CAMPUS PLANNING GUIDE
FALL 2020

Olivet College
Guide Contents:

Safety Procedures Across Campus
• Cleaning standards
• Social distancing modifications
• Associate requirements and training

Service Modifications - Residential and Retail
• Campus ‘mapping’ of safety and service enhancements
• Meal plan campaign innovation

Catering Modifications
• Introducing new: Drop-off catering & contactless service model

Communications, Digital and Marketing Plans
In order to support re-opening with a range of options for appropriate distancing, we’ve classified solutions into a three-tier model.

We have created this plan for Olivet College with social distancing approached within the TIERs 2 and 3, and retain the ability to evolve as necessary.

The impact to service models, required equipment, hours of operation, safety enhancements, menu modifications and a plan for student and parent communications is outlined.

The basic safety standards will not vary, but will be used across all campus venues.
The safety of the campus community, our guests and our associates remain our top priority. In this time of social distancing, we have adapted our procedures to include associate wellness checks. We have also increased the frequency of sanitization procedures, introduced new PPE and implemented social distancing signage.
Safety Procedures Across Campus

At all locations, the following enhanced safety standards will be in place daily.

ASSOCIATE SAFETY

Daily Wellness Checks
✓ Every associate will receive a wellness check to include self-reported illnesses and a contactless temperature check.

Personal Protective Equipment
Face coverings will be provided and expected to be worn at all times by associates.

We recommend guests wear masks as well, except when eating.

Gloves are worn at all times when handling food.

Plexi health shield barriers used at all registers and points of service.

What is the difference between cleaning, sanitizing, and disinfecting?

Cleaning is the removal of debris. This is done with our standard surface cleaners to remove the presence of food and beverage particles.

Sanitizing is the removal of pathogens, such as those known to cause foodborne illnesses.

Both cleaning and sanitizing protocols exist within the USDA Food Code guidelines Chartwells has always followed.

Disinfecting is the killing of specific pathogens, such as COVID-19. CDC guidelines were updated May 20, 2020 to reflect new COVID-19 transmission understanding that high contact surfaces are not a primary source of infection.
CLEANING AND SANITIZING

✓ Associates wash hands and change gloves every 30 minutes, or less.

✓ Associates continuously cleaning tables, chairs and all high-touch surfaces with sanitizer.

✓ Sanitizer stations are available for guests to use at the entrances and exits and in the production areas for associates.

✓ Upon closing for the day, the team will disinfect the entire facility utilizing Diversey disinfectant.

✓ Back of house cleaning procedures will take place every 30 minutes. The culinary team will clean and sanitize surfaces and high-touch areas.

✓ Restrooms will be sanitized every 30 minutes.

“Normal routine cleaning with soap and water will decrease how much of the virus is on surfaces and objects, which reduces the risk of exposure.”

CDC Guidelines for Reopening

EVERY 30 MINUTES

Diversey Suma Pan Clean or Suma Light Detergent

Diversey J512 Sanitizer

Diversey Virex II 256 J-fill 10 min

Oxivir Wipes 1 min

DAILY / DOWNTIMES

OR

OR

Diversey Virex RTU Spray 3 min

Disinfectants
SOCIAL DISTANCING AND ASSOCIATE TRAINING

Social Distancing

✓ One-way traffic management to help guests navigate dining and seating areas.
✓ Social distancing in our kitchens and other back of the house areas.
✓ New capacity thresholds for each dining location.
✓ Reduction or elimination of cash handling.
✓ Signage visible at all hand washing sinks and time clocks.
✓ Floor decals and signs for guests to follow proper distancing and flow of service.

Trainings

ServSafe COVID-19 safety training for both managers and food handlers. Ongoing trainings will be covered at pre-shift meetings and provide the most up-to-date procedures. Close coordination with local health departments on best practices. Working through its purchasing company, FoodBuy, Chartwells will ensure that vendors follow similar safety protocol for their drivers and other associates and, delivery drivers will be discouraged from entering buildings and required to wear masks.

