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STUDENT BOARD OF DIRECTORS

STUDENT VOICE

A QUARTERLY PUBLICATION OF SODEXHO CAMPUS SERVICES' STUDENT BOARD OF DIRECTORS

VOL. 1, ISSUE 1



Making every day a better day


Sodexho

Student Board Of Directors News & Views...

From The Professor Of Dining



It is a privilege to coordinate the Sodexho Student Board of Directors. Over the past three years, we have selected student leaders representing the diverse communities we serve to participate in a national forum that provides insight and feedback into what today's college student is really looking for from campus dining. The Student Board of Directors creates a true learning environment that focuses on our customers, and how to best meet their diverse dining experience needs. This forum brings us closer to the communities we serve, as

we are the only provider of contract services to the college marketplace to deliver this type of commitment and focus.

The 2007 Student Board of Directors is truly amazing. Our student members – rather, your students - continue to contribute to the “Sodexho - SoCuisine Solution”. The products, services and customized solutions we develop must address the ever-changing needs of our customers. It is our goal to know the customer better than anyone! What could be better than to have our customers drive the decisions for tomorrow, as we provide each campus community with the next generation of customized solutions in campus dining? We are proud to say that the direction we take - from menus, to facility designs, to our community focus, as well as the overall dining experience – is truly “designed for students by students”.

To see more of the Board's results, what's happening with our dining promotions, or to get more information about our national and local Student Boards, please visit www.forstudentsbystudents.com.




DAN DUNNE



One of the more intriguing assignments recently addressed by the Student Board of Directors was the creation of the group's very own brand identity. Inspired by the Board members themselves, the logo was created based on their suggestions and thoughts, resulting in the perfect design that is representative of the group. Over ten logo variations were created for initial review by the Board, and soon one concept emerged as the clear favorite. Shown above is the official logo of Sodexho's Student Board of Directors. The creation of this logo is just one of many solutions provided by the Board's dynamic commitment to making an impact on campus dining.

STUDENT VOICE

Volume 1, Issue 1, Spring 2007



Student Voice is a publication of
Sodexho

9801 Washingtonia Blvd.
Gaithersburg, MD 20878
Tel: 800-763-3946

Visit Sodexho at www.sodexhousa.com

Editor: Dan Dunne

Student Voice is published four times a year on behalf of Sodexho Campus Services by Ideaworks, Inc., a marketing & graphic design agency specializing in the youth and young adult market.



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301 West Main Street, Plymouth, PA 18651
Tel: 570-779-9543

Visit Ideaworks at www.ideaswithbounce.com.

Student Board Of Directors Helps Shape The Future Of Campus Dining

The Student Board of Directors (SBOD) is responsible for enhancing and promoting the entire campus dining experience through their ideas, feedback and suggestions on what today's college student wants and expects. The SBOD ensures student inclusion in decision-making on issues that affect campus dining. The Sodexo Student Board of Directors is a driven group of young individuals who are dedicated to improving the quality of campus dining for everyone—from food and service to ambience and convenience.

Not just anyone can be a part of the Student Board of Directors. Applicants are numerous and the competition for one of the spots on the Board is tight. Only a select 25 students are chosen based on essays, interviews and other attributes

deemed important to serve as an SBOD member. As veteran members of the Board graduate, new members are selected, so the group is ever changing with new faces appearing every year.

Since its creation, the Board has met annually at a national conference to discuss the “state of campus dining”. This year, the conference was held in Orlando, Florida over a sunny weekend in February where the Board spent a few days participating in focus groups, new product testing, survey research and promotion concept development.

However, the weekend wasn't all work and no play for the Student Board. Over the course of the two day conference, members had some recreational time as they took a trip to Sea World, enjoyed

dinner and an exciting jousting performance at the Medieval Times restaurant, and experienced an exclusive behind-the-scenes VIP tour of the Hard Rock Café at Universal Studios, all of which were awarding part of the SBOD experience.

Sodexo's Student Board of Directors originated in 2005 as part of the company's Campus Services Division. Headquartered in Gaithersburg, Maryland, Sodexo is the leading provider of food and facilities management in the United States. Along with offering services to corporations, health care, schools and college campuses, the company proudly serves as the official dining services provider for the U.S. Marine Corps.



Saturday In Orlando!



The first day of the conference began bright and early on Saturday morning, as the Student Board of Directors traveled to nearby Rollins College, a beautiful historic campus set on the shore of Lake Virginia in Winter Park, Florida. Rollins College is proudly served by Sodexo Campus Services. The day started out with some fabulous member presentations about each of their very own college campuses and communities. This was a great opportunity for the entire Board to get to know one another a little better, and also to hear about some other campus dining practices from around the country. Pictures, music, video clips and lots of questions made the student presentations interesting and enlightening for everyone.

