



# Delivering on the Experience

June  
2015

University of  
Arkansas  
Little Rock

  
QUALITY OF LIFE SERVICES



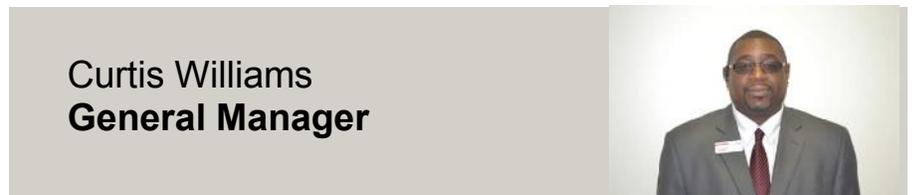
We are pleased to present the summer edition of our *Delivering on the Experience Partnership Report Card*, Sodexo's quarterly update for the University Of Arkansas at Little Rock.

In this report, you will find information on:

- **Campus Interns** – a Sodexo program providing internship opportunities to undergraduate students at campus locations across the U.S.
- An update on the 2015 edition of the **Dietary Guidelines for Americans**
- **Commitment to animal welfare** – A look at how Sodexo is leading the industry by taking steps to protect and promote animal welfare in the United States
- Information on how Sodexo encouraged employees and customers to celebrate Earth Day with **sustainability commitments**
- **Gifts and More** – an e-commerce innovation to help loved ones reach out to students with care packages

We are proud of our continued partnership, and work every day to help you achieve your strategic goals and improve Quality of Life for the University Of Arkansas at Little Rock campus community by continually driving student engagement, recruitment and retention.

Sincerely,



Curtis Williams  
**General Manager**

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## Improving Quality of Life for the Entire Campus Community



Sodexo is your partner in creating exceptional experiences that exceed your customers' expectations and support a healthy learning environment. Each day, we strive to ensure the Quality of Life services we provide have a positive effect on your entire campus community. From engaging student programming to nutritious, healthy meals to a commitment to sustainability and a Better Tomorrow, our managers are focused on expert delivery of our services. We take great pride in the many ways in which we support your goals and enhance Quality of Life on your campus.



For more examples of how we support Quality of Life for our customers across the U.S., read the latest issue of Solutions Magazine online.

[\*\*CHECK IT OUT >\*\*](#)

OUR RESEARCH HAS IDENTIFIED FIVE KEY AREAS THAT CONTRIBUTE TO IMPROVING THE QUALITY OF LIFE ON CAMPUSES:

1. **Student Insights** - Powerful research at the local and global level to understand your students' needs
2. **Health and Wellness** - Nurturing student wellness through healthy food and lifestyle education
3. **Environmental Focus** - A commitment to local, sustainable and socially responsible practices
4. **Customer Service** - Our people are your people, and they are focused on providing exceptional service
5. **Innovation** - Delivering cutting-edge solutions and delectable new menu offerings



# Student Insights

Understanding student trends and expectations is essential to developing solutions and programs that improve Quality of Life for your campus community.

## Campus Intern Program

How do college undergraduates obtain real world work experience with a top company? The answer may be right on campus as part of Sodexo's Campus Interns program.

The Campus Interns program is designed to:

- Improve discovery, training and oversight
- Improve depth and consistency of tactical marketing deployment, wellness/nutrition and sustainability efforts
- Leverage the learning experience with internal and external clients
- Set Sodexo apart in the industry in supporting the educational mission of our clients

Sodexo managers who have worked with the Campus Interns program find that the interns bring new energy and perspective to their jobs, as well as provide fresh ideas, especially around the use of technology to improve service.

In fact, many of the interns' ideas are put to use at Sodexo through an annual best practices contest among the Campus interns nationwide. Participants are invited to submit original ideas to improve Sodexo service on their campus. Winners are announced each April and receive a gift card as a prize.

At the conclusion of the Campus Interns program each year, Sodexo holds a "Careers with Sodexo" call with a Sodexo HR



Sodexo's Campus Interns program provides opportunities to approximately 230 undergraduate students at over 130 campus locations across the U.S. Internship opportunities are provided under three main areas of focus—Marketing/Graphic Design, Nutrition/Wellness and Sustainability. As part of the program, there are internship opportunities in other areas on some campuses.