Plan associate training to cover all COVID-19 policy changes including:
- Mask, hand wash and glove requirements
- Tobacco & cell use policies
- Cell phone use policy
- Cough and sneeze etiquette
- Guest interactions
- Cleaning policies and procedure changes
- Social distancing expectations of associates
- Symptoms/temperature checks process
SUPPLIER RISK MANAGEMENT

Monitoring the Supply Chain

Chartwells is closely monitoring the supply chain for potential disruptions due to COVID-19. Our supply chain management team is maintaining daily contact with all suppliers to monitor daily inventory at distributors, track manufacturing progress of key items, and assisting with development of mitigation plans if necessary. A supply chain task force has been developed that includes sourcing, category management, quality assurance and distribution representatives. This task force meets daily to discuss all supplier risk management issues.

Additionally, supplier and delivery protocols have been developed to ensure product arrives to each unit safely. We have established COVID-19 specific distributor and manufacturer policies that ensure pandemic preparedness in our supply chain and distribution systems. Regular supply chain updates will be shared as the situation evolves.

ADDITIONAL OPTIONS FOR CLEANING

- Full disinfection 2-3 times per day which may require closures
- Available through SSC:
  - Electrostatic Spray Disinfection
  - Hygenia EnSURE Sanitation Verification – using a hand-held device, samples from high-contact areas are processed in a few minutes to determine efficacy of sanitation.
- Chartwells has multiple options for facility deep cleaning if the operations require it.

For a detailed list of cleaning and sanitation steps, follow this link.
Service Modifications

Location-Specific Plans

The following pages provide a plan for Olivet College campus, with special considerations and a customized approach.
# Residential Service Model Tiers 3, 2, 1

## Tier 3

### Least Social Distance

<table>
<thead>
<tr>
<th>Experience:</th>
<th>Change:</th>
<th>Modification:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dining Room</td>
<td>Open</td>
<td>Cleaning every 30 min</td>
</tr>
<tr>
<td>Food Stations</td>
<td>Open</td>
<td>Served by associate, no self-serve</td>
</tr>
<tr>
<td>Beverage</td>
<td>Fountain open</td>
<td>Cleaning every 30 min</td>
</tr>
<tr>
<td>Dishware</td>
<td>Available</td>
<td>Served by associate</td>
</tr>
<tr>
<td>Flatware</td>
<td>Used but protected</td>
<td>Served by associate</td>
</tr>
<tr>
<td>EXPERIENCE:</td>
<td>LEAST SOCIAL DISTANCE</td>
<td>MID SOCIAL DISTANCE</td>
</tr>
<tr>
<td>-------------</td>
<td>-----------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>SEATING AREA</td>
<td>Normal set up. Tables and high contact surface areas sanitized every 30 minutes.</td>
<td>Tables arranged for effective social distancing. Entrances and exits separated.</td>
</tr>
<tr>
<td>LOCATIONS</td>
<td>Normal operations. All associate served. National brands to follow their policies.</td>
<td>Possible limited menus or rotation of what is open for line management. All associate served. National brands to follow their policies.</td>
</tr>
<tr>
<td>IMPULSE ITEMS DESSERTS</td>
<td>Individually wrapped, associate served.</td>
<td>Individually wrapped, associate served.</td>
</tr>
<tr>
<td>BEVERAGES</td>
<td>Customer self-serve, sanitized every 30 minutes.</td>
<td>Bottle/can beverages encouraged, limited fountain possible, associate served.</td>
</tr>
<tr>
<td>COFFEE</td>
<td>Customer self-serve, sanitized every 30 minutes.</td>
<td></td>
</tr>
<tr>
<td>COFFEE CONDIMENTS</td>
<td>Customer self-serve, sanitized every 30 minutes.</td>
<td>Individual servings, associate served.</td>
</tr>
<tr>
<td>FORKS, KNIVES, SPOONS</td>
<td>Reusable utensils or disposable in dispenser or individually wrapped.</td>
<td>Pre-packaged or wrapped disposable eating utensils, associate dispensed.</td>
</tr>
</tbody>
</table>
Specific Kirk Center Mapping Plan

We are pleased to present our COVID-19 specific and customized plan of service following CDC, local and state guidelines.