The Student Board then had direct involvement and ideation sessions with a national marketing firm. The group was divided in half, and each participated in focus group research regarding branding.

Following the focus groups and survey research, the Student Board participated in the testing and review of several new, never before seen products from select Sodexo vendor partners.

After that, the Board had their own personal photo shoot with photographer Brion Price, after which they returned to their hotel for a relaxing evening and group dinner.





7 Key Values:

ENTERTAINMENT

AUTHENTICITY

COMMUNITY

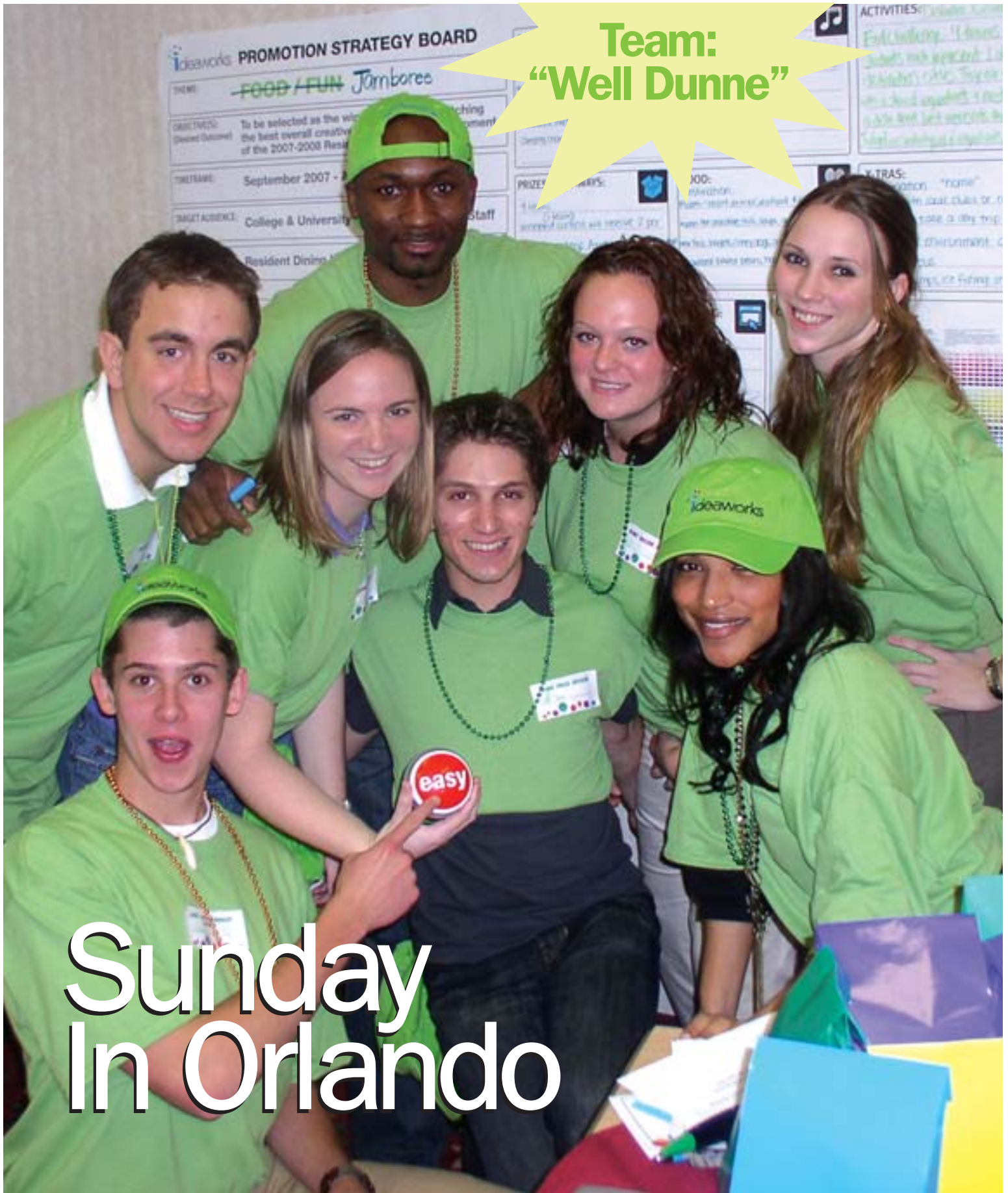
EMPOWERMENT

COMFORT

FLEXIBILITY

TRUST

Team:
"Well Dunne"



Sunday In Orlando

Imaginations Run Wild!

