

Members present: Keysha Alston, Robert Alston, Cindy Ash, Brandon Billiter, Chris Bowling, Tiffany Budd, Christopher Charnegie, Shawn Clark, Sara Conwell, Vicki Cooper, Hanna Ferrenberg, Dave Groeschen, Ali Hanning, Mike Irvin, Daniel Jones, Sherri Jones, Constance Kiskaden, Beth Lackey, Brenda Maldonado, Sue Murphy-Angel, Frank Robinson, Rochelle Shields, Steve Slone, Terri Smith, Ryan Straus, Diana Wallace, Terkerah Washington, Kimberly Wiley, Christopher Witt

Members absent: Peg Adams, Tina Altenhofen, Ashley Coates, Gina Combs, Thomas Crabtree, Krista Rayford

Guests: Lori Southwood, Janel Bloch, Grace Hiles, Ryan Padgett, James Parker, Lori Thaxton, Nathan, Mackie, Marsala, Joyce Ferneding

I. Guests: Ryan Padgett - "Spring Forward" 2021 Semester

II. Voting Item: BLM Staff Congress Resolution

III. Approval of November 12, 2020 Minutes	Motion:	Christopher Witt
	Second:	Sue Murphy-Angel
	Approved:	Voice Vote

IV. Liaison Reports

- A. Board of Regents – Staff Regent Interim - James Parker
- B. Administrative Liaison – Chief Human Resources Office - Lori Southwood - [report](#)
- C. Faculty Senate – Budget Committee Chair - Dr. Janel Bloch - [report](#)
- D. Student Government Association – Mia Dirks -
- E. President's Report – Sara Conwell - [report](#)

V. Standing Committees:

- A. Benefits –
- B. Constitution & Bylaws –
- C. Credentials & Elections – [report](#)
- D. Outreach –
- E. Policies –
- F. Scholarship -

VI. University Committees:

- A. Benevolent Association –
- B. Food Service Advisory –
- C. IT Advisory Committee –
- D. Regent's Distinguished Service Award –
- E. Sustainability –
- F. Transportation –
- G. Employee Engagement and Wellbeing – [report](#)
- H. Residency Review -

VII. Ad-Hoc Committee

- A. Roundtable – [report](#)
- B. Pension - [report](#)

VIII. Old Business

IX. New Business

X. Non-Member Discussion Period

XI. Announcements -

XII. Adjournment at 2:34 PM

Motion:	Connie Kiskaden
Second:	Bob Alston
Approved:	Voice Vote

Guest – Ryan Padgett
“Spring Forward” Plan – 2021 Semester

Ryan Padgett spoke to Staff Congress regarding the President’s “Spring Forward” Plan for the 2021 Spring Semester. He shared information on current enrollment numbers. Enrollment is down by about 300 students overall. Undergraduate is down by 700 but Graduate is up by 400. There are delays in first year students’ registration. We are on pace to have record graduation rates again for winter so that leave less seniors to enroll for Spring.

There are a number of strategies the President outlined in his message.

- Easing registration by postponing registration holds.
- Making registration more affordable.
- Empowering engagement opportunities.
- Supporting health and wellness.

In order to further assist students with registration, we are initiating a calling campaign to reach out to students, especially undergraduate students. The President has asked for an “all hand’s on deck” approach. Staff and faculty will be provided a list of students to call. Lists will be distributed on 12/15 and hope to have the calls completed before we leave for break on 12/18. And email will be sent from the Provost and Arnie Slaughter, Interim Chief Student Affairs Officer, to encourage volunteers to sign up to make calls. Any and all help is very appreciated.

He also mentioned interest in possibly creating a subcommittee from Staff Congress for an Enrollment Initiatives Committee. Sara Conwell suggested that the committee be made up of not only Staff Congress members but members of Faculty Senate and the Student Government Association we well and partner across “party lines” and work with Ryan to see how we can support enrollment.

Voting Item: BLM Staff Congress Resolution

Bob Alston reread the BLM Staff Congress Resolution:

"A RESOLUTION of the Northern Kentucky University Staff Congress to declare that the lives of Black students, staff, faculty, and administrators matter;
WHEREAS, the Northern Kentucky University Staff Congress acknowledges the shooting of Jacob Blake and the deaths of George Floyd, Breonna Taylor, Tatiana Hall, Ahmaud Aubrey, Brayla Stone, Merci Mack, Eric Garner, Tony McDade, Michael Brown, Bree Black, Sandra Bland, Draya McCarty, Trayvon Martin, Shaki Peters, Tamir Rice, Riah Milton, and too many others; and
WHEREAS, these deaths are part of a long and evolving legacy of racist oppression and discrimination in the United States of America (US). This pattern of unyielding violence toward Black folx is indicative of a socially constructed and (re)produced divide that continues to grow, threatening the current and future well-being of our Black campus community; and
WHEREAS, we express solidarity with those protesting around the US, including in Kentucky and our region, who are expressing their outrage and frustration at the injury and deaths of unarmed Black folx; and
WHEREAS, the killings of unarmed Black men, women, *trans men, and *trans women, have left our Black campus community searching for answers to previously asked, complicated, and infuriating questions; and
WHEREAS, we acknowledge that we support and intend to amplify the voice of NKU's Black Faculty and Staff Association (BFSA) and their July 15, 2020, statement calling on the campus community to support BFSA's role in creating a sense of belonging for NKU's Black campus community and to improve NKU's collective advocacy for involuntarily marginalized students; and
WHEREAS, schools should be places to practice, cultivate, & enforce equity, to build understanding and empathy, to create knowledge, and to actively engage our community in creating pathways to freedom and justice for all people; and
WHEREAS, the Northern Kentucky University Staff Congress upholds the ideals of social justice, equitable legal justice, racial justice, and human dignity for the members of our campus community;
NOW THEREFORE, BE IT RESOLVED, that the Northern Kentucky University Staff Congress asserts that the lives of our Black students, staff, faculty, and administrators matter; and affirms the rights of Black students, staff, faculty, and administrators to be treated with respect and dignity within schools and communities; and
BE IT FURTHER RESOLVED, that the Northern Kentucky University Staff Congress will uplift, coordinate with, and support the mission and goals of NKU's BFSA in creating sense of belonging students, staff, faculty, and administrators of color; and
BE IT FURTHER RESOLVED, that the Northern Kentucky University Staff Congress will develop collaborative pathways with NKU's BFSA to review and recommend changes to policies and procedures that affect Black staff retention and wellbeing; and
BE IT FURTHER RESOLVED, that the Northern Kentucky University Staff Congress encourages staff, faculty, and administrators across divisions and disciplines to specifically include in their curricula and professional development plans materials that