The Basics
Location Name & Tier Level: Kirk Center TEIR 3 and Tier 2
Anticipated guest capacity campus-wide is: 175
Number of total associates – both full time and part time: 21
Location COVID-19 Safety Manager is 3

Front of the House

STEP 1: The Dining Spaces
Define your dining spaces and designate as pickup or dine-in service. Insert your designated pick up locations or seating capacity for dine-in in both retail and residential below.

✓ Pick up location(s):
  ✓ Pizza
  ✓ Deli
  ✓ Comfort
  ✓ EVO
  ✓ Grill
  ✓ Salad Bar
  ✓ Pantry
  ✓ Fountains 1 & 2

✓ Secondary pick up location(s) and/or times for compromised individuals.
  ✓ Dessert Station

If offering Dine-In
✓ Determine safe seating capacity
  ✓ 152 at this point

This plan serves as a baseline given current CDC and NRA restaurant guidance on COVID-19.
Local state or health department regulations may necessitate modification to this plan, so please check with your local health department.
STEP 2: Guest Entrance Requirements

All Dining Locations
✓ Sanitizer stand
✓ Plexi health shield barrier for cashier
✓ Associates in gloves and mask
✓ Signage for guests that masks are strongly advised
✓ Sanitizing hands is required for entrance to facility (guests and associates)
✓ Payment methods (options)
  • Contactless check-in (preferred where available)
  • Insert if location will not accept cash
  • Insert any other

STEP 3: Service ware Solutions
Options are available on the Path to Open page on MyCompass.

Residential
✓ Cutlery
  • Reusable cutlery options
  • Touchless dispenser
✓ Dishware
  • Dine-in plates, cups, etc.

Retail
✓ Cutlery
  • Pre-wrapped kit
✓ Dishware
  • Disposable to-go packaging
Specific Kirk Center Mapping Plan

STEP 4: Residential Station/Location Plan
List closures of self-serve and other stations due to changes in level of service. List modified products to be pre-portioned and individually wrapped. Note any changes from self-serve to full service.

To support safety, the operation of the following stations have been altered and the following practices have been put into place:

- Allergen Station – identify how are you continuing to address special diets
- Salad bar/Deli bar – no self service
- Ice cream machine
- Cereal bar
- myPantry - breakfast breads, condiments
- Hand fruit may be individually wrapped
- No unprotected food available for self serve-everything must be served or individually packaged
- Milk - can remain self-serve if glasses are distributed by associates
- Beverages - can remain self-serve if glasses are distributed by associates from behind the line
- Condiment stations
- Additional stations

If offering pickup only – list your plans for managing the line and when, where and how guests can pick up their orders:
- All stations will offer to-go

Beverages

- Fountain to-go
- 16.9 oz water bottle
- Fountain dine-in
Specific Starbucks Mapping Plan

STEP 5: Retail Locations Plan
List closures of locations due to changes in level of service. List modified menus or products to be pre-portioned and individually wrapped. Note any changes from normal brand operations.

To support safety, the operation of the following stations have been altered and the following practices have been put into place:

✓ Common impulse buy areas
✓ Common condiment areas
✓ Specific location changes

If offering pickup only – list your plans for managing the line and when, where and how guests can pick up their orders:
✓ Starbucks

Beverages
✓ Fountain to-go
✓ Bottles
✓ Cans
✓ Fountain dine-in
### Specific Listed Below Mapping Plan

#### STEP 6: Hours of Operation (Residential and Retail)

<table>
<thead>
<tr>
<th>Location</th>
<th>Previous Hours</th>
<th>Proposed Hours</th>
</tr>
</thead>
</table>
| Kirk Center | Monday–Friday  
Breakfast 7am-10am  
Lunch 11:30 am -3 pm  
Dinner 5pm-7:30Pm  
Sat-Sun  
Brunch 11:00-1PM  
Dinner 5-6:30PM |                |
| Starbucks | Mon-Thu  
7am-4pm  
6pm-10pm  
Fri  
7am-4pm  
Closed Saturday  
Sunday  
4 pm -10pm |                |
STEP 9: Plexi Health Shield Barriers
Plexi health shield barriers will be placed at all registers and points of service. The order guide is available on the Path to Open page on MyCompass.

