

# ELEVATING ENGAGEMENT:

The Role of Campus Dining & Shops in  
Campus Life



Today, Campus Dining and Shops employs 1,300 people (over 900 students) and with over \$46 million in annual sales, it is the largest self-operated auxiliary corporation in the State University of New York (SUNY) system.



## FSA Leadership Team



Eric Blackledge  
Executive Director



Lauren Brantley  
HR Director



Patrick Miner  
Chief Financial  
Officer



Raymond Kohl  
Director – Marketing  
& Communications



Nicole Dell  
Director of  
Operations



Jorge Reinoso  
Director –  
Procurement &  
Supply Chain



Amelia Ruiz  
Executive Chef



Collin Hames  
IT Director

The Faculty Student Association Inc. (dba Campus Dining and Shops) is a private not-for-profit 501(c)(3) corporation that contracts with the University at Buffalo to provide a variety of services. The FSA receives no state support and is responsible for generating revenue to support its services and fund major capital improvements. The FSA is governed by a 17-member board that includes at-large directors, students, faculty and staff.



# Service Divisions

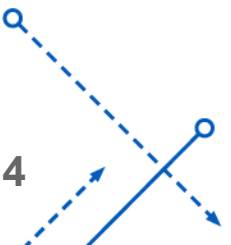
**Residential Dining Centers** – three all-you-care-to-eat dining facilities located in the residential areas on North Campus: Crossroads Culinary Center (C3) and Governors Dining Center; Goodyear Dining Center on South Campus.

**Retail Dining & Food Trucks** – more than 30 locations and two food trucks serving the two main campuses and the Buffalo Niagara Medical Campus.

**Three Pillars Catering** – preferred caterer of the University at Buffalo. Full service and drop-off from high-end special events for 4,000 guests to a simple departmental breakfast. Food and beverage service in the University Club.

**University Concessions** – provide concession services for University sporting and special events. Three Pillars Catering has a liquor license for both the UB Stadium and Alumni Arena in addition to the University Club.

**UB Snackin' Vending** – over 250 machines provide an extensive assortment of favorite national brands in the snack and beverage machines, with numerous selections stocked for those seeking healthier items.



## Service Divisions *cont.*

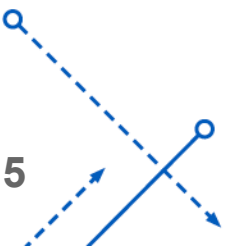
**University Apparel and Merchandise** – Campus Tees is an officially licensed apparel and merchandise provider for the University at Buffalo; operating a retail outlet in the Student Union, online store and at University sporting and special events.

**Convenience Stores** – three residential stores offering a variety of snacks, beverages, health and beauty aids, and general merchandise.

**UB Card Services** – the UB Card Office issues all UB Cards, the official identification of the University at Buffalo with offices on both campuses.

**Accounting Services** – provide fiscal and accounting services for Student Government and University agency accounts.

**Commissary Operations** – vital hub housing bulk purchases, bakery, refrigerated production center, food truck preparation, catering, fleet management, and vending warehousing.



## Our Mission

Our primary purpose is to offer a variety of high quality, high value, and innovative dining options and services designed to fit the varied lifestyles and nutritional needs of the University community.

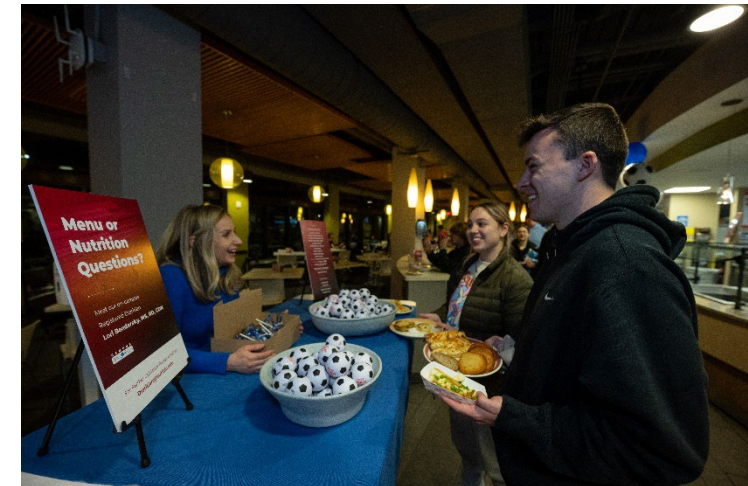
Even though we serve thousands of guests each year, we focus on individuals and what we can do to make them feel like they are at home. We build relationships one guest at a time, working to create an enjoyable and memorable college experience.





## Our Service Philosophy

Serving foods from local growers, striving to achieve sustainability, and expanding the availability of dining choices are ways that we enrich the dining experience. We challenge our experienced and knowledgeable employees daily to provide exemplary customer service.



## Supporting Minority- and Women-Owned Business Enterprises

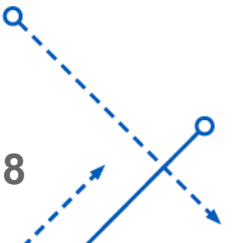
promotes diversity, equity, and inclusion in the economy. These businesses often face systemic barriers to accessing capital, contracts, and resources.



