BASC News and Views April 2015

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Executive Director’s Corner

It is hard to believe that the 2014-15 academic year will end with Commencement in just a few short weeks! As the semester comes to a close it is a great time to review the past year. I believe that BASC has a lot to be proud of this year! We launched a number of new initiatives with great success and the NACUFS and NACS survey results show that we have increased our overall satisfaction rating with our customers! I could go on and list all of our accomplishments - but I believe it is more important to acknowledge how we got here - it is through great TEAMWORK.

Every time I walk into a unit I am impressed with the quality of the service you all provide. I know how hard it is to consistently meet and exceed the expectations of our customers - and you manage to achieve this! I also know that none of this would be possible without your commitment to TEAMWORK.

When I sat down to write this article I was reviewing information on what makes teams successful. I think the following excerpts from the article Teamwork Makes the Dream Work: The Importance of Being a Team Player by Dennis Zaremski in the Daily Elite sums up the attributes I see in the BASC Team:

Group Effort is More Effective than Individual Effort: The most impressive feats are accomplished by groups of people, not individuals.

Earning Your Stripes: If you are part of a team you have to prove your merit not only to yourself, but also to everyone you’re working with. When something is expected of you there are no excuses.

Improving Others = Improving Yourself: When you do well, you set a standard that others want to meet. When you see someone you’re working with do something better than you, most often, you’ll push yourself to meet that standard. By pushing yourself, you help push people on your team.

Your Attitude Matters: Having a genuine interest in your team helps you as well as those you’re working with.

Don’t Ever Think There is No “I” in Team: As much as your work is integral to the success of your team, the success of your team is integral to your success.

As we come to the close of this year keep up the good work so that we can finish strong and position ourselves for an even better 2015-16!

Thank you for all you do!

Dana
As the end of the semester draws nearer, it’s a good time to reflect on our customer service initiatives. We implemented the following new initiatives related to customer service this year:

- Created an Employee Promise statement that, along with our mission, vision, and values, serves as the foundation of our company strategies
- Created 10 Service Standards that are now serving as the basis of our customer service training
- Implemented Daily Line Up meetings in our dining units
- Implemented the BASC Weekly e-newsletter
- Extended the Caught in the Act of Caring recognition program for part-time, full-time, student manager, professional, and administrative employees and the Five Star recognition program for our student employees
- Piloted “BASC Tours,” giving current team members an opportunity to tour other BASC operations on campus

In addition to these new initiatives, we also continued those that we started the previous year. Here’s an update on those:

**Connection Specialists**

This year we held two Connection Specialist training classes with 39 team members participating, bringing our total number of Connection Specialists to 52! We continue to receive positive feedback about this program with 100% of participants stating that they’d recommend this class to others. Our next class is scheduled for January 2016. More information will be available in the fall. Let your supervisor know if you’re interested in attending.

**Caught in the Act**

Over 150 “Caught in the Act of Caring” pins have been awarded so far this year. Of those, 40 received a monetary award at the end of the fall semester. The spring semester drawing will be held at the end of the semester. Continue to look for team members who are going above and beyond and “catch them in the act” by completing a nomination form.

**Continuous Improvement Team**

The Continuous Improvement Team has been a good resource for exploring improvement opportunities and providing feedback on many of our new initiatives including the daily line ups, the BASC Weekly e-newsletter, BASC tours, employee recognition, and more.

**Goals and Measurement**

One of the ways that we measure our success in terms of customer service is through our annual satisfaction surveys. The National Association of College Stores (NACS) Bookstore survey has just wrapped up. We look forward to reporting those results in the months ahead. The results of the National Association of College and University Foodservice (NACUFS) Dining survey have been reviewed and are very positive with overall score improvements across the board. More detailed results are shared on the next page.

As the academic year comes to an end, our organization has a lot to be proud of in terms of the strides we’ve made and the great customer service we provide to the campus community throughout the year. Each of you should be proud of your work and contributions. Thank you for your continued dedication to BASC’s mission and vision. Your work is making a positive difference in our company and our community! 

The teams at Brockway and Harrison Dining Halls went all out for their final WOW of the semester—the **Safari Dinner** on April 15. The menu was adventurous with items like wild boar, venison, antelope burgers, and okra stew and the décor literally made students stop and say, “Wow!” Hats off to both teams for delivering an excellent customer experience!
Dining Services’ goal is to provide an overall program that meets the needs of the campus community and enhances the experience on campus. Serving great food is at 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.