address topics of racial bias, systemic racism (both historically and contemporarily), and racist stereotypes that are present in different vocations and fields of study; and
BE IT FURTHER RESOLVED, that Northern Kentucky University Staff Congress will engage in self-education and evaluation related to our own discourse, policies, and practices that intentionally or unintentionally harm and exclude members of NKU's Black campus community; and

BE IT FURTHER RESOLVED, that Northern Kentucky University Staff Congress invites staff and faculty across divisions and disciplines to use resources, research, and experiential learning opportunities that are inclusive of all of our diverse learners to enrich instruction throughout the whole year, not just one week or one month; and

BE IT FURTHER RESOLVED, that the Northern Kentucky University Staff Congress will stand in solidarity with students who lead non-violent demonstrations and other educational events related to systemic and institutional racism; and

BE IT FURTHER RESOLVED, that the Northern Kentucky University Staff Congress encourages ongoing critical reflection and for students, staff, faculty and administrators to have difficult and honest conversations concerning systemic racism, social injustice, racial and ethnic bias.

Adopted unanimously (or by a vote of ____ to ____) this 10th day of December 2020 by the Northern Kentucky University Staff Congress."

Sara Conwell also shared that she had received a comment regarding the resolution. She read it to the group (see below). She shared so that the person's voice could be heard and to continue further discussion. There was further discussion and it was determined that the resolution needs some tweaking and should be vetted through a few more offices before we bring it back to Congress, vote, and issue a statement. Steve Slone also added that this is a new process for SC and we are treating it like a bylaw change with two readings. We don't currently have a bylaw that covers resolutions/statements so we want to be sure to follow a procedure during this process.

Comment on BLM Staff Congress Resolution: "Every time NKU takes a climate survey the results show the same thing. Conservatives, Republicans, and Christians feel like they cannot express their views openly on campus without fear of retaliation. I have been very hesitant to send this email for the same reason.

Having Staff Congress create a resolution allegedly speaking for the whole institution and naming it after a clearly political organization aligned with the Democratic party is very inappropriate. The data support this: "Among Republicans and those who lean to the Republican Party, about two-in-ten (19%) now say they support the movement at least somewhat, down from four-in-ten in June. The share of Democrats and Democratic leaners who support the movement (88%) has not changed considerably." Pew Research Center.

I am in favor of providing needed support for all our students to be successful. I am not in support of our institution aligning itself with the Democratic party.

I have no doubt if this goes forward for a vote it will pass. Far too many people on campus are afraid to speak up. They won't vote no in fear of others on campus calling them a racist. Staff should not be put in this position in the first place.

Thanks for listening."

Staff Regent, Interim – Jim Parker

Jim Parker was welcomed as the new Interim Staff Regent. He shared that everything he would have to report has been already shared from other sources. He thanked everyone for attending and said he feels like "he's in the right place at the right time".

Administrative Liaison – Lori Southwood

Business Operations and Auxiliary Services:

- Nothing to Report

VP A&F / Chief Financial Officer:

- Once the ground lease with Fairmount is signed for the US27 phase 2, will begin discussions with Fairmount on the restaurants and other retail establishments for the site.
- Budget office will be providing the FY22 budget calendar and work with divisions on timing of fixed costs, revenue estimates, and fee requests.
- A&F Outstanding Service Award winners, Tracy Insko from IT and Suzanne Kirst from HR

Budget Office:

- Beginning various aspects of the FY22 Budget Planning Process.
- Reviewing budget-related processes for potential process improvements & efficiencies.
- Conducting monthly analytics to track spending trends, anything unusual, and project out to the end of the year.
- Completing follow-up items/next steps that resulted from the Budget Assessment meetings that were conducting Nov 16-20.
- Fielding questions and fulfilling requests in a timely manner.

Facilities Management:

- Nothing to Report

Human Resources:

- Benefits:
 - HR is working to gather data required by KERS for initiating the soft freeze.
 - In the upcoming months we will be scheduling webinars and counseling sessions with financial advisors to support Tier 3 in the transition to the TIAA defined contribution plan.
- Wellness:
 - Reminder about [PERMAH Workplace Survey](#) pilot:

- Deadline to participate in the fall pilot is December 31, 2020. It can be accessed on the Employee Engagement and Wellbeing website: [PERMAH: Northern Kentucky University, Greater Cincinnati Region \(nku.edu\)](https://www.nku.edu/PERMAH)
- Participants will receive a confidential personal wellbeing report, online wellbeing dashboard and resources to help improve wellbeing in the PERMAH categories: positive emotion, engagement, relationships, meaning, accomplishment and health.
- Administered by a third-party, the Wellbeing Lab, comprised of a global team of wellbeing experts.