Campus interns receive on the job training and valuable experience in their focus area. Additionally, interns receive additional training and interact with their peers across the country on national monthly calls.

representative who provides interview tips and discusses available career opportunities with Sodexo.

Affiliation with Sodexo does not end with the conclusion of the program or even with graduation. Sodexo keeps track of students who have participated in the Campus Interns program. Currently 23 former Campus Interns have been hired by Sodexo in a full-time capacity.

To find out more about hosting a Campus Interns program on your campus, speak with your Sodexo general manager.



The Student Board of Directors is a key group to the success of Sodexo at University of Arkansas at Little Rock. For the Fall 2015 semester we’re seeking a diverse group of students including international, graduate & doctoral. We plan to meet throughout the semester and discuss innovative ways to improve and/or continue the quality of our services to our students. They will be the voice of our student body and ensure that we hear their insights and respond with action and strengthened relationships.

# CUSTOMER INSIGHT QUALIFICATION

by *sodexo*

The Customer Insight Qualification was conducted during the Spring 2015 semester. Results were presented to key clients in June 2015. This multi-level survey provides a

comprehensive understanding of our campus population and what they value from their college experience. This process provided information and insights to enhance the programs and services provided, in partnership with dining services and will assist in the strategic planning of other campus initiatives.

- CIQ 101** CIQ 101 is the framework of our segmentation tool, and is derived from primary research and the PRIZM™ model. This National Level Analysis provides you with valuable customer insight, including a profile of each custom segment group featuring students’ household demographics, lifestyle behaviors, spend and dining habits.
- CIQ 201** CIQ 201 is the Local Level Analysis which provides you with insight at a campus level, including campus customer analysis detailing preferences and spend patterns.
- CIQ 301** CIQ 301 is the Student Level Analysis which provides comprehensive insights. It allows us to understand your campus population’s wants and needs, focusing on their dining, spending and daily habits. We are also able to understand how well current operations perform according to these needs.



# Health & Wellness

Advancing the health and wellness of your entire campus community is core to our partnership.

## Dietary Guidelines for Americans

This fall, the 2015 edition of the Dietary Guidelines for Americans will be published. The guidelines encourage individuals to eat a healthful diet to achieve and maintain a healthy weight, promote health and prevent chronic disease.

The U.S. Department of Health and Human Services (HHS) and the U.S. Department of Agriculture (USDA) jointly publish the Dietary Guidelines every five years. The Dietary Guidelines form the basis of federal nutrition policy, education, outreach and food assistance programs used by consumers, industry, nutrition educators and health professionals. [Mindful by Sodexo](#) is built on the Dietary Guidelines.

A healthy diet is described as:

- High in vegetables, fruit, whole grains, seafood, legumes and nuts
- Moderate in low- and non-fat dairy products
- Lower in red and processed meat
- Low in sugar-sweetened foods and beverages and refined grains.

Sodexo's Fall 2015 menus for resident dining will continue to include non- and low-fat dairy, seafood, legumes, nuts (where allowed), fruits, vegetables and many new whole grain recipes.

The Dietary Guidelines have identified five "shortfall" nutrients: vitamin D, calcium, potassium, fiber and iron. Fruits, vegetables, whole grains and dairy food groups are excellent sources of these nutrients. Sodexo's Mindful standards support these goals through providing skim or 1% milk, fruits, whole grains and multiple vegetables.

The 2015 Dietary Guidelines committee singled out the benefits of plant-based foods and developed a new Healthy Vegetarian Food Pattern. Sodexo's resident dining program meets the needs of students already committed to a vegetarian or vegan lifestyle, while inviting all students to taste interesting global plant-based dishes.

For the first time, the Dietary Guidelines are highlighting sustainability as an essential element of food security. The health benefits of seafood are highlighted, along with a concern about sustainability. Sodexo's Better Tomorrow Plan commitments emphasize sustainability, with specific and accountable commitments to [sustainable seafood](#).

