



RIT

Auxiliary
Services

Our Great ness Through Difference

2020-2022 Auxiliary Services Annual Report

RIT Auxiliary Services enhances the quality of life of the University community

by delivering innovative solutions and services
while being trusted stewards of RIT resources.

A Message from Kory Samuels



The pandemic has been a whirlwind, affecting all of higher education and, ultimately, the world.

Auxiliary Services collectively responded to a global pandemic to serve our community, focusing on individuals' safety and physiological needs.

To be successful in the service-based businesses we operate requires giving more of ourselves. This period has shown how we banded together as a department to create new infrastructure and collaboration efforts and ultimately created an environment for our students and community to succeed.

Through seen and unseen efforts, we've kept our university open and thriving at a time of uncertainty. We accomplished a lot at a time when we all experienced different challenges and trauma in our personal lives, while, at times, the world stood still. Our courage, encouragement of one another, and compassion did not go unnoticed.

A handwritten signature in black ink, appearing to read 'Kory Samuels'.

Kory Samuels

Associate Vice President

Auxiliary Services

Auxiliary Services

We are built for the unconventional.

Lead by Example

Our vision is to become the leading example in the industry of how a university auxiliary department can positively impact the recruitment and retention of students through the quality of products, services and educational opportunities we provide. Our customers will have invaluable experiences. Our unique and diversified expertise coupled with our strong community partnerships, allow us to influence student success and drive financial growth for the University.



Areas of Expertise



Auxiliary Services encompasses the following innovative and creative departments:

Dining

Dining serves over 1600 meals daily in 21 locations with a wide variety of foods and dining experiences.

Facilities

Facilities perform maintenance for RIT owned apartments, auxiliary services departments, repairs furniture and appliances, and service requests.

Housing

Housing provides a learning and living community for diverse lifestyles and manages, assigns, and maintains 7 types of housing and 21 layouts.

Marketing

Marketing provides counsel and creative solutions that results in driving revenue and memorable brand experiences.

Shop One

Shop One is a retail destination to discover the diversity of RIT-made art, craft, and design featuring works from over 200 artists.

Strategy & Sustainability

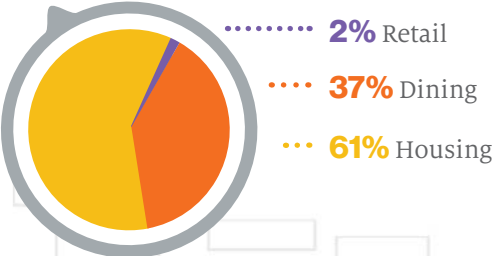
Strategy and Sustainability sets department strategies, performance metrics, and advances sustainability and conservation efforts.

Technology & Innovation

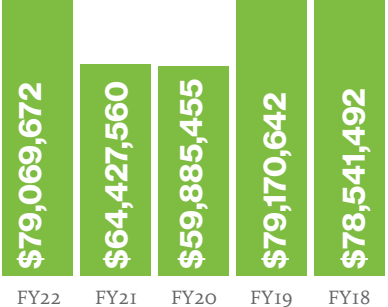
Technology and Innovation establishes methods to adapt to future technologies and provides technical support.

At a glance

12.1%* of total campus operations budget



5 Year Revenue Trend



■ 400 RIT affiliated artists' recognized in University Gallery and Shop One

■ 21 Dining locations

6,500 beds in Housing
... 4 apartment and suite style communities

■ 13 Residence Halls

4.2 million retail and vending transactions annually



software system tracks and issues
280,000 packages

1,000,000 sq. ft. of campus managed

Innovation

We are driven by ambition and committed to quality.

Risk Takers

We are risk takers.

We explore new ideas and challenge ourselves to re-imagine the impossible. We seek to be on the forefront of every endeavor we tackle and surround ourselves with industry leaders to ensure quality exceeds the status quo.

500 RIT hockey fans tried the Hockey Virtual Reality Experience with exclusive 360 degree behind-the-scenes footage and a 3D simulated arena created by auxiliary services marketing.



Technology

First on-campus **keyless entry** in housing's Global Village 405 building.

900 RIT global community members connected through the RIT 360 Project, which used 360-degree footage to highlight the spirit of RIT at each RIT campus.

42,000 average monthly transactions from dining online ordering system.

9 Tiger Spend reload stations support conversion to cashless operations.

250 hours saved annually from
StarRez software system cloud conversion.



Sustainability

100% LED lighting in all apartment-style housing.



80% of auxiliary transportation fleet has **battery operated electric equipment** producing zero emissions and saving \$0.09 per mile compared to fuel.

321,300 pounds (161 tons) of **organic food waste** collected for anaerobic digestion.

1,900 hours saved annually with StarRez housing check-out technology.

40 ft upcycled shipping container installed as a hydroponic farm for 365 days of growing greens.

90% of dining purchases are from locally operated businesses.



75,000 containers eliminated from waste streams annually by introducing reusable Ozzi containers.

76,295 lbs. of housing materials (such as metal, carpet, mattresses) recycled or reclaimed.



Creativity

We explore outside the lines.



Visionaries

We operate outside of the typical. We brainstorm, investigate, design, implement, critique, and repeat. We push boundaries outside of standard processes and yield real results.

Innovative recipe testing yielded
22 new recipes including 9 vegan and
7 international cuisines recipes.

Artistic approach

85% of Shop One artists are small businesses, alumni, and/or women owned.

200+ artists' work in Shop One artistry ranges from jewelry making to glassblowing to engineering to consumer goods.

8 major gallery exhibitions at University Gallery.



40+ world renowned artists have exhibited at the University Gallery, including:

- Wendell Castle, the father of American studio furniture
- Don Pettit, NASA astronaut and photographer
- Milton Glaser, creator of the DC comics "Bullet" and "I Heart NY" logo.
- Up Against The Wall: Art, Activism and the AIDS Poster
- RIT Big Shot: 35 Years of Painting with Light
- Susan Ferrari Rowley, sculptor, Suspension vs. Gravity

80% dining options are crafted in-house.

25% increase in international and vegan recipes