IT:

- Norse Tech Bar has adjusted hours of 8:30 – 4:30 for the remainder of the semester due to the continuation of remote operations. The IT Help Desk is maintaining their standard hours (Mon – Fri 7am – 10pm, Saturday 8:30am – 5 pm, Sunday noon – 8 pm).
- Virtual computers in the Fine Arts and Landrum labs will be unavailable over the winter break due to the scheduled power outage.

Enrollment & Degree Management:

- As of 12/6/2020, day-to-day total comparisons show that we are **down -457 (+156 since last week's report)**.
 - In addition, we have now seen 17 out of the last 19 days show positive daily enrollments. This continues to indicate what we've been anticipating; delayed enrollments throughout the fall semester. Historically, we see significant daily enrollments from this point leading into the holiday break.
- The registration trend line continues to align with last year but the volume is down.
 - We have variances across the board by classifications: -37 senior (+14 over last week), -174 junior (-18 over last week), -176 sophomore (+25 over last week), and -430 freshmen (+9 over last week). Graduate enrollment is +325 (+113 over last week) and Law enrollment is -9 (+7 over last week). Freshmen continue to make the smallest gains week over week and we dropped in juniors.
 - For a fifth weekend in a row, we did see a spike in enrollments. We will continue to monitor and adjust strategies to assist in ongoing positive registration activity cutting into the current decline.
- With registration volume down, we see declines across all student demographics.
 - Current registration indicates being down -500 first-generation students (down -4 from last week in closing the gap from the prior year), down -440 low income students (down -7 from last week in closing the gap from the prior year), and down -84 URM students (down -17 from last week in closing the gap from the prior year).
- NKU and Retention, Spring 2021:
 - **Retention overall is down -12.4%** (+1.6% over last week). As shared earlier, freshmen spring enrollments are not reaching the same pace/volume as all other students.
 - To meet the retention goal for fall '21 (76%), we need to try and achieve 91.5% spring retention; we are currently 77.2% to that goal.

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- NKU Admissions Update, Spring 2021:
 - UG applications are **down -87** (-21 from last week, and includes FTF, Transfer, and International), with admits **down -33** (-28 from last week), and confirmations **down -30**.
 - Graduate applications are **up +205** (-9 from last week), with admits **up +44** (down -21 from last week).
 - NKU Admissions Update, Fall 2021:
 - Looking ahead to fall, we continue to experience UG traditional student lag though we are slightly up in yield. Currently down -16.3% in apps and -6.3% in admits but up +0.7% in yield. Transfers are relatively flat with Law up 25% in admits. Graduate is up across the funnel.
 - Each Monday the Cabinet, AAC, and the campus-wide EDM team are provided with the strategies across AA and DOSA. In addition, the coordinated care team continues to work together on streamlining communications and campaigns.

United Way:

- [The Do Good award](#) was created in 2019 by the Northern Kentucky office of United Way of Greater Cincinnati to recognize individuals and organizations doing good things in Northern Kentucky.
- DoGood-ers are individuals or advocates serving their communities and the people in them by giving back in small to big ways. They help change lives, alter perceptions and build awareness. Just by lending a hand, giving of their time or initiating something new, they “Do Good” in the lives of others. Their efforts and passion in going above and beyond help strengthen the communities where we live, work and gather.
- We are proud that our very own, Jim Parker is a 2020 award recipient.

The United Way will be hosting a zoom event on December 15 from 9 to 10 a.m. Their annual awards will recognize the people who “Do Good” for others and impact the Northern Kentucky community. Registration for the event is required. You can register [here](#).

Lori also shared that KERS has notified NKU that Tier III employees will not only receive the employee contribution but the employer contribution as well if they decide to transfer their account whether they are vested or not.

Faculty Senate – Janel Bloch

Janel Bloch shared the Faculty Senate report. FS elected a new vice president, Kalyani Ankem, to replace the previous VP who resigned. The Teaching Effectiveness committee is looking at something called VF grade, which stands for vanish failing, and would be used for students who just disappear, to distinguish them from a student who participates and fails. The Benefits Committee is looking at the possibility of paid parental leave and its financial implications. And the Provost attended their meeting since it was the last FS meeting before she leaves her position. The final meeting of the semester is 12/11/20.

President – Sara Conwell

1. Welcome Jim Parker as new Staff Regent
2. NKU Dining Renovation
 - a) Provided presentation by Andy Meeks (will attach to the minutes and will have Kimberly send out for all to review)
 - b) Replacing current dining on campus with other but similar restaurant options
 - c) Option for students to vote on a restaurant option
 - d) Mobile orders/pickup
 - e) Teaching kitchen series at Norse Commons
 - f) Enhancing the space at Norse Commons
 - g) Important to note that all the projects presented will be funded with Chartwells Capital Funds
 - h) If you have any questions/comments, you can direct them to Andy Meeks (meeksa@nku.edu) by early January 2021
3. President's Spring Forward message that was emailed out this afternoon.

- a) If you've not had a chance to read it, please do so and direct any questions to covid19@nku.edu
4. Holiday Greetings—typically we have our holiday luncheon this month, and I am sad that COVID has put a damper on that. I wanted to gauge your interest in having a holiday happy hour one day next week at 4pm—just a way to decompress from this semester, chat with one another and catch up on things—especially since we've missed out on a lot of the chit-chat that happens before/after our in-person meetings. Please let me know if you're interested and I will set something up.