The Dietary Guidelines convey a vision of communities where healthy, affordable foods and beverages are available to everyone, where healthy foods rather than unhealthy foods are the likely choice, and where social norms embrace and support healthy eating. This culture of health is essential in the college and university setting. Sodexo is an active partner in promoting campus-wide cultures of health through playing an active role in campus wellness initiatives and supporting wellness recognition.



## On Our Campus



Sodexo is committed to creating healthy environments for our customers. Central to this effort is providing healthy, nutritious foods. We've listened to our customers. We've researched marketplace trends. Our executive chefs and registered dietitians worked together to create an exciting collection of recipes.

The result is Mindful by Sodexo – an approach that focuses on transparency of ingredients, delicious food, satisfying portions and clarity in message so that making Mindful choices becomes second nature.



Simple Servings is Sodexo's resident dining offer to meet the needs of students who have food allergies, celiac disease and non-celiac gluten intolerance. Simple Servings provides fresh and flavorful meals prepared without milk, eggs, wheat, soy, shellfish, peanuts, tree nuts or gluten. The program also attracts students who are focused on ingredients and portion size to control weight, blood sugar and other health issues.



We know that for many of our clients, a healthier campus is an important objective. As your partner, we believe we have a responsibility to help your students, staff, and faculty make informed dining decisions both on campus and at home. We're proud to introduce an exciting new partnership that will not only provide enhanced nutrition information for dining customers, but will give it to them in an actionable form they can use to track their personal nutrition and fitness goals.

By connecting our nutrition database of thousands of chef developed, signature Sodexo recipes with the market leading free MyFitnessPal application, we make it easy for customers to keep track of their personal nutrition objectives whether dining with Sodexo, at home, or their favorite restaurant.

This new partnership is a value added program \* available exclusively for Sodexo client locations. Dining customers can take advantage of this exciting new program by creating an account on the MyFitnessPal.com website, or by downloading one of the free Apps for their favorite mobile device.

In celebration of Mindful's one year anniversary at UALR we'll be kicking off the semester with at Mindful Mile. We'll be partnering with Health & Wellness to assemble a sign up for student, faculty and staff to participate in the Mindful Mile and begin their journey to a more mindful life style. We're working on a design concept to set up a Mindful Display at the UALR Athletic Center this fall. The display will feature an overview of what Mindful is and how to be mindful in our daily lives. We will also have a guide on how to download and use the MyFitnessPal app.



# Environmental Focus

Sodexo is recognized throughout the world for our commitments and initiatives toward sustainability.

# Sodexo's Commitment to Animal Welfare

As part of Sodexo's commitment to animal welfare and in alignment with our global animal welfare policy, Sodexo is leading the industry by taking steps to protect and promote animal welfare in the United States. Specifically, Sodexo will champion animal well-being within the following supply chains:

**Eggs:** Following our successful transition to cage-free shelled eggs, Sodexo will now move to sourcing only cage-free liquid eggs with a carefully phased-in approach that will be complete by the end of 2020. As the cage-free liquid egg supply grows, we will work with our clients and suppliers to incorporate cage-free eggs into our operations.

**Pork:** Sodexo is on track to meet our commitment to eliminate gestation crates from our pork supply chain by 2022. In addition, we will work with suppliers to ensure the use of pain relief protocols, particularly as they relate to de-horning, castration and tail-docking.

**Veal:** We will eliminate veal crates from our supply chain by 2017.

**Dairy/Beef:** We have eliminated artificial growth hormones from our liquid dairy and yogurt supply. In addition, we will work with our suppliers to ensure the use of pain relief protocols, particularly as they relate to de-horning, castration and tail-docking of dairy and beef cattle.

**Poultry:** We will work with suppliers and the animal welfare community to understand and address concerns associated with the fast growth of broiler chickens and turkeys.

This broad range of commitments is part of Sodexo's Better Tomorrow Plan, which promotes a more sustainable supply chain alongside food safety, food security, nutrition and good environmental practices. In crafting this policy, we were pleased to work with the

Humane Society of the United States, suppliers, clients and our operations teams in researching and developing this industry leading position.

As testament to Sodexo's leadership in corporate social responsibility, we were ranked—for the eighth consecutive year—as the best performing company for economic, social and environmental performance in the [RobecoSAM Sustainability Yearbook 2015](#).