For the past six years, we have utilized the National Association of College & University Food Services (NACUFS) survey tool to help us gauge how well our program is meeting the needs of the campus community. 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 4.09 out of a possible 5, a slight increase over last year’s score of 3.98. Our score remains higher than the industry average and the average score in the northeast region.

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 friendliness 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. Nutritional Content
3. Variety of healthy menu choices
4. Freshness
5. Variety of menu choices
6. Hours of operation

7. Taste

It is important to note that these challenges are not unique to us and that the industry in general faces these challenges. The great news is that this year’s survey showed that we made improvements in all of these areas and that we are faring better than the industry averages.

These improvements are great and we want to continue this momentum moving forward! The table below includes the top areas of focus and specific short and long-term strategies to address them. Many of these strategies should look familiar because they are things that we’ve been working on throughout the past couple years.

Our entire team should feel good about what we’ve accomplished this year and the positive track that we’re on. Thank you for your continued dedication to our customers, service, and continuous improvement!

<table>
<thead>
<tr>
<th>Area of Focus</th>
<th>Short-term Strategy</th>
<th>Long-term Strategy</th>
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<tbody>
<tr>
<td>Value</td>
<td>• Coupons, value promos</td>
<td>• Competitive pricing</td>
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<td></td>
<td>• Meal bundle pricing (i.e. The Port)</td>
<td>• Value-based promos in retail</td>
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<td></td>
<td>• Subway &amp; Union Square refresh</td>
<td>• Subway</td>
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<td></td>
<td>• Two-A-Day to Any 14 Plan, better plan education</td>
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<tr>
<td>Variety of healthy menu</td>
<td>• Nutrition-related programming</td>
<td>• Source more local products</td>
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<tr>
<td>choices</td>
<td>• Switch from Great Plate to MyPlate</td>
<td>• Culinary training led by Executive Chef Richard</td>
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<td></td>
<td>• Increased marketing of healthy options</td>
<td>Reynolds/ongoing Chef/Manager</td>
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<td>• Expand gluten free &amp; other special dietary options (vegetarian meals)</td>
<td>industry exposure &amp; training</td>
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<td></td>
<td>• FANS (frozen all-natural smoothies)</td>
<td>Development of new Mw/oG, V, &amp; VGN station at Harrison</td>
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<td>Hours of operation</td>
<td>• Expanded Harrison &amp; Brockway hours of operation Sunday - Thursday evenings</td>
<td>• Evaluate retail &amp; residential hours to find the right</td>
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<td>• Additional hours at Eagle Snax</td>
<td>balance to meet customer needs (including weekends)</td>
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<td>Nutritional content</td>
<td>• Additional labeling in dining halls (Vegan, Vegetarian, plus 9 major allergens)</td>
<td>• Ongoing maintenance of the Nutrition Tracker system</td>
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<td>• Promotion of Nutrition Tracker</td>
<td>• iPads in 5 dining units + demo station</td>
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<td>Variety of menu choices</td>
<td>• New menu items added to dining hall cycle menus</td>
<td>• Evaluate menu trends &amp; new retail products</td>
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<td></td>
<td>• Evaluation of special cycles in retail</td>
<td>• Product innovation</td>
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<td></td>
<td>• New products in retail (flatbreads, MTO salads, FANS, etc.)</td>
<td>• Development of culinary team</td>
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<tr>
<td>Freshness</td>
<td>• Installed SmartTemps monitoring system</td>
<td>• WOWs and monotony breakers</td>
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<td>• New pre-packaged to-go items in retail</td>
<td>• Taste of New York pledge &amp; education</td>
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<td>• On-campus bakery</td>
<td>• Made-to-order &amp; customizable foods</td>
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<td>• Farm to Table Thanksgiving</td>
<td>• Balance between convenience &amp; fresh</td>
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<td>Availability of seating</td>
<td>• New seating arrangements for Harrison</td>
<td>• Seasonal menu items in DH</td>
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<td></td>
<td>• Exploring additional space in Brockway</td>
<td>• Continued evaluation and adjustment of meal plans</td>
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</tbody>
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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). The College is once again putting together a team and BASC members are welcome to join. The cost for each registrant is $34 and you will also receive two t-shirts (one from Chase Corporate Challenge, one from the College), free dinner, 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 Tuesday, May 26 at RIT at 7 pm. If you need help registering, please contact Kelly Bodine at 395-2644.

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**Student Scholarship Winners**

BASC congratulates our student scholarship recipients who received a total of $15,000 courtesy of Barnes & Noble and Pepsi.