Credentials and Elections

Credentials & Elections Committee/Interim Staff Regent Report

Date: 12/03/2020
Present: Tina Altenhofen, Sue Murphy-Angel, Grace Hiles
Absent:
Guests:

Highlights to be shared:

- 11 Candidates ran for Interim Staff Regent position
- First Open Forum held Tuesday, Nov. 10, 2020 at 10 am.
 - There were 80+ participants
 - The forum recording is posted on the Staff Congress website to review
 - All candidate Bio/Statements are posted on the Staff Congress website to review
- Second Open Forum held Thursday, November 12, 2020 at 2:30 pm
 - The forum recording is posted on the Staff Congress website to review
- Eligibility to vote for Staff Regent
 - Employee's primary assignment is categorized as staff
 - Excludes employees in these groups: Executives, Temps, Students, Retirees, and Externals
 - Excludes anyone hired after 1/1/20
 - Staff member does not occupy on an interim basis a position which would be disqualified based on the above eligible requirements
 - Employee is not eligible to vote in Faculty Regent elections
- Voting began Friday, November 13, 2020 at 8:00 am and ended on Friday, November 20, 2020 at 12:00 pm
 - All eligible staff received an email ballot to vote for Interim Staff Regent
 - 410 staff members voted
 - 56% of total staff

- The results of the election were shared by the Election Committee with the candidates, HR, and the Office of the President of NKU before 4:30 pm on Friday, November 20, 2020
 - New Interim Staff Regent, by simple majority of votes, James Parker; Supervisor, Building Services, Facilities Management
- The committee would like to express our gratitude to each of the outstanding candidates in this race. Their professionalism, character, and regard to the staff of this university and the regent position, serve as a testament to their strength and substance.
- We would also like to send our appreciation to Human Resources' Ophelia Marks, Dionna Sholler & Lori Southwood; Information Technology's Tracy Insko; Arnie Slaughter; Staff Congress President Sara Conwell & President Elect Steve Slone.

Roundtable

Steve Slone shared that the Roundtable event is scheduled for February 11, 2021 for 1:00-3:00 pm. This is scheduled during our regular Staff Congress meeting. The boxes are in place; one in central receiving, one in operations and maintenance, and one in Campbell Hall. The announcement and call for submissions went out this week and will be sent again.

Pension Committee

The Pension Committee is overjoyed with the Soft Freeze decision President Vaidya and the BOR shared at the special BOR meeting. We are grateful for them hearing our voices and making the best decision for staff. As the president said, "Some things cannot be shown on a spreadsheet". We prepared the following statement of appreciation (see below). The committee will continue to work to assist with the Tier III transition to the TIAA. We plan on assisting in any way needed. And we also plan to work to advocate for NKU and the KERS system with legislators to correct the retirement system funding. We also invite anyone who would like to join the committee to please let Kimberly know.

"To President Vaidya and the NKU Board of Regents:

On behalf of NKU staff, Staff Congress and the Staff Congress Pension Committee would like to express our heartfelt and humble thank you for your approval of President Vaidya's pension recommendation last week. Soft exit was unexpected even though it was the outcome most Tier 1 and 2 had hoped for.

Our staff are so appreciative of your decision! Words truly cannot express how grateful we are to you for listening to the staff and considering our thoughts and feelings! Hearing the announcement was a very emotional moment as it was very personal to so many of us. We had several staff members tell us they were in tears (happy ones!) when the announcement was made!

We also appreciate the kind words spoken by several regents – they were heartfelt and meant a lot!

We realize this was, as you've said, probably the most difficult decision NKU has ever had to make! However, NKU once again showed its true character – even with this hard decision, the University stood by its people! What an example of leadership, fairness, and compassion! Your caring, thoughtful and just decision is a much-needed boost for employees' morale. Our renewed collective dedication and commitment to the University will strengthen NKU's reputation in the community!

We would also like to thank Lori Southwood, Michael Hales, Eric Gentry, Joan Gates, Krista Wiseman-Moore, the offices of Human Resources and Marketing and Communications, and countless others for their tireless efforts throughout this process. Many of you worked "behind the scenes" on this issue for months and your work was not in vain and is immensely appreciated! We also thank all the staff who shared their heartfelt stories and voiced their thoughts and feelings. You made a huge difference!

We know the months and years ahead may deliver more difficult choices as well as "interesting" opportunities for the University. We want you to know that you have our support and we are available to continue to work for the staff of NKU. We especially want to continue to advocate and assist with the transition of Tier III employees into the defined contribution plan as well as any further retirement planning for all NKU staff. Our motto since the beginning was "staff helping staff" and we stand by that!

Again, thank you for your leadership, consideration, and kindness in this decision.

Sincerely,

NKU Staff Congress and NKU Staff Congress Pension Committee"

Old Business

No old business.

New Business

Steve Slone shared the Staff Congress Spotlight. Some sister institutions do a Staff Senate/Congress Spotlight on their Facebook pages so we thought why can't we do that and we rolled it out in record time. We started with the Exec Team. The spotlight is just a little blurb about who we are and a photo so everyone can get to know your Staff Congress representatives. Special thank you to Krista Rayford for creating the graphic. We will start with Council of Chairs and the move through all the SC members. So be prepared to received an email from Steve asking for a little blurb about yourself.

Non-Member Discussion Period

No discussion.

Norse Appreciation

Steve Slone shared an update on "Norse Appreciation". We were pleasantly surprised by the number of responses from the first launch. There were 118 responses: 84 staff, 25 faculty, and 9 "other". We truly have some wonderful staff and faculty on campus and it is evident that they are greatly appreciated for their work by these wonderful comments from their coworkers! Thank you all for submitting your words of gratitude and praise for these hardworking folks!