For more information, read the [news release](#) and [Sodexo's 2014 Better Tomorrow Plan](#) report.

The infographic is divided into four horizontal sections, each representing a different animal supply chain. Each section features a circular icon with a red animal silhouette, a text box with commitments, and a graphic with a red prohibition sign over an icon of the practice to be eliminated.

- Eggs:** Sodexo currently sources about **20 million** pounds of liquid eggs annually, from **750,000** egg-laying hens. Commitment: Currently, Sodexo sources all shelled eggs from cage-free producers. Sodexo will move to source all egg products from cage-free hens by 2020.
- Pork:** In 2012, Sodexo announced a commitment to eliminate gestation crates from our pork supply chain by 2022. We are on pace to meet this commitment. **In addition,** we will work with suppliers to ensure the use of pain relief and potential elimination of castration and tail docking.
- Veal:** As aligned with the American Veal Association's 2007 resolution on animal welfare, we will eliminate veal crates from within our supply chain by **2017**.
- Dairy/Beef:** We will work with our suppliers to address the issues of pain relief and the potential elimination of **de-horning, tail docking and castration**.

# On Our Campus

## UALR Sustainability Committee Partnership

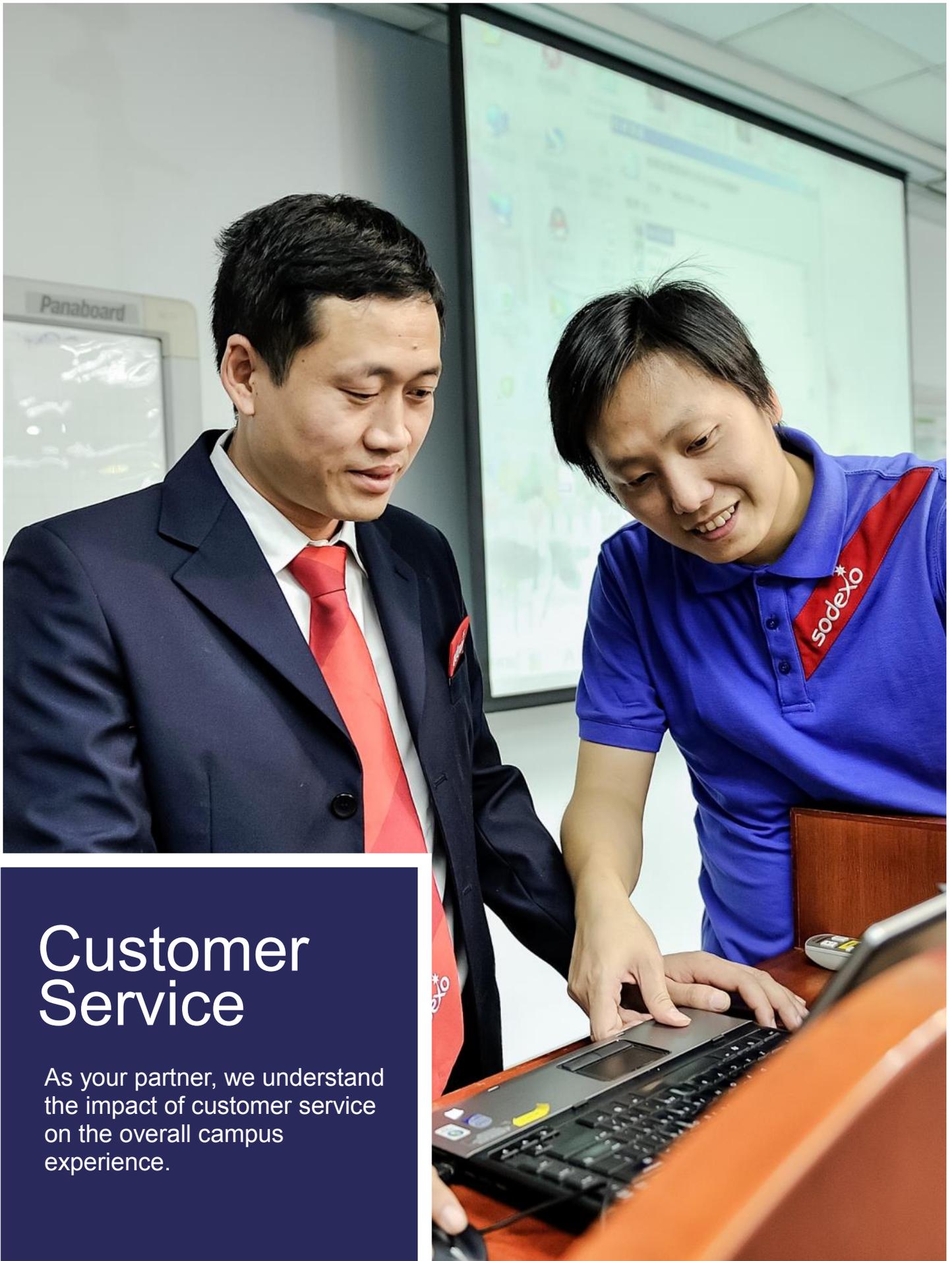
The Spring 2015 Semester brought back together a partnership with the Campus Sustainability Committee. We met to discuss ways Sodexo can help in our combined efforts to make the campus more sustainable and green for the environment as we move into another school year. UALR Dining Services joined several other campus organizations to celebrate Earth Day.



## Choose To Reuse!



“Choose to Reuse” offers students a reusable plastic container instead of a disposable container. Students can use their dining dollars to purchase a clear, green-tinted plastic container with three food compartments and an Aspreto travel mug. Once purchased and after each meal use, the student can return the container in our green receptacles located next to the cashier’s. Upon return they will receive a wooden token, this wooden token is their exchange piece to receive a clean container when they return for their next meal.



# Customer Service

As your partner, we understand the impact of customer service on the overall campus experience.

## Sodexo Celebrates Earth Day with Sustainability Commitments

In celebration of Earth Day on April 22, Sodexo employees and customers across the country were asked to come together to share their personal sustainability commitments on social media with #ICommit which will last well beyond Earth Day. Sodexo's [Better Tomorrow Plan](#) actions were showcased as everyone from employees and students, client partners and managers, residents and beyond made commitments that will benefit our planet.

All were asked to write their simple “I Commit” statements on cardboard, recycled paper or an iPad, take a picture holding the sign and post the photo to the [Sodexo Sustainability Facebook page](#) and other campus social media sites.

Sodexo managers sparked interest in the I Commit campaign by posting submitted photos around cafes and dining halls, on LCD screens and bulletin boards and by offering incentives for participation, such as coupons for free smoothies, Esteem Passes, reusable coffee mugs, etc. Some also created contests, offering prizes for the photo with the most votes or “likes” on Facebook.



### Working Toward a Better Tomorrow

Sodexo managers were asked to let Earth Day inspire them to implement one new action at their locations that aligns with Sodexo’s [Better Tomorrow Plan](#), such as:

- Implement the **Waste Toolkit** – to start a unit on a waste checklist and implementing a complete Sodexo Waste Reduction Program
- Use the **Sodexo Packaging Tool** – to choose the best disposable option considering environmental and site-specific factors
- Use the **LeanPath Food Waste Tracking System** – to start tracking food waste
- Use the **Sustainability Management and Reporting Tool (SMART)** – to establish a baseline sustainability performance and create a customized next step list of priorities to reduce energy by estimating energy usage and carbon footprint
- Add **sustainable seafood** to the menu – to meet Sodexo’s commitment to 100% sustainable seafood by 2015

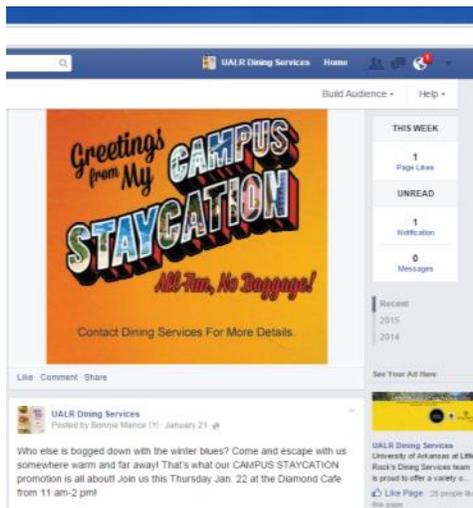
# On Our Campus

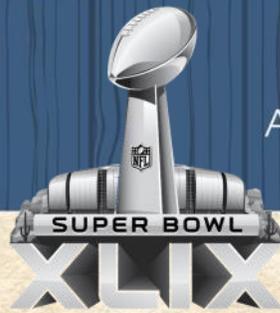
## Campus Staycation

ON JAN 22, 2015 UALR DINING SERVICES PRESENTED A CAMPUS STAYCATION LUNCH SPECIAL AT THE DIAMOND CAFÉ; FEATURING UNIQUE DISHES AUTHENTIC TO THAILAND. EVERY STATION FEATURED A THAI OR ASIAN DISH; THE MENU INCLUDED: MINTY THAI CHICKEN SALAD, EGG DROP SOUP, THAI BBQ CHICKEN PIZZA & MORE!



THE EVENT WAS ADVERTISED VIA SOCIAL MEDIA AND FLYERS THROUGHOUT CAMPUS. IT WAS ELECTRONICALLY DISTRIBUTED TO RESIDENTS, FACULTY AND STAFF.





A DINING SENSATION

ARIZONA 02.01.15



On Feb 1st, 2015 Trojan Grill hosted a Crave American Super Bowl Party! We had a game day themed menu that included chili, chicken wings, premium Blue Ribbon BBQ burger & ice cream sundaes. Students were also able to Pre-Order a 14' 3-topping pizza and 2- 32 oz. sodas for \$12.99.

The game was aired on two big-screen TV's with surround sound inside and outside on the grill patio. The event was advertised via social media and our website. Advertising posters for the party and pizza special were displayed throughout the dining locations and residential halls.



RED, WHITE AND NEW!





# Innovation

Innovation is the part of our solutions strategy that ensures we are always thinking in front of where we are today.

## Gifts and More

College students love the freedom and independence that comes with campus life away from home, but many of them still miss the comforts of home. For many parents and grandparents, it's hard to be apart from a child celebrating a birthday or needing some comfort to get through exams.

That's why Sodexo developed Gifts and More, an e-commerce innovation to help loved ones reach out to students with care packages designed for specific occasions or "just because", helping to lessen the miles between them.

Currently, there are six packages available through Gifts and More in addition to many custom offers:

- **Birthday Party** – Nine-inch round layer cake with your choice of cake and frosting, napkins, plates and forks
- **Cupcake Delight** – One dozen cupcakes with choice of cake and frosting, plates and napkins – perfect for any occasion
- **Exam Cram Cravings** – Great assortment of snacks and beverages to feed your student and/or the whole study group hitting the books late into the night
- **Munchie Mania** – Assortment of drinks, candy, chips and snacks for late night snacking or any time
- **Healthy Snack Pak** – A wide array of healthy snack to keep your student fueled up
- **Otis Spunkmeyer Cookie Jar** – Two dozen Otis Spunkmeyer cookies served in an attractive cookie jar

Ordering the packages is easy and Sodexo handles the rest. Once the order is placed through the Sodexo campus e-commerce site, Sodexo puts the package together, customizes the personal note and notifies the student that they have a package ready for pickup. Students love receiving these great surprises.

Gifts and More brochures and samples are often available at orientations and parents' weekends, making it easy for parents to pre-order one or more packages to have delivered on selected dates throughout the year.



**GIFTS AND MORE**

*Exam Cram Cravings Package. One of six packages available through Gifts and More.*

Gifts and More will continue to expand its offerings with new packages planned for fall 2015 including seasonal and holiday offerings and a package using our Mindful by Sodexo award-winning line of healthy, nutritious cuisine.

To learn more about using Gifts and More on your campus, speak to your Sodexo general manager.

***"My son LOVED the cookies/ brownies!! I'm so psyched you have this service!"***

Quote from University of Vermont Parent

[www.sodexoUSA.com](http://www.sodexoUSA.com)