<table>
<thead>
<tr>
<th>Residential</th>
<th>Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ 14</td>
<td>✓ 2</td>
</tr>
</tbody>
</table>

STEP 10: Seating Modifications
If seating areas are open, identify necessary table and chair modifications to facilitate social distancing based on CDC recommendations and campus requirements.

**Residential**
✓ Remove tables/chairs as necessary or place signage where seating is open.
✓ Encourage outdoor dining if feasible.

**Retail**
✓ Remove tables/chairs as necessary or place signage where seating is open.
✓ Encourage outdoor dining if feasible.
STEP 11: Hand Sanitizer Stations
Freestanding touchless sanitizer stations for guests to use should be available at all entrances and exits and in the production areas for associates. Order guide is available on the Path to Open page on MyCompass.
- 4 for residential to enhance what we currently have in place
- 2 for retail

STEP 12: Guest Signage
Our signage package is designed to communicate important safety information throughout the guest experience. Details on ordering can be found on the Path to Open page on MyCompass. Please note you must have approval from your Divisional President before ordering.
- 12
- 30

STEP 13: Labor

**Residential**
- Cleaning Concierge
  - <Insert associate(s) names/schedules>
- Greeters/Ambassadors at entrances/exits
- Other additional positions based on need

**Retail**
- Cleaning Concierge
  - <Insert associate(s) names/schedules>
- Greeters/Ambassadors at entrances/exits
- Other additional positions based on need
STEP 14: Equipment
✓ Additional specialty equipment not already indicated to fill gaps to safely serve food. Options are available on the Path to Open page on MyCompass.
✓ For new equipment needs, contact SES Compliance through MyAdmin to purchase equipment. To create a request, click Capital Assets > Cap Assets Purchase > Violation > Quote Request

Residential
✓ Portable sneeze guards for catering.

Retail
✓ Portable sneeze guards for catering.

Back of the House
All back of the house items will be implemented in all dining locations on campus.

General and Back of House Requirements:
✓ Identified back of house cleaning porter <insert associate names here>
✓ Completed daily BOH QA Checklist
✓ Completed daily FOH QA Checklist
✓ Back of House disinfection will occur <insert times here> (must occur at least 1 x/day with Diversey Oxivir TB Cleaner Disinfectant)
✓ Trainings completed include:
  ✓ Cleaning high-touch surfaces
  ✓ Cleaning process and differences between disinfection processes.

Back Dock/Receiving:
✓ Sanitizer station for back door
✓ Dock cleaned and organized
✓ Visitor alert signage posted with manager contact for deliveries
✓ All delivery personnel must be wearing a mask
✓ Identify receiving spaces
✓ Follow vendor/supplier visitor guidelines
✓ Identified associates for product delivery handling <insert names>
✓ Trainings completed include:
  ✓ Product delivery handling
  ✓ COVID-19 Receiving Procedures Policy
Back of the House

**Time Clock:**
- Identified manager Eric, Brenda & Ben to conduct wellness checks of associates clocking in.
- Review process/train managers to conduct wellness checks.
- Identify private space to conduct wellness checks (manager’s office, private hallway, or exterior tent/location) to maintain associate privacy. Your goal is to minimize associates being in the preparation areas of the facility prior to symptom checks.
- Utilize Manager Decision Tree for any associate showing symptoms of illness.

**Signage Posted:**
- Cough/sneeze etiquette
- Mask Use SOP’s
- Tobacco/nicotine product use policies
- Cell phone use policies
- Glove and handwashing policies
- Designated workspaces
- Social distancing requirements

**These items will be consistent through all locations on campus including residential, retail and catering spaces.**

**Associate Break Room/Locker Room:**
- Sanitizer in associate rest rooms, break rooms and locker rooms. 4 stations in our basement area.
- Modify table/chair arrangements in break rooms and/or locker rooms to facilitate social distancing.

**Food Prep Areas:**
- Rearrange and organize workstations to facilitate social distancing.
- Consider staggering of associate schedules with possible third shift to achieve proper social distancing.
- Set up individual stations, avoid assembly line production.
MEAL PLAN APPROACH

Stay with our current meal plan offerings. Expand our grab and go in our Starbucks. Implement for the Fall semester a retail concept in the KC transforming our Pizza Station using our new Tier 2 menus that will offer quick service to go complete meals as a meal transfer. One stop shopping for Breakfast, lunch and dinner.
MARKETING STRATEGY FOR MEAL PLANS

Two meal plan campaigns that have been developed for <enter campus name> audience including resident, commuter, faculty, and staff members. We outline the two communication campaigns on the following pages.

