina Maclaren** - Catering
**Elizabeth Morrow** - Union Square
**Christine Passarell** - Harrison
**Gail Pfeffer** - Union Square
**Patricia Torres** - TRAX

**Twenty Five Years**

**Mark Gardner** - Administration
**Linda Marshall** - Union Square
**Peggy Turlington** - Brockway

**Rhonda Hurd** - TRAX
**Joanne Jordain** - Harrison
**Cathy Legacy** - Brockway
**Desta Walker** - Jitterbugs

**Joe Buttons** - Harrison
**Rhonda Hurd** - TRAX
**Joanne Jordain** - Harrison
**Cathy Legacy** - Brockway

*If anyone has any questions regarding their longevity or thinks their name may have been left out of the above listings, please contact Char Charles, 395-2752 ASAP.*

**BASC E-News**

Make sure to check your Brockport email for our newly created BASC E-news! Our Continuous Improvement Team suggested that we publish a short newsletter in between our News & Views each semester to help keep our team members informed about all that’s happening. This newsletter will be emailed to BASC employees and a hard-copy will be posted in each unit.

**Summer Schedule**

The summer work schedules are in the final stages of being completed. They will be distributed at the End-of-the-Year Gathering on Tuesday, May 20. If you have questions regarding your summer work schedule, please see your unit manager.

**Notary Service**

Congratulations to Char Charles, Human Resources Administrator, who has recently been appointed a Notary Public.

Any BASC employee needing documents notarized is welcome to make an appointment with Char for this service.

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**Red Wings Game**

Come join your fellow BASC colleagues for the Rochester Red Wings vs. Durham Bulls game at Frontier Field on Tuesday, August 12. We have great seats behind home plate! Tickets are FREE for employees and $9.50 for each guest. Call Ralph Eisenmann for tickets at 395-5213.
Congratulations to BASC’s employees of the year—Jeffrie Pack (Brockway) and Andrew Fogg (Union Square).

Jeff is the recipient of the Extraordinary Performance Award and Andy received the Outstanding Service Award, both of which recognize employees who demonstrate and role model the BASC corporate values of team, organizational integrity, passion for excellence, and stewardship.

Both Jeff and Andy will be recognized at the annual College Recognition Dinner on Thursday, May 8.

We would also like to recognize all of this year’s nominees for employee of the year. Choosing this year’s winners was not an easy task, as there were many deserving candidates. The following employees were also nominated by their fellow colleagues:

- Teresa Holupko (TRAX),
- Kathy Pharoah (Harrison),
- Diane Staub (Brockway),
- Sharon Engle (Union Square),
- Kevin Derrane (Harrison),
- Patty Knapp (Business Office),
- Joan Grossman (Union Square),
- Linda Mitchell (Union Square),
- Tricia Miller (Union Square).

Congratulations to all nominees!
Happy Birthday!
The following employees will celebrate a birthday this summer:

**June**
- Richard Mondy
- Laurie Magliocco
- Gabriella Gross
- Rhonda Hurd
- Teresa Holupko
- Joe Buttons
- Matt Barilla
- Randy Sherwood
- James Taylor
- Darlene Sietmann
- Zach Peake
- Fred McMillian
- Dana Weiss
- Jean Gilman
- Nicole Daniels

**July**
- Chelsea Szabo
- Mary Lotzow
- Diane Staub
- Samantha Miller
- Josh Whitaker
- Larry Hueser
- Betty Sheffield
- Kelly Bodine
- Char Charles
- Nathaniel Boyd
- Vern VanSkiver
- Courtney Macmurdor
- Ethan Bachman
- Brian Cox
- Justin Maher
- Brian Matuszak
- John Mlyniec

**August**
- Helen Ames
- Jermaine Toppin
- Denise Putt
- Jamie Swartz
- Barb Carpenter
- Kelsey Wadhams
- Erik Jones
- Gabriel Rivera
- Josh Sweeney
- Brandy Klimack
- Karen Prince
- Kari Pearl
- Kristine Perry
- Jeff Collins
- Janet Olivieri
- Brianna Nimpius
- Laurelynn Gurnett

Contribute to N & V’s
Email your items to anna.hintz@basc1.org or kelly.bodine@basc1.org. You can also drop them in the News & Views envelope located in your unit. The next News & Views deadline is July 25, 2014. The News & Views is also available at www.basc1.org (select the employees link.)