**Barnes & Noble/BASC Award Recipients:**

- **Yangyan Dong, Business Services - $1,750**
- **Abbey Staebell, Harrison - $1,500**
- **Hannah Schneeberger, Brockway - $1,500**

**Pepsi/BASC Award Recipients:**

- **Yangyan Dong, Business Services - $1,000**
- **Abbey Staebell, Harrison - $1,000**
- **Hannah Schneeberger, Brockway - $1,500**

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**Chase Corporate Challenge**

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The Challenge will be held on Tuesday, May 26 at RIT at 7 pm. If you need help registering, please contact Kelly Bodine at 395-2644.
Congratulations to everyone who participated in the Denim Dollar$ for Scholars campaign! A total of $324 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 15 at 5 pm and the two undergraduate ceremonies will take place on Saturday, May 16 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 8 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

BASC will hold its annual End-of-the-Year Employee Gathering on Monday, May 18. The awards ceremony and brunch will take place from 10 am - 2 pm at the New York Room, Cooper Hall.

Employees will be paid for the full four hours.

Numerous raffles and giveaways will take place throughout the event as we celebrate yet another successful academic year!
Eagle’s Nest and TRAX Tidbits

Amanda Catherwood is excited for her sister who is getting married!

Congratulations to Sonya Moyer who is expecting another grandson.

Condolences to Mike Ellinwood for the loss of his brother-in-law and his uncle, Tony Geraci whose great grandmother passed, and Sonya Moyer for the loss of her grandmother and grandfather recently.

Kinetic Kafe Kahoots

Debbie Rockow was happy to recently celebrate the first birthday of her granddaughter!

Kelly Pratt is excited that the bridge is finally back open! She misses seeing everyone so come visit.

Darlene Sietmann just returned home from visiting her family in Virginia. It was a busy but fun time!

Gail Pfeffer would like to thank everyone who has supported her and for providing a generous Christmas gift this past year. It will always be a happy reminder of the good hearted family and friends that surround her at work.

Linda Marshall is looking for sponsors for the upcoming MS Walk taking place on Sunday, May 3. Thank you to everyone who has already contributed.

Sarah Olds welcomed her first grandchild into the world this past March!

Save the date
Thursday, August 13
Return to Work Gathering

Administrative Announcements

Congratulations to Cathy Legacy who has been accepted to the NACUFS Planning Institute this June in Minnesota. NACUFS received more than 250 applications for its summer institutes. The Planning Institute focuses on the planning components of college foodservice, with emphasis on strategic and business planning.

Brockway Blurbs

Congratulations to Inge Klier-Hinkley who was selected as Employee of the Year! Brockway is proud of you. Keep up the great work.

Deepest sympathy to Denise Phillips for the loss of her mother and Sonya Moyer for the loss of her grandmother this past year.

Harrison Highlights

Congratulations to Kathy Pharoah on being the Employee of the Year! Kathy is also excited about the purchase of her new summer home where she can enjoy time with her family.

Congratulations and best wishes to our graduating student managers: April Benson, James Hynes, Josh Whiteman, and Josh Sweeney. April and Josh S. will be returning as student managers while they complete their graduate degree at Brockport. James and Josh W. are moving on but will be missed!

Welcome aboard to our newest student managers: Jacob Krainson, Omar Negron, and Amanda Roberts.
At BASC, we value safety and make it a key priority. It’s important to keep safety top of mind. As we approach the end of the spring 2015 semester, let’s be sure to not forget some safety fundamentals. In regards to cuts and sharp implements, remember to use the provided cut resistant glove and be attentive to the task at hand. To protect us from burns, be sure to utilize the company provided Personal Protective Equipment (PPE), such as oven mitts and gloves when working with hot pans, pots, and ovens, etc. As far as minimizing slips and falls, let’s continue to be proactive in cleaning all spills immediately, utilizing wet floor signs, and using cleaning methods that do not spread the problem. Small spills are often better dealt with using a paper towel instead of a mop that wets a larger area of the floor.

As a BASC Unit Manager, this year was my first in leading our Safety Program/Team. This year BASC created our employee promise statement and a quality safety program falls in line with that promise. In recognizing that our people are our single greatest asset in achieving our mission and vision, your safety is a priority.

Safety in the work place is every employee’s responsibility. Full and part-time employees, as well as student managers, are responsible to mentor and train others. We are required to report all safety hazards and accidents immediately to a supervisor, as well as work together to determine the root cause of any reportable accident to help avoid future ones.