*NOTE – can remove and just show campaign you expect to use

TIP: Prior to developing your campus specific plan please review the Virtual Meal Plan Sales Tools guide and the Meal Plan Marketing Calendar. Both tools will assist in campaign readiness.
MEAL PLAN MARKETING: VIRTUAL CAMPAIGN

We have a substantial opportunity to advertise digitally and communicate the added-value of meal plans. Members of Generation Z are digital natives and they use it to interact better than anyone else. Digital advertisements allow us to target audiences that are not already following us on our social media channels.

The matrix below outlines our virtual meal plans sales campaign for <enter campus name>.

- Use the Virtual Meal Plan Sales Tools and add your plans for marketing meals plans virtually.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Objective</th>
<th>Target Audience</th>
<th>Success Metrics</th>
<th>Campaign Budget</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Ads</td>
<td>Increase traffic to Dineoncampus meal plan page</td>
<td>Faculty and staff</td>
<td>3% faculty and staff increase</td>
<td>$150</td>
<td>10 days</td>
</tr>
<tr>
<td>Instagram Ads</td>
<td>Increase traffic to Dineoncampus meal plan page</td>
<td>Students</td>
<td>Meal plan pages like for like visits</td>
<td>$231</td>
<td>7 days</td>
</tr>
<tr>
<td>YouTube Ads</td>
<td>Sell 100 meal plans during campaign dates</td>
<td>Parents and commuter students</td>
<td>Meal plans sold vs prior year</td>
<td>$150</td>
<td>14 days</td>
</tr>
<tr>
<td>Reddit Ads</td>
<td>Sale x# of meal plans via Reddit campaign</td>
<td>Parents, students, faculty and staff</td>
<td>Meal Plans sold via Reddit promotion code</td>
<td>$120</td>
<td>10 days</td>
</tr>
<tr>
<td>Google Ads</td>
<td>Increase relevant traffic to DoC</td>
<td>Parents</td>
<td>Impressions</td>
<td>$250</td>
<td>7 days</td>
</tr>
</tbody>
</table>
RETAIL SOLUTIONS AND INNOVATION OPPORTUNITIES

Here, you should capture any innovations you intend to bring to retail in order to offset some of the challenges introduced by social distancing.

The following practices and tools will be implemented to help speed up service and practice safe social distancing on campus:

- **Expanded Grab and Go**
  Such as [Grab Goodness](#), [Jack & Olive](#) or shelf-stable meal kits as part of [Compass Provisions](#).

- **SmartMarket**
  Fresh food vending to redirect guests from traditional Market stores.

- **Pickup stations for order ahead**
  Space separate from main retail location to manage social distancing and flow of traffic.

- **One-way aisles**
  Service change in Market stores to assist in keeping social distancing recommendations.

- **Shop on Campus**
  E-commerce website for grocery and sundry items for subscription-based delivery and pickup.

- **Contact-less payment options**
  ie Apple Pay, Android Pay.

- **Cash-less Operations**
  Eliminating cash transactions to improve safety and speed of service.
Contactless Catering

NEW Drop-off and contactless catering options are available on your campus to help promote safety and social distancing practices.
<table>
<thead>
<tr>
<th>EXPERIENCE:</th>
<th>Tier 3 (least SD):</th>
<th>Tier 2 (Mid-SD):</th>
<th>Tier 1: (Most-SD):</th>
</tr>
</thead>
<tbody>
<tr>
<td>SERVICE EXPERIENCE:</td>
<td>Self-serve buffets.</td>
<td>Attendant served buffets, contactless catering.</td>
<td>No buffets or events, contactless catering.</td>
</tr>
<tr>
<td>MEALS: breakfast, lunch, dinner, snacks, desserts</td>
<td>Self-serve buffet options available for all meals.</td>
<td>All meals/buffets are attendant served. Pre-ordered meals available.</td>
<td>All meals pre-ordered and individually portioned into disposable containers.</td>
</tr>
<tr>
<td>BEVERAGES:</td>
<td>All beverages available for self-serve.</td>
<td>Beverages are attendant served or for drop off only.</td>
<td>Cans, bottles or portioned into cups with lids, provided by order.</td>
</tr>
<tr>
<td>DINNERWARE:</td>
<td>Dishware and disposables available.</td>
<td>Disposable dinnerware and wrapped cutlery.</td>
<td>Disposable dinnerware and wrapped cutlery.</td>
</tr>
</tbody>
</table>
CONTACTLESS CATERING

The Packaging Approach

All menu items in the contactless catering service will be packaged individually in disposable packaging. The packaging was selected to keep foods at the proper temperatures during delivery and drop off. A complete disposables guide has been aligned for all menu items to ensure accessibility and keep costs at a minimum to remain a competitive option in the business. A **price and portion guide** has also been created with packaging to ensure proper pricing and is available on MyCompass.

Samples of Packaging
CATERING SERVICE CHANGES

Tier 2
All buffets will be attendant-served using disposables. Buffets will have the addition of portable sneeze guards or protective dome covers. Guests will be encouraged to maintain 6ft social distancing. We still recommend offering the contactless menu approach in this tier.

<table>
<thead>
<tr>
<th>Servers</th>
<th>Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gloves change every 30 minutes</td>
<td>Buffet with portable sneeze guards</td>
</tr>
<tr>
<td>Must wear mask</td>
<td>All disposables</td>
</tr>
</tbody>
</table>

Tier 3
In tier 3, self-serve buffets and service ware service will become available for all events. Portable domes and covers are still recommended and all serving utensils will need to be changed out every 30 minutes. Guests will be required to use hand sanitizer and put on gloves prior to going through the buffet.

<table>
<thead>
<tr>
<th>Servers</th>
<th>Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glove change every 30 minutes</td>
<td>Buffet with portable sneeze guards</td>
</tr>
<tr>
<td>Must wear mask</td>
<td>Service ware or disposables</td>
</tr>
</tbody>
</table>

NOTE: Choose your tier and others can be removed for final presentation
Conveying Confidence

With so many elements of the student experience changing to adapt to new safety measures, a strong communication plan is key to conveying our message. The following tools will be implemented to help generate excitement and instill confidence as students return to campus.
A complete guest communication package will be implemented in all our locations to offer a cohesive look and feel and effectively communicate the new safety measures. Signage is available in three distinct residential graphic styles – Food Hall, The Eatery and Dine and Connect. All signage orders must be approved by your leadership prior to placing an order.
REQUIRED SIGNAGE

Our communication approach is designed to provide instructions to our guest while providing a sense of security. Below outlines the required approaches for each area of our dining facility.

Required at Dining Venue All Entrances

- Mask Required Reminder
- Hand Sanitizer Callouts
- Dining Safety Commitment
- One Way Directional
- Back of house associate safety reminder

Required at All Dining Stations or Cues

- Station Front Indicator
- Clings for All Areas
- Place This Every 6ft In Station Line Cue

The horizontal indicator sign is designed to communicate social distancing in front of station.
Social Safety – Optional Signage

Line management will be critical in adhering to social distancing requirements. The communications below further highlight the various stages of line cueing management in front of food stations.

Line Cueing Management

- **Wait Prior to Proceeding**
  - PLEASE KEEP 6 FEET APART
  - Please wait for the next sign to clear before proceeding. Thank you for practicing social distancing.

- **Wait Prior to Moving Ahead**
  - PLEASE KEEP 6 FEET APART
  - Please wait for the next sign to clear before proceeding. Thank you for practicing social distancing.

- **Limitation of Occupancy**
  - PLEASE KEEP 6 FEET APART
  - For your safety we are limiting occupancy in the dining hall to help maintain social distancing. Thank you for practicing social distancing.

Digital Ordering Pickup Zone Communication

- **Shop On Campus Pickup**
  - PICK UP HERE
  - Shop on campus

- **Mobile Order Pickup**
  - PICK UP HERE
  - ORDER AHEAD?