The list below includes the names of the individuals/groups that were submitted. You can find the complete list including the comments of recognition on the Staff Congress Norse Appreciation website:

<https://inside.nku.edu/staffcongress/NorseAppreciation/NorseAppreciationRecognition.html>

Adrienne Lane
All Facilities and Grounds personnel
Allison Schmidt
Andrea Brooks Steely Library
Angela Calhoun Registrar's Office
Ann Harding College of Health and Human Services
Anna Stryker
Annette Pendery
Ashley Siemer
Becky Brown
Bobbi Nienaber
Brandon Billiter Student Account Services
Brian Schultz
Brigitte Evans
Brooke Moore and Christy Blackburn - front office staff Health Counseling and Student Wellness
Building Services your campus custodians
Campus Recreation Center
Carlos Yates
Center for Student Excellence
Central Receiving and Mail Room
Chad Ogle & Terri Williams
Chartwells Staff
Chip Heath - Management Department, College of business
Chris Nicolaus
Christine Yankovsky
CINSAM Ella Bowling and Amber Carter
CITE
Cori Henderson BFSA President
Counseling Services
Danny Lovell
Dave Groeschen

Denzil Carter - Assistant Registrar Office of University Registrar
Dionna Sholler
Donna Neece
Eduardo Trujillo
Erin Robinson
Facilities Maintenance
Felicia Share
Founders HIC Custodial staff
Grace Hiles
GROUNDS AND HORTICULTURE
Health Services
IT
Jack Cooper
Jeff Chesnut
Jeff Chesnut and Tommy Fix
Jen Young - Chase Law
Jennifer Kaiser
Jennifer Richmond Career Services
Jim R Nic and Jamie in IT
Jim Raleigh - Information Technology
Jim Wilkinson - Department of Chemistry
John Petrie
John Zappa
Karen O'Connell
Katherine Colborn
Kathy Molique - Chase Law
Ken Wolterman
Kim Baker
Kimberly Wiley, Brandon Billiter, Ashley Coates, Gina Combs, Vicki Cooper, Inna Pylyayeva, &
Terri Smith
Kristi Bishop
Kristin Hornsby
Lauren Mohr
Lesley Webster
Lynn Crane
Lynn Crane Biology Advising
Lynne Fuhrmann
Mahdi Yazdanpour
Mail Distribution
Mailroom
Maria Llambi Chase Law
Mary Barry
Mary Barry Carissa Vanover Doug Godbey
Maureen Doyle
Megan Downing
Mike Hales and Lori Southwood and their departments
Operations and Maintenance

Operations and Maintenance Custodial floorcare plumbers HVAC electrical power plant
President Ashish Vaidya
Rhett Clark - mail room
Robin Higgins - Chase Law
Rochelle Shields and the staff of University Housing
Rose Tempel
Sadik Morshed - Chase Law
Samra Pilav
Sara Conwell
Sarah Eastburn
Sarah Hellman
Sarah Hellman
SCRA
Shauna Ryan
Sheila Rubin
Staci Greene
Staff Congress and the Staff Congress Pension Committee
Staff Congress Team
Staff who were on the pension committee
Stephanie Korslund
Steve Slone
Steven Weiss
Sue Murphy Angel Tina Altenhofen and Grace Hiles
Suk hee Kim
Terri Williams
Theresa Westlund
Tim Rieskamp
Tina Gaskins
Tracy Insko
Travis Hall

Announcements

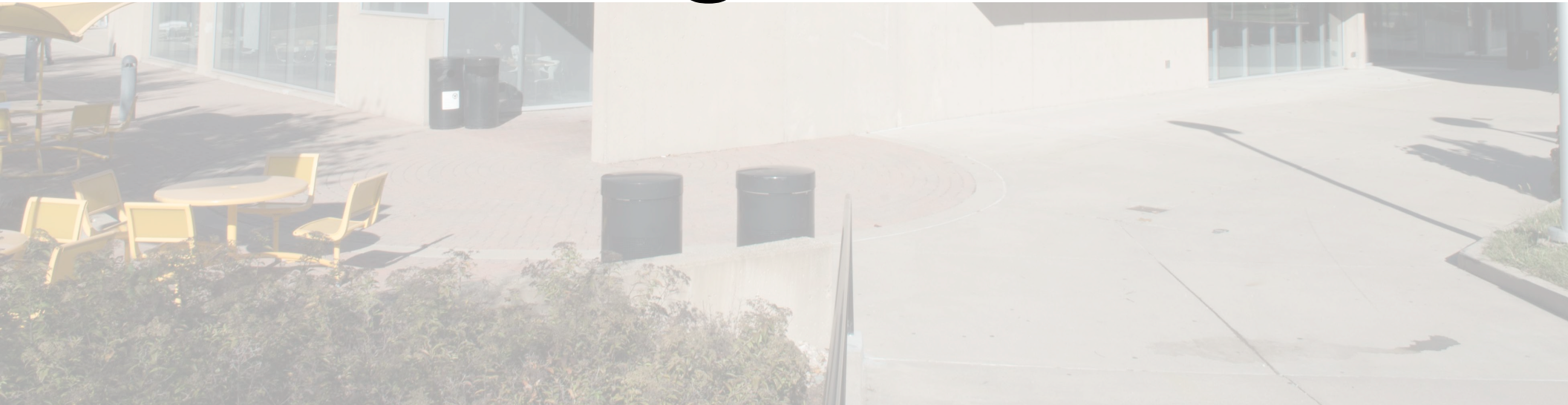
No announcements.

Attachments:

NKU Dining Renovation Presentation

Northern Kentucky University

NKU dining Renovations





Guest Satisfaction

It Drives Everything We Do
We heard you, it's time to look at what's next and create spaces that are Generation Z-aligned.

The built-in flexibility of our programs and resources allows us to monitor these trends and seamlessly fine-tune culinary, facility enhancement, marketing and overall technological innovation.