Our safety program is built on a cohesive team in each unit working together to keep our facilities safe. As we continue to focus on safety, we can expect periodic safety inspections, standardized training for full time, part, time, and student staff, and continued focus on proactively addressing safety concerns.

A good safety program helps to increase morale and engagement. There are several points of contact that allows our staff the opportunity to share and be a part of creating the safest work environment. Stay tuned for more safety information in upcoming Daily Line ups, BASC E-News, News & Views, and the Employee Calendar.

Our safety committee will continue to be an active part of our safety educational process and accident prevention. Our safety goals for 2015-16 for all of Dining Services are twofold.

First, our emphasis will be on the prevention of:
- Burns
- Cuts and lacerations
- Slips, trips, and falls

These three types of accidents are the types we have the most control of, and with focus and attention we can minimize the number of occurrences.

Second, we will emphasize training student employees because they had many reportable accidents this year.

It makes sense to be a good steward and practice safe work habits. Employees who stay healthy at work receive a full paycheck and are able to take care of themselves and their family.

As a reminder, team members can get “Caught in the Act of Caring” about safety in a number of ways. Consider offering a tip or suggestion to improve safety in your unit.

Remember - safety doesn't happen by accident!
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 Monday, May 18. 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 7.

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

Five Years
Pamela Fostano - The Square
Michele Brown - Brockway
Nate Boyd - Brockway

Linda Brooks - Bakery
Paul Brundage - Harrison
Chrysal Scholes - Brockway
Dennis Iannone - Maintenance
Teresa Holupko - Aerie Café

Ten Years
Kathleen Pharoah - Harrison
Joan Grossman - Hartwell Café
Mary Tarbrake - Catering
Sean Foley - Catering

Fifteen Years
Andy Fogg - The Square
Anna Hintz - Administration
Josh Whitaker - Harrison

Twenty Years
Kristine Perry - Bakery
Erin VanDorn - The Square

Twenty Five Years
Jeff Davidson - Business Services

Forty Five Years
Betty Sheffield - The Square

*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.

Condolences

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

Denise Phillips for the loss of her mother.

Sonya Moyer for the loss of her grandmother and grandfather.

Mike Ellinwood for the loss of his brother-in-law and uncle.

Tony Geraci for the loss of his great-grandmother.

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 Monday, May 18. If you have questions regarding your summer work schedule, please see your unit manager.

Welcome New BASC Employees

Since the last News & Views issue in February, there have been new additions to the BASC team. Please make sure to give Grace Fannin from Catering, and Monica Dailey from Conferences & Events a nice warm welcome.
Congratulations to BASC’s employees of the year—**Inge Klier-Hinkley** (Brockway) and **Kathy Pharoah** (Harrison).

Kathy is the recipient of the Extraordinary Performance Award and Inge 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 Inge and Kathy will be recognized at the annual College Recognition Dinner on Thursday, May 7.

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:

- **Carmen Lorenzo** (Brockway),
- **Kelly Pratt** (Aerie Café),
- **Debbie Rockow** (Kinetic Kafe),
- **Cindy Smith** (Eagle’s Nest),
- **Erin VanDorn** (The Square),

Congratulations to all nominees!
Contribute to N & V’s

Email your items to 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 31, 2015. The News & Views is also available at www.basc1.org (select the employees link.)

Graphic Design: Kelly Bodine

Happy Birthday!

The following employees will celebrate a birthday this summer:

**June**
- Richard Mondy
- Gabriella Gross
- Grace Fannin
- James Taylor
- Zach Peake
- Dana Weiss
- Alex Grabar
- Davina Jones
- Vader Clay

**July**
- Mary Lotzow
- Julio Cedeno
- Larry Hueser
- Betty Sheffield
- Sally Avino
- Char Charles
- Justin Maher
- Nate Boyd

**August**
- Denise Putt
- Erik Jones
- Gabriel Rivera
- Mollie Schwartz
- Kristine Perry
- Adam Cappello
- Janet Olivieri

**Laurie Magliocco**
**Teresa Holupko**
**Randy Sherwood**
**Darlene Sietmann**
**Fred McMillian**
**Jean Gilman**
**James Hynes**
**Clarice Oscher**
**Diane Staub**
**Monica Dailey**
**Sam Miller**
**Brandon Emerick**
**Joshua Whitaker**
**Vern VanSkiver**
**John Mlyniec**
**Kelly Bodine**
**Jermaine Toppin**
**Kelsey Wadhams**
**Josh Sweeney**
**Joshua Elsenheimer**
**Jeff Collins**
**Laurelynn Gurnett**