- **Curbside Pickup**
  - PICK UP HERE
  - CURBSIDE PICK UP HERE

Mobile ordering, Shop on Campus and Curbside pickup are all critical to driving satisfaction while exercising social distancing. These tools will assist with communicating pickup locations to our guest.
DIGITAL MARKETING PLAN

Ways to Make Students Feel Safe

Our strategy of communicating daily with students via multiple platforms is designed to maximize reach and make them feel safe. The following vehicles will be included in our approach to communicate with students and building their confidence in dining.

- Student Ambassadors
- Social Platforms
- Onsite Communications
- Dining Website
- Mobile Messaging
- Dining Video

Student Ambassadors

Peer-to-Peer communication via Student Ambassadors and interns serves as an effective platform for disseminating dining events and periodical messaging. Once students return we will recruit student ambassadors team.

Timeline: 3 weeks into semester

Multiple Social Platforms

Connecting on multiple social platforms provides the ability for <enter dining name> to meet students where they are. Our social strategy will lead with Instagram as it has the most engagement. However, Twitter, YouTube and TikTok will be deployed as well.

Timeline: (6/15) 4 post per week

Communicating Safety

Once students arrive on campus, communicating health and safety within dining will be critical. <enter dining name> will have a full communication strategy that provides specific overviews and instructions on how we are keeping diners safe.

Timeline: Day 1 of service

Dining Website and Live Chat

<campus name> website will be the one stop for all things dining. Additionally, students will have the option of accessing dining via our Live Chat function – directly from the <enter website name> site.

Timeline: Immediately

Mobile Messaging

Connecting on mobile devices with our Gen Z students will provide real-time messaging. Event details, dining feedback and information on campus dining venues will be a consistent offer for students on mobile.

Timeline: (6/15) 4 per week

Dining Video

<campus name> video will showcase the highlights of the program that students will experience upon their return to campus. The target audience of this dynamic video will be parents and the campus community.

Timeline: 1 month prior to arrival
COMMUNICATING WITH INTENTION

<enter dining name> will support <enter school name> with the goal of driving confidence in dining and assist by communicating what diners will experience upon their return.

- Orientation videos
- Virtual dining committees
- Virtual office hours

**Orientation Video**

An orientation video will be developed
Shows key information about dining program locations and value.

Timeline: Enter here

**Virtual Dining Committee**

Virtual dining committees featuring student leaders can provide key details to dining and answer pertinent questions.

Timeline: Enter here

**Virtual Office Hours**

Once per week prior to the start of the semester we will host a virtual office hours series. This will be an opportunity to answer questions with regard to dining and a critical vehicle of making parents and students feel safe.

Timeline: Enter here

ASSOCIATE TRAINING

Prior to students returning to campus, associates will have access to multiple training options. Three methods of preparing our associates include the following tools.

- Welcome Back Orientation
- YouFirst
- Nudge Rewards

**Welcome Back Orientation**

Associate Welcome Back Orientation will be carefully scripted to include all of the required COVID-19 training. During orientation associates will act out different scenarios to prepare for opening.

Timeline: Upon associates return

**YOUFIRST**

The YouFirst platform is a recognition platform designed to recognize high performers and key players for their efforts to keep their team engaged. In addition to rewarding, YouFirst pre-service meetings will be critical for communicating key daily initiatives.

Timeline: Upon associates return

**Nudge Rewards**

The Nudge rewards app is a platform that will allow management and associates to stay connected. The mobile platform allows for management to communicate key initiatives to front and back of house associates.

Timeline: Immediately
COST IMPACT

• Labor
• Spreading out of retail and residential program necessitates higher labor
• Associates hired specifically to sanitize tables and contact surfaces
• QA and safety
• Expanded training costs
• Meal plans
• Deployment of virtual sales tools
• Equipment
• Expanded equipment for pickup orders/ghost kitchen
• Mobile location (trailer) and equipment
• Plexi health shield barriers
• Cashier stations and service areas
• Uniforms
• Masks, etc.
• Signage
• Sanitizing and cleaning
• Viral disinfectants and sanitizing equipment
• Garbage cans/carts/dollies
• Paper and packaging
• Expanded take-out options
• Limitations in reusable china and smallwares
• Technology
• Mobile ordering
• Additional POS/Biometrics