*Buffalo FSA MWBE Report*

# STRONG QUARTER

This past quarter, FSA achieved 24.1% MWBE utilization with \$179,316 of MWBE spending





## Customer-centric to Drive Satisfaction

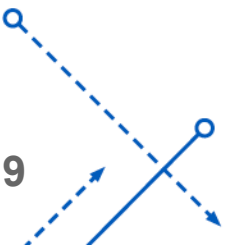
**Guest Quest** – a multidimensional cultural improvement process that drives exemplary customer experiences throughout our operations to ensure that every guest we encounter, whether a student, faculty or staff member, parent, or visitor, has a memorable experience here at the University at Buffalo.

**Student Advisory Committee** – monthly meetings with students to provide feedback and ideas that will improve the guest experience. Our main goal is to encourage discussion on new initiatives and emergent issues.

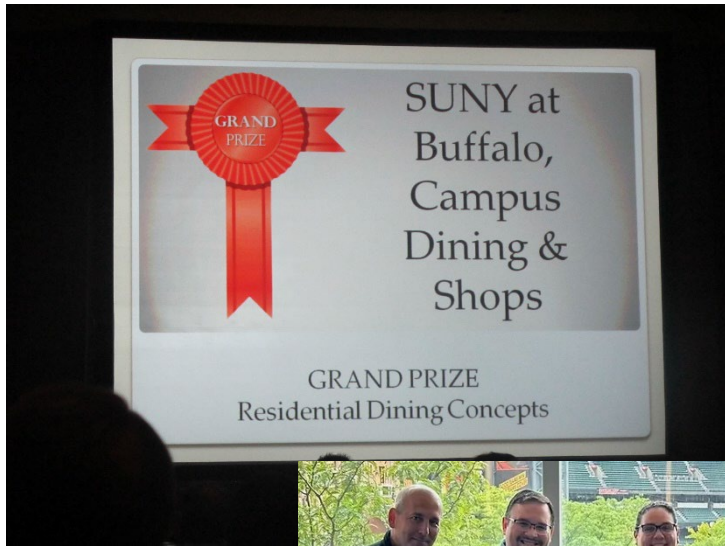
**Secret Shopper Program** – we use anonymous shoppers (students & staff) to gain insights into the customer experience, identify areas for improvement, and ensure that employees are following company standards.

**NACUFS Customer Satisfaction Benchmarking Survey** – we survey to measure and benchmark the needs and opinions of our UB community.

**Hungry for Feedback** – each dining location has a QR code where guests can provide feedback.



# UB Dining: The Most Decorated in SUNY, Nationally Recognized for Excellence



# Innovation & Enhancement of Services

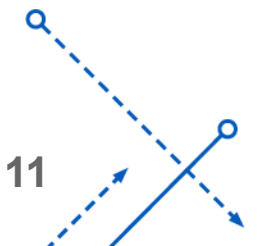
**The Halal Shack** – exploring option for the Student Union; fastest growing Mediterranean & Middle Eastern concept in higher ed.



**Botrista** – Craft beverages and Boba currently at Perk's, expanding to Whispers at Silverman and Whispers at Abbott.



**Just Baked-Smart Bistro** – Fully automated hot food solution with 24/7 access.





# Current Projects with the University

Transportation Fleet – exploring EV models/options

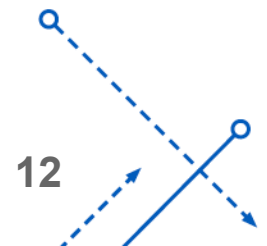
Equipment Upgrades – coolers, freezers, ovens in several locations

## South Campus

- Harriman Hall – Long-term project for the entire building which will include new food service area.
- Goodyear Hall – new Convenience store (larger/more accessible)

## North Campus

- University Bookstore
- Relocation of Capen Café
- Student Union remodel
- Statler Commissary – infrastructure upgrades



# Greening the Blue: The Journey

## SUNY Single-Use Plastics Elimination Initiative

- Years-long tiered approach leading up to a 2027 goal
- Taking stock of current uses – baseline complete by December
- Incremental changes with manufacturers' support
- Options – compostables, reusables, aluminum vending machines

## Nutritional Information



- Carbon Footprint High
- Carbon Footprint Low
- Carbon Footprint Moderate
- Gluten-Free Products
- Halal
- Kosher
- Smart Choice
- Vegan
- Vegetarian

# Greening the Blue: The Journey

## NYS Food Donation and Food Scraps Recycling Law

- We have fully institutionalized the food collection and donation process
- Provide oversight of the Food Recovery Network (FRN) volunteers
- Log donation amounts to make reductions at the source
- Provide transportation of collected food
- Local partners include Friends of the Night People, Feedmore WNY, Salvation Army, and UB's Blue Table



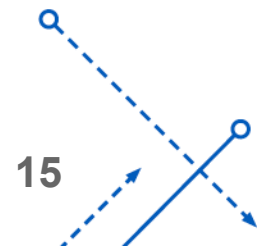
## Who Will Ever Check on That Law?

- NYS Dept. of Enviro Conservation – Site Inspection this past March
- UB was the first University ever to be audited
  - Received a fully compliant inspection
  - We are now the “Gold Standard” for what the DEC will be looking for going forward





# Open Discussion / Questions



# HOW DID WE DO?

Take the *Session Survey* on your smart device using the QR Code on your schedule.

