

the division of housing and food services

DELIVERING OUTSTANDING
SPARTAN EXPERIENCES



Town Hall Meeting
Thursday, October 30
2008

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DELIVERING OUTSTANDING SPARTAN EXPERIENCES



Mission

- Delivering Outstanding Spartan Experiences

Value Statement

- As an integral component of a world class research university, HFS is woven throughout the very fabric of the MSU community. We are built on a foundation of integrity, service and effectiveness. We believe in creating and delivering unequaled experiences, products, and services to the students and many guests of Michigan State University.

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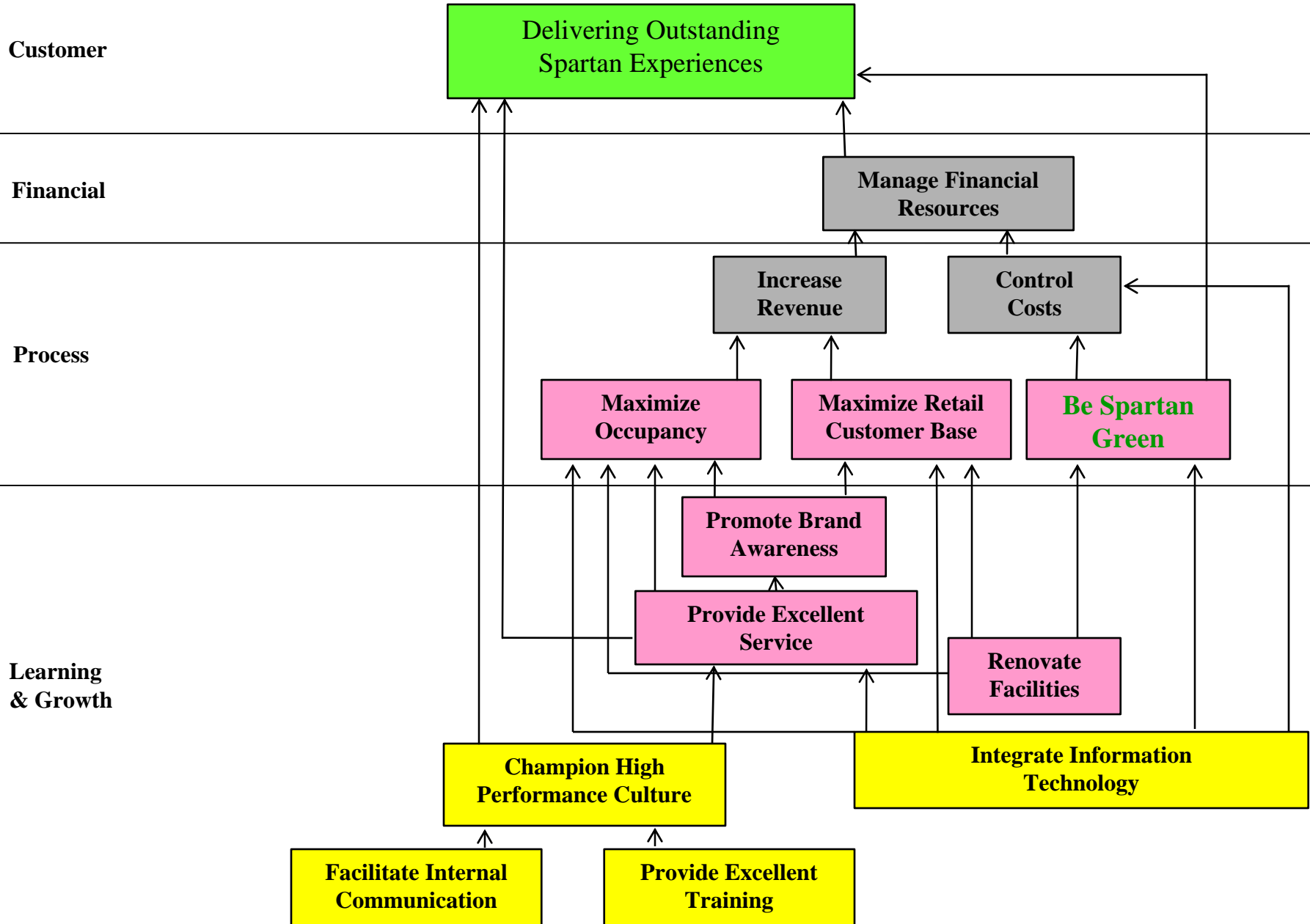
DELIVERING OUTSTANDING
SPARTAN EXPERIENCES