MAKE IT
Easy

81% of Gen Z consumers said they shouldn't have to try too hard to eat healthy and 76% of them said that they are likely to buy raw fruits and vegetables to eat on-the-go⁴.

BE FLEXIBLE

As more consumers adopt **flexitarian** diets, brands are experimenting swapping soy with mung bean, hempseed, avocado, and other plant-based protein alternatives⁸.



Consumers admire vegetarian (60%) and vegan (56%) lifestyles but are not interested in going totally meatless as they also overwhelmingly love meat (82%) and only 42% said they enjoy eating meat substitutes⁶.

73% enjoyed eating superfoods

such as dried fruits, nuts, and seeds that serve specific functional purposes and can easily be integrated into food and beverage concepts⁶.

Snacks over Meals

77% of shoppers say they've made a spontaneous impulse purchase in the past 3 months⁹.

Gen Z has global aspirations and draws inspiration from all over the world. Consumers have an interest in discovering **international flavors** and new ways to eat healthy and sustainable foods. Authenticity is also crucial, with 79% agreeing that a restaurant's global food selections should be **authentic**. These events are a learning experience that often excites our guests with new techniques and flavors⁴.

THEY HAVE CULTURAL INTERESTS



80% of consumers say they snack between meals at least once a day, and 57% say they snack between meals twice a day or more¹⁰.

Generation z Trends

Demographic changes create a more complex environment on college campuses as each new generation redefines dining expectations. As with the previous generational evolution, this transition reflects a gradual shift in the balance of attitudes, tastes, manners, priorities and expectations for dining services, national brands and culinary concepts.

Like everything we do, the retail brand strategy at NKU is completely customized to the campus, revolving around your mission, culture and recruiting strategy.

STUDENT FOCUS GROUPS



STAPLE MENU ITEMS such as fresh fruits and veggies, grilled items such as burgers and sandwiches, and more plant-based proteins.

VARIETY "Menus should change every few days, there is the risk of monotony for students living on campus."

RESOURCES

- ¹ "Generation Z: Latest Gen Z News, Research, Facts & Strategies." Business Insider. Business Insider. <https://www.businessinsider.com/generation-z>.
- ² Gilbert, Nestor. "7 Generation Z Trends & Predictions for 2020 - A Look into What's Next." FinanceOnline.com, FinanceOnline.com, 5 Dec. 2019. <https://financeonline.com/generation-z-trends/#gen>.
- ³ "Dining Trends for Gen Z on College Campuses." Food Management, 17 Oct. 2019. <https://www.foodmanagement.com/colleges-universities/dining-trends-gen-z-college-campuses/gallery?slide=1>.
- ⁴ "Topping Patterns in America 2019." The NPD Group. <https://www.npd.com/wp-content/uploads/press-releases/2019/when-it-comes-to-eating-patterns-in-america-the-most-things-appear-to-stay-the-same-the-more-they-change/>.
- ⁵ "Data: Where Is the Delivery Trend Going on Campus?" Food Management, 23 Sept. 2019. <https://www.foodmanagement.com/colleges-universities/data-where-delivery-trend-going-campus/gallery?slide=1>.
- ⁶ Fitzpatrick, Tara. "5 Trends That Will Impact College Dining." Food Management, 18 Mar. 2019. <https://www.foodmanagement.com/colleges-universities/5-trends-will-impact-college-dining/>.
- ⁷ Smith, Danny. "10 Food and Restaurant Trends That Will Define How People Eat in 2020." Insider, Insider, 11 Nov. 2019. <https://www.insider.com/food-restaurant-trends-outlook-2020>.
- ⁸ Shewell, Bridget. "10 Food Trends to Look for in 2020, According to Whole Foods." Forbes, Forbes Magazine, 21 Oct. 2019. <https://www.forbes.com/sites/bridgetshewell/2019/10/21/10-food-trends-to-look-for-in-2020/#1ed287a87711>.
- ⁹ Abbamonte, Kiera, and Kiera. "10 Tactics Retailers Can Use to Encourage Impulse Buying." Shopify, 26 Sept. 2018. <https://www.shopify.com/en/blog/10-tactics-for-impulse-buying>.
- ¹⁰ "Technomic: 'Snacks Increasingly Replacing Meals for Consumers.'" Foodable News, 5 Dec. 2018. <https://www.technomicnews.com/articles/technomic/snacks-increasingly-replacing-meals-for-consumers/>.
- ¹¹ "Generation Z Characteristics: 5 Infographics on the Gen Z Lifestyle." Vision Critical. <https://www.visioncritical.com/blog/generation-z-infographics>.

Favorite Cuisines

Consumers love authentic global flavors and want to see more of them highlighted. Some of their favorite cuisines include: **TexMex, Asian, Indian, and Thai.**





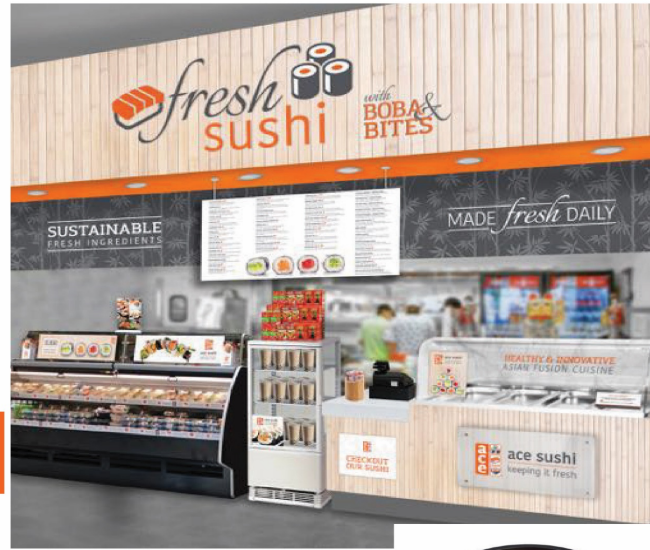
Building an engaging program

At northern Kentucky university

To create a great dining story for NKU we evaluated options based on what the student population is looking for, keeping in mind several factors:

- Price point
- Regional dining trends
- Special dining needs for recruitment efforts
- Support from our Retail Dining Toolkit
- Optimal mix of cuisine types and menu options

The retail strategy begins with popular national brands mixed with regional favorites and our internal concepts. These internal concepts are easily interchangeable, with design packages that feature flexi-kitchens and trade dress that can be switched quickly with minimal investment. This not only lets us stay responsive to student tastes but prevents menu fatigue and encourages constant innovation. Students will have an integral role in these changes; throughout Student Choice polling they will choose which brands to feature on campus.



**Most Requested
Cuisine Type On
Campus By Students**

**Kosher,
Avoiding
Gluten and
Vegetarian
Options**



Ace: sushi and stir fry In the Student union Replace olo sushi

Asian is most requested cuisine type on campus by the students. Sushi's popularity on campus has grown to the point of expansion to include a full hot entrée menu. Ace's menu offers kosher, avoiding gluten and vegetarian options. They use sustainable fresh ingredients. Ace will continue with the freshly prepared sushi and hot stir fry daily on-site. They have customized a program that fits the needs of students and follows the hottest food trends. Students can walk up to our hand-rolled sushi bar and have a unique roll created to their specifications. For students or faculty in a hurry, sushi roll's will be available in our sushi cooler to enjoy on the way to class. The menu will feature student favorite gourmet sushi rolls and hot entrees like beef bulgogi, sweet and sour chicken and more!



Student choice in the Student union

Replace the chicken strip

A fun concept where students vote to determine the next monthly food concept. Student Choice will be a collaborative space engaging our culinary team and NKU students directly. They have the opportunity to choose from a variety of food themes they would like to experience next. Using a mixture of in-store technology such as iPads and smartphones, as well as hashtags, Twitter and Instagram and a dedicated website, live voting will be displayed at the station.

Just to name a few options for our Student Choice station. Choose from brands such as Smoked, The Travel Wagon, Chaat House, Pom and Honey, Smash'd and more!



Student choice 1

smoked

Smoked features mesquite house smoked meats and flavorful sides that students are able to customize their meals creating mouthwatering combinations reminiscent of hometown BBQ's. The wide range of barbeque options offered represents all styles of BBQ favorites including wet rub, dry rub and smoked. Students can finish off their dish with a variety of different house made BBQ sauces that are mustard based, vinegar based and light and heavy tomato based ensuring each dish is packed with flavor! Craving a more healthy option? Smoked offers the ability to engineer your menu to offer plant based menu options while not sacrificing the BBQ experience.

All good BBQ joints includes amazing sides and your Smoked menu won't disappoint on delivering delicious side dishes. From smokey pasta and cheese to a loaded baked potato salad, guests will be able to select from a rotating side menu to create their ultimate BBQ combo.



Student choice 2

The travel wagon

The Travel Wagon continues to be a hidden gem in the Food Court. A popular concept by faculty and staff, our guests enjoy the weekly rotating cuisine from around the world! The Travel Wagon features menus from Italy, Asia, Germany, The United States, Korea, India, Mediterranean and more. We also offer vegan and vegetarian options that rotate to fit the needs of every student! Our team will continue the innovation of global cuisine led by our campus executive chef.



Student choice 3

Chaat house

Chaat House We make real food that's full of authentic flavors like curries, spices and chutneys. Life's too short to waste it on the bland, the boring and the banal. A little spice, a touch of heat and a lot of love gives flavor to everything we do. Featuring variety of deep-colored vegetables, curries, and masalas – students can customize their grain bowl, greens or wrap to create a flavorful dish. Inspired by the regional flavors of India, Chaat House's menu is divided into several sections, including snacks, hot, cold, bowls and wraps.



Student choice 4

Pom & honey

Pom & Honey is a flavorful and healthy experience featuring customizable and craveable salads, grain bowls and wraps. Your students will LOVE our dishes for a reason – it features delicious flavors, wholesome ingredients, and bright spices, PLUS makes them feel great!

At Pom & Honey, we've put a *modern twist* on Mediterranean by our unique menu. Rich in vegetables, olive oil, wholesome grains, and lean protein, this is a delicious and healthful way to eat. We keep our menu fresh and exciting, from seasonal bowls featuring fresh Zatar seasoned roasted butternut squash to a Harissa Hummus. Students can enjoy hundreds of possibilities as they choose between a grain bowl, salad or wrap, fill it with their favorite protein and then top it with fresh veggies, hummus and delicious spreads. Feeling a little saucy? Whether it's spicy, savory, creamy, sweet, Pom & Honey has a flavor for you!



Student choice 5

Smash'd

SMASH'D will quickly become a favorite destination on campus! An upgraded take on the baked potato bar, SMASH'D offers SMASH'D potatoes, in a cast iron skillet and allows students to top, bake and enjoy their own creations. Using fresh ingredients, both common and complex, the menu varies in flavor profiles, from chicken curry to Mexican. Some of the specialty spuds include:

- The Spud Special – Grilled Chicken Breast, Aged Cheddar Cheese, Roasted Bell Peppers and Steamed Broccoli
- The Lonestar – Ground Beef Chili, Sliced Jalapenos, Fritos, Sour Cream and Cheese Sauce
- The Naked Spud – Broccoli, Red Peppers, Roasted Garlic, Crumbled Feta, Tofu, Roasted Ginger



Student choice 5

Breakfast & co.