The final day of the 2007 conference was all about letting the imaginations of the Student Board of Directors run wild! Sunday's session was hosted by Ideaworks Marketing and Design, and featured a little friendly competition and an interactive game called "The Agency". During this session, each member of the Student Board became directly involved in brainstorming ideas for the 2007/2008 Sodexho Resident Dining Promotion Series. As they worked together and contributed to the session, their ideas materialized into ways to enhance the programs and services offered by campus dining.

"The Agency", which was a creative spin on the hit TV show *The Apprentice*, challenged each team to come up with the best resident dining promotion series themes and concepts. The group was divided into three teams, instructed to create their own unique agency name, and were given a 'Bounce Creative Kit'

overflowing with design tools, team t-shirts and hats, and other fun items meant to fuel their imaginations and jumpstart ideas. Three agencies - "Well Dunne", "Forward Motion" and "The Sodexho Stars" - were soon born. Within each group, officers were assigned and the agencies got down to business.

Working against the clock and using a special promotion strategy board, the three "agencies" were required to come up with ideas for monthly themes including the marketing, advertising, food, activities, entertainment, décor, prizes, and giveaways associated with each event. Although this was a daunting task to ask the Student Board to complete within the defined time limits, each agency developed a variety of impressive ideas that filled their strategy boards to the brim.



At the end of the session, each team was challenged to "pitch" their theme ideas to a panel of judges, just as a real agency would pitch their ideas to a client. Each team came up with fabulous ideas and extensive concepts. "Well Dunne" came up with a "Jamboree" theme, "Forward Motion" envisioned a "Great American Road Trip" theme, and "The Sodexho Stars" created a "Hooray for Hollywood" theme. After a difficult deliberation amongst the judges, "Forward Motion" was declared the winner, and each member received an iPod shuffle as a reward. However, no one went home empty handed as members of the other two agencies received an iTunes gift card, all compliments of Ideaworks.

Even though only one agency could be chosen as the winner, aspects of all three teams were taken into consideration and were utilized by Sodexho in the creation of the 2007/2008 Resident Dining Promotion Series.



**Team:
"The Sodexho
Stars"**



**Team:
“Forward
Motion”**



GET SET FOR THE GREAT AMERICAN ROAD TRIP

Delivering on its promise of listening to its customers, Sodexo took the best ideas offered by the Board and created The Great American Road Trip, a monthly progression of dining events that takes students to various destinations across the United States over the course of the school year. Each month, resident dining customers on campuses nationwide will experience a promotion featuring some of our country's most exciting locales, and enjoy such engaging touches as fun activities, prizes and destination-themed menu selections. Created for students by students, this 2007-2008 Resident Dining promotion series is the direct result of the feedback generated by the Student Board of Directors.



The Results Are In Regarding Websites

While the featured sessions over both days of conference generated outstanding insight and feedback, there were a number of additional “mini-sessions” regarding websites that also produced some very interesting results. Following is a “snapshot look” at the essence of these interactions with the SBOD.

Security

A website URL ending with ‘.gov’, ‘.org’, or ‘.edu’ immediately gains a greater trust level with the SBOD, and they are much more likely to visit that site and offer personal information. Members are hesitant to give out information to websites with questionable security in place. They view the need for a password to be positive, because it gives the connotation of the security and trustworthiness of the website.

Memberships

Membership must have incentives attached to be a value. These incentives can include such things as access to exclusive information, discounts, coupons, prizes, personalization of the site, or the opportunity to create a personalized profile. Membership generates a sense of curiosity and interest.



Logins

SBOD members’ expectations are significantly raised if there’s a need to login to a website, but there must be a value attached. Logging in just to receive the same information time after time will not keep them coming back to the site.

Advertising Effectiveness

SBOD members felt that the most effective advertisements on a website are those that the user does not have to click on in order to get the message. These types of advertisements give all the necessary information without requiring another step.

MySpace® vs. Facebook®

Social networking websites are extremely popular with the college crowd and Facebook.com and MySpace.com are the obvious frontrunners. Facebook.com was the clear favorite of the SBOD over MySpace.com. Board members felt that Facebook is more organized, more exclusive, and provides better tools that can be used for networking. They also felt that the use of Facebook’s groups, events, and invitations was convenient and effective at connecting users to one another. The majority of students felt that MySpace is too complicated and not exclusive enough – you don’t have to be a part of any one network to view other user profiles.