Customer Service Philosophy

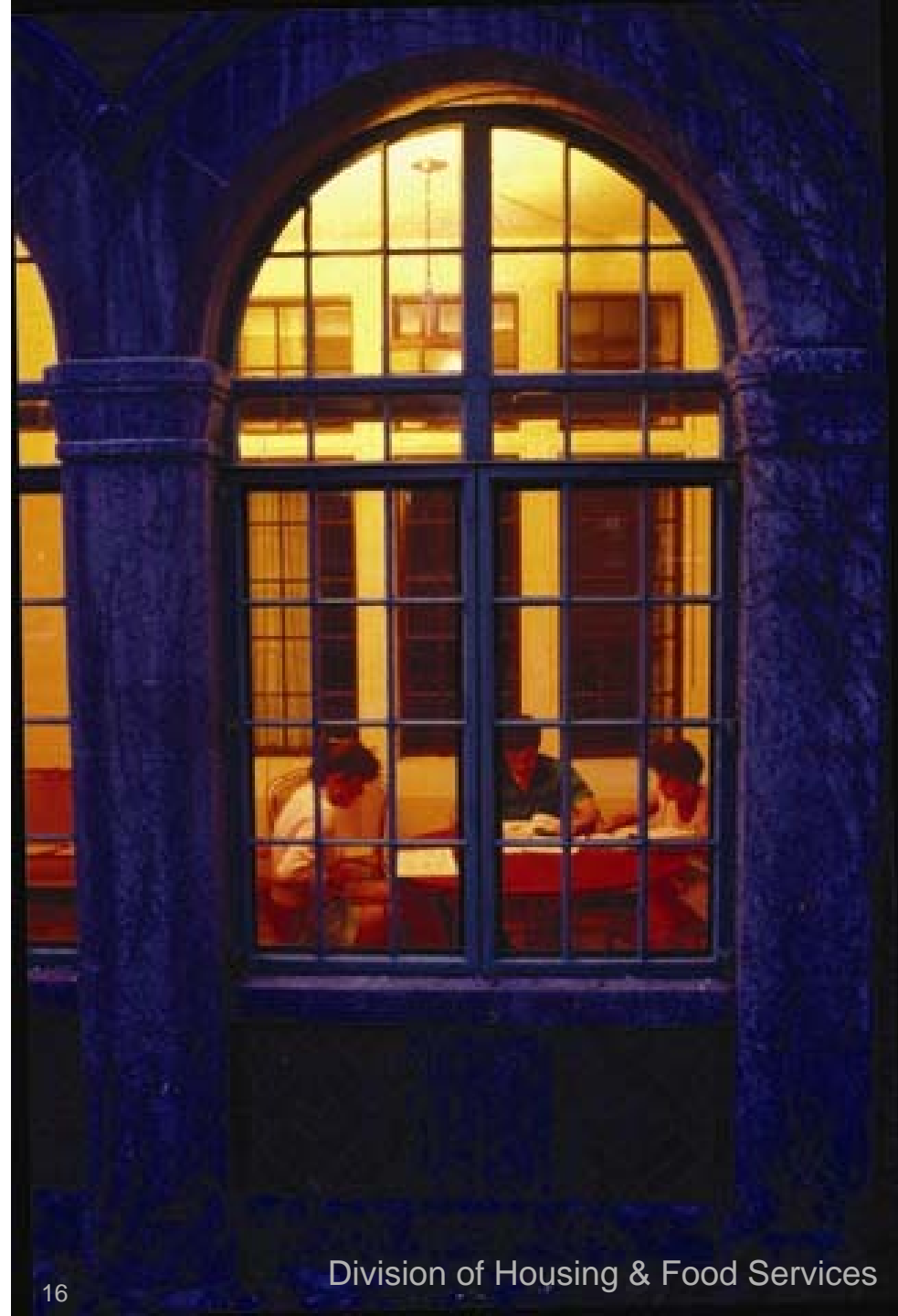
**Inspired by our passion for MSU
We take pride in
Delivering Outstanding Spartan Experiences
In all we do and to all we serve.**

HFS Strategy Map



Strategic Goals

- **Define** and **enhance** the student experience by promoting learning and development through interaction.
- Create **vibrancy** and **renewal** that compels higher levels of satisfaction and achievement.
- **Celebrate** student life by providing diverse spaces for a globally-minded, 24/7 student that is **uniquely** MSU.
- Initiate a **transformative**, world-class model of the residential experience with accessibility, sustainability and stewardship principles.