Breakfast & Co. Students love breakfast, just not in the morning! This all-day breakfast roadhouse is not your typical greasy spoon. Pancakes are flipped as you order while the syrup and sauce tower allows for top-as-you-like customized stack. This menu is more well-rounded than your typical all day breakfast concept with menu items like huevos rancheros, outstanding omelettes, loaded scrambled eggs, hash skillet, egg and cheese sandwiches, cinnamon rolls and more.



Student choice 6

Melt lab

Melt Lab brings the delicious, comforting flavors of the perfect sandwich, "Grilled Cheese". Students can select from 8 different sandwiches all which include a mini tomato soup and a house pickle. These are not your ordinary grilled cheese sandwiches, as they were built with abundant flavors, using on-trend ingredients. Our broadly appealing menu's feature artisan cheeses, meats, and a variety of breads carefully selected for each sandwich.

Melt Lab sandwiches include playful mashups such as:

Fun Guy - 9 grain bread, grilled portabellas, roasted pepper, chimichurri, provolone (A fun vegetarian option)

Lil Buffalo - Texas Toast, buffalo shredded chicken, mozzarella, bleu cheese crumbles, green onion, ranch

Sunrise - Texas toast, fried egg, hashbrowns, bacon, cheddar, maple butter



Qdoba

In the Student union

Replace the travel wagon



Qdoba is more than just handcrafted flavorful Mexican food. Our undeniable love for flavor is what brings us together. We slice, dice, hand-smash, smoke, braise, sear and grill fresh in-house all day every day. It is an experience for all five senses. We use high quality ingredients to craft flavors that cater to every taste. We serve chef-created signature eats, build-your-own burritos, bowls, quesadillas, tacos and salads. We also feature vegan and plant-based impossible meat options. We take pride in our food quality. It is what sets us apart from the competition.



create

Create

In the Student union

Replace fresh factor

A refreshing concept featuring custom made-to-order salads, grain bowls, wraps, fresh baked bread and baguettes daily, hot soups, signature smoothies and more. Need to add a boost to your smoothie? No problem, we will feature a range of vitamins and proteins to boost your nutritional intake.

Create will increase the amount of toppings available to create the perfect salad! You will have hundreds of possible creations available to you daily!



**Custom
Made-to-
Order Salads
and Signature
Smoothies**





**Custom,
Hand-Crafted
Hot + Cold
Sandwiches
+ Homemade
Chips**



**STREET
SUBS** 



**★ ★ ★
PICKUP**

Norse street subs In the Student union Replace mondo subs

Everything about Norse Street Subs is high quality. Our Italian seasoned top round beef is trimmed and cooked in-house every day. Our oven-roasted hand-sliced turkey is tender and flavorful. Our bread is freshly baked in house. And of course, everything's prepared right in front of you. It's what makes Norse Street Subs the most authentic tasting submarine sandwich available and a part of your campus tradition! Our menu features custom, hand-crafted hot and cold sandwiches plus our famous homemade chips! Feast on subs like the Aggie Club with lean turkey breast, baked ham, bacon and provolone cheese or the Caprese Sub with fresh mozzarella, spinach and sliced tomatoes.



Get mobile express pickup In the Student union Self-serve Locker

Infusing technology into the Student Union is what students are craving. Ease of use, speed of service and convenience are key to student's needs. We will introduce the new Express GET mobile pickup kiosk where the current Olo Sushi station is located.

The GET mobile app was designed specifically to meet busy students' needs. NKU students will be able to use the GET app to order ahead and pay for customized meals with just a few taps. After selecting their favorite on-campus dining locations and making their menu choices, students can pay for their meals using their credit or AllCard and choose pickup times that work best for their busy schedules. After their order is placed, students will be able to go directly to the pickup self-serve counter and get their meal from the indicated locker. GET will also enable students to save and easily reorder favorites. GET does not charge any transaction fees to the students.



**Attend Live Classes and
Follow Along on
Social Media**



Norse commons

Teaching kitchen series

We are proud to introduce the Teaching Kitchen Series to Northern Kentucky University in its permanent home. This innovative space will be equipped with digital screens, cameras and all supplies needed. Up to 12 students at a time can take part in the culinary activities, allowing students to learn, taste and connect with the joy of cuisine. Teaching Kitchen is an active platform for students to explore food, culinary and nutrition literacy that positively impacts food choices and experiences. Eating, learning and living are combined in imaginative ways to create a studio-like platform for events such as student recipe competitions, cooking classes, dining etiquette, and home-cooked meals from family recipes. In addition, the Teaching Kitchen offers a plethora of other exciting opportunities to feature the following innovations and best practices:

- Education series
- Lunch and Learn on healthy eating
- Guest speakers and cookbook signings
- Nutrition for the Athlete
- Celebrate diversity with recipe competitions
- Fix your favorite foods from home
- Cooking on a budget

Through fun sessions, our culinarians educate guests at the Teaching Kitchen. We will also host chef meet and greets so students know the face and ideas behind their food.

**New Teaching Kitchen Videos
Released Every Month**





Norse commons

Activating the courtyard

We will enhance the space at Norse Commons with a newly hardscaped patio and outdoor space featuring garage doors, great outdoor furniture, heaters, elements of an outdoor kitchen and a real hardwood smoker.

This will transcend the current Norse Commons and add a new gathering element to a previously unused space. We will feature station pop-ups, event promotions and chef action events to continually keep students interested in their dining program and coming back to try the newest item or event.