What are the ten most popular features the SBOD likes to see when they visit a website? Following are the results of a fun and engaging exercise that explored exactly that question:

- 1. Order Online Capability**
- 2. A “What’s New” Feature**
- 3. Polls or Cast Your Vote Opportunities**
- 4. A Store Locator Search Feature**
- 5. Recommended Products To Try**
- 6. Audio/Video Clips**
- 7. Downloads**
- 8. Games & Activities**
- 9. A Message Board**
- 10. Flash/Animation**

The “Ideal” Dining Website

The SBOD had some strong opinions and great ideas regarding the kinds of features they’d like to see as a part of a campus dining website. Here are their top ten favorites:

- 1. Coupons/Discounts**
- 2. Prizes**
- 3. Up-To-Date Menus**
- 4. Advance Food Ordering**
- 5. Nutritional Content**
- 6. Prices**
- 7. Hours Of Operation**
- 8. Recommended Products/Services To Try**
- 9. A “What’s New” Feature**
- 10. A “What’s For Dinner” Section**

Meet The 2007 - 2008 Student Board Of Directors



Aram Dermenjian
Junior • University of California at Davis
• Physics & Science Mastery



Bradford Petrick
Sophomore • Georgia Tech
• Business Marketing



Courtney Shephard
Sophomore • Colorado College
• International Political Economy



Derek Hoy
Junior • St. John's University
• Business Management



Ashia Everett
Senior • Florida A&M University
• Professional MBA Program



Ashlee Riden
Junior • Tulane University
• Biomedical Engineering & Mathematics



Brittany Lanier
Junior • Howard University • Biology & Psychology
with a minor in African American Studies



Chancery Perks
First Year • Paul Smiths College
• Ecological Forest Management



Ebum Odeney
Junior • Carleton College
• Sociology & Anthropology



Ashley Loh
Junior • Clemson University
• Health Science



Christine Magnotta
Sophomore • Quinnipiac University
• Business Marketing



Emily Duyck
Junior • Gonzaga University
• Business Administration



Ivie Freeman
Senior • University of Alabama at Birmingham
• Public Relations



Jared Lefkowitz
Junior • New York College at Oneonta
• Communication



Lauren Rodriguez
Senior • Emory University
• Marketing



Serge Kaniki
Senior • Lee University • Business Administration
with a minor in Computer Information Systems



Jerod Brown
Sophomore • Emory & Henry College
• Pre-Law and Economics



James Fisher
Senior • Rensselaer Polytechnic Institute
Info. Technology & Project Manag.



Nekkion Crowder
Senior • Fisk University
• Computer Science & Psychology



Jamie Walsh
Junior • University of Massachusetts
at Dartmouth • Psychology



Julianna Pham
Junior • Babson University
• Business Management



Quincy Nang
First Year • St. Cloud State University
• Ecology & Field Biology



Janeace Slifka
Sophomore • University of Pittsburgh
• Political Science & Communication



Katy Kash
Junior • Mississippi College
• Business Management



Raman Gupta
Sophomore • University of Pennsylvania
• Computer & Telecommunications Engineering

30 SECONDS WITH AN SBOD MEMBER



What is the single most fun experience you've had as an SBOD member?

Brittany Lanier, Howard University: "The best SBOD experience would definitely have been Orlando. It was nice to finally meet people face to face whose voices I'd been hearing for months prior! Also, the set-up of the conference from the rooms to the sessions to the people were just amazing!"

What made you want to become an SBOD member?

Katy Kash, Mississippi College: "The second I heard about the SBOD I wanted to be a part of it. I am heavily involved in Sodexo at my campus while serving as Chairman of the Food Services Committee last year and then becoming their marketing intern this year, so I have learned a lot about the company and have been very interested in it. My favorite thing about Sodexo is the "for students by students" concept and when I learned I could possibly be a part of planning all of the ideas, I jumped at the chance!"



If you could invite anyone to dine at your campus, who would it be and why?

Raman Gupta, University of Pennsylvania: "I would invite Ben Franklin so that he could see what kind of food his school served. If it isn't up to Ben's standards, it isn't good enough."

Why is the SBOD important to your campus?

Courtney Shephard, Colorado College: "We have the ability to influence others and can enact change within the school, the community and Sodexo itself. Since we are the future, we can help to point people in the right direction."



What is the best thing about being an SBOD member?

Chance Perks, Paul Smiths College: "The SBOD has given me a great learning experience and networking opportunity. I believe the interaction with the other members of the board is a great part of the program, and the involvement I have had with the SBOD will be advantageous to my success."