Ramifications of Successful Implementation

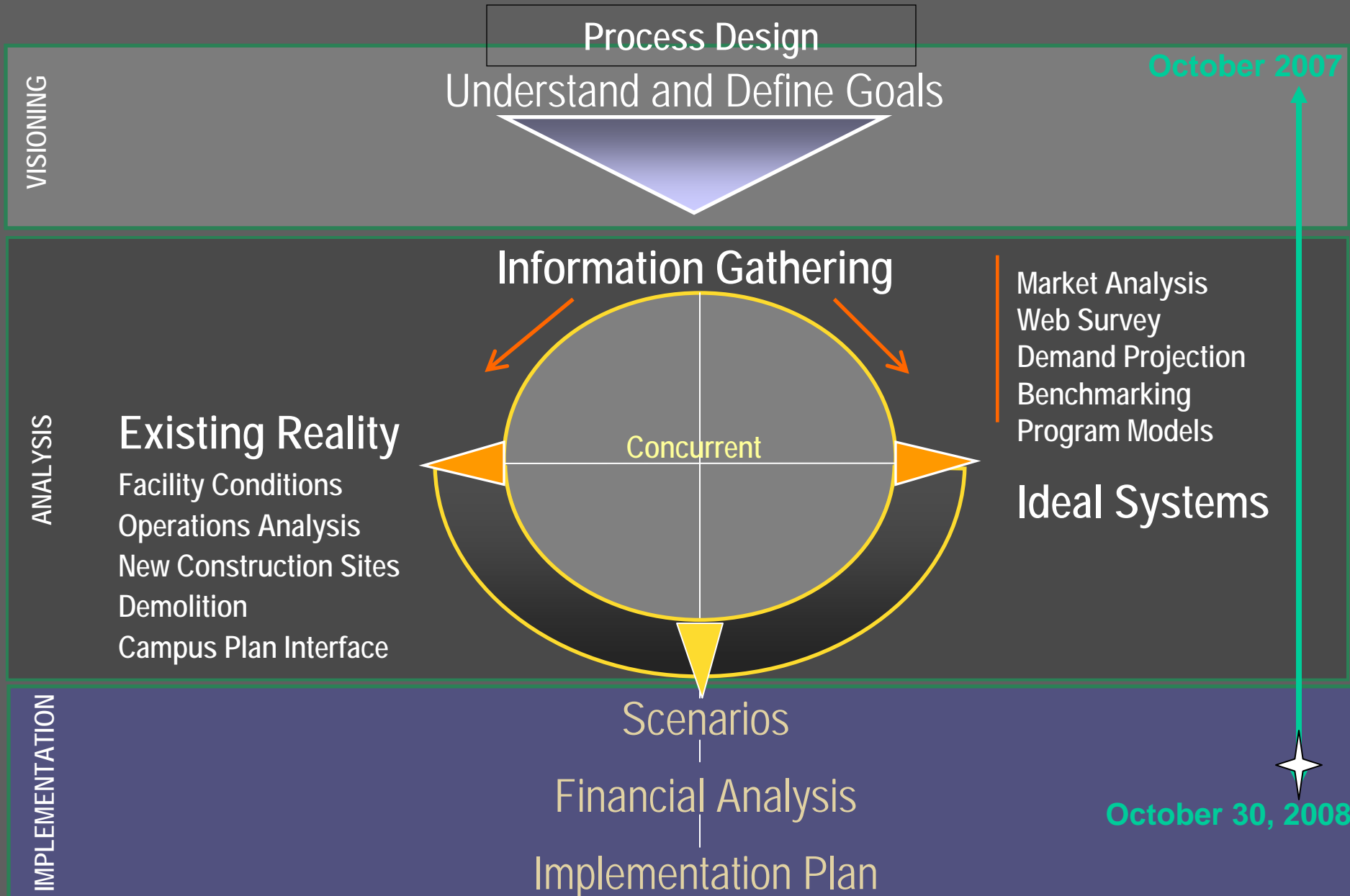
- Improved renewal rates and more transitions back to campus
- A progressive approach that represents on-going renovation
- Addresses national trends and expectations for an intentionally designed student experience
- Maximal alignment of Academics, Student Services and Housing



A New Spartan Experience

- Maximally Aligns People, Purpose, Facilities
- Financially Feasible
- Remembers the Unavoidable Facts
- Supports University Mission

Housing & Food Services Strategic Master Plan





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Strategic Plan Resulting Themes

- First Year Experience
- Integrated Dining
- Virtual (Central) Hospitality Sales



Strategic Plan Implementation Managers

- Jane Emery
- Ken Horvath



Development Teams

First Year Experience

Angela Brown **Paul Goldblatt**

Stephanie Bierlein

University Activities Board

Bonita Curry

Undergraduate University Division

Matt Edgley

Information Services

Maurie Kim

East Complex Facilities

Tami Kuhn

University Activities Board

Jaci Lange

Concessions

Abbey Parks

Owen Graduate Hall

Mark Rinella

Residence Life

Kendra Skinner

Kellogg Center

Deena Whitbeck

CMID



Development Teams

Integrated Dining

Guy Procopio

Pam Bannerman

Michael Clyne

Ken Deneau

Bruce Haskell

Jonathan Hughes

Teresa Rathsack

Stephanie Reneaud

Patrick Riley

Paul Rinella

Lary Tarnowski

Joel Heberlein

CMID

Kellogg Center

Sparty's

Dining Services

Athletic Catering

Brody Complex

Information Services

Kellogg Center

Residence Life

Dining Services



Realigning The Organization

- Goal Centered
- Customer Focused
- Transforming the Spartan Experience
- Aligned With University Mission



Goal

- To create and sustain an organization-wide customer service focus that is student/guest-centered, with emphasis on effective and efficient services; to continually seek methods and means of improving service delivery for the 21st Century Spartan Experience.



Spartan Support Services and University Life

- Telecommunications and Cable Contracts
- Contract Management
- Health and Safety Compliance
- Emergency Management Coordination
- Spartan Linen Services
- MSU Union (facility management, student programming, contract management)
- EBSP Implementation
- Divisional Balanced Scorecard Process



Goal

- To provide an unequaled hospitality experience for the MSU community - at all venues - that emphasizes the guest experience, culinary excellence, and supports the teaching and public service missions of the University.



State Hospitality Services

- Breslin Student Events Center
- Catering – On and Off Campus
- Conference Services and Sales
- Kellogg Hotel and Conference Center
- Brook Lodge
- Cowles House
- MSU Tennis Center
- Forest Akers Golf Courses



Goal

- To provide a robust residential experience supporting programs and activities that promote growth and development of students; to provide safe clean and well maintained facilities for students; to promote sustainable practices; to utilize technology to enhance the student experience; to promote responsible behavior and citizenship; to promote fiscal responsibility; to develop and facilitate a community that supports the academic mission of the University

Residential Services

- Assignments
- Apartments
- Residence Halls
- Desk Services
- Custodial Services
- Maintenance Services
- Interior Design
- Capital Project Management
- Environmental Stewardship



Goal

- To provide an outstanding, integrated food experience for the campus community that emphasizes culinary excellence, sustainable food practices, fiscal responsibility and enhances community development.



State Dining Services

- Residential Dining
- Retail Dining (International Center and Union Food Courts)
- Sparty's Cafes and Coffee shops
- Convenience Stores
- Concessions
- Vending
- Food Stores
- MSU Bakers
- Sustainable Food Practices



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Spartan Support Services and University Life

Angela Brown
Director

Telecom and Cable Contracts
Contract Management
Health and Safety Compliance
Emergency Management Coordination
Spartan Linen Services
MSU Union (facility management, student
programming, contract management)
EBSP Implementation
Divisional Balance Scorecard

State Hospitality Services

Joel Heberlein
Director

Breslin Student Events Center
Catering – On and off campus
Conference Services and Sales
Kellogg Center
Brook Lodge
Cowles House
MSU Tennis Center
Forest Akers Golf Courses

Residential Services

Sharri Margraves
Director

Assignments
Apartments
Residence Halls
Desk Services
Custodial Services
Maintenance Services
Interior Design
Capital Project Management
Environmental Stewardship

State Dining Services

Guy Procopio
Director

Residential Dining
Retail Dining
Spartan's Cafes
and Coffee shops
Convenience Stores
Concessions
Vending
Food Stores
MSU Bakers
Sustainable Food Practices

Information Services

Michael Dawisha
Chief Technology Officer

Marketing Communications

Tony Frewen
Director

Human Resources

Denise Zieleniewski
Director

Chief Financial Officer

Bob Patterson
CFO



Other Issues and Next Steps

- Division and Department Names – Not carved in stone
- November Transition Teams Established
- December Outline Key Issues For Each Team
- March Master Calendar, Key Processes and Staffing Patterns
- August 1 Realignment in place for Academic Year 09-10



Who Will Step Up To Lead?



Follow-Up Town Hall

Wednesday, November 19

MSU Union Ballroom	10 a.m.
Shaw Hall Lower Lounge	2 p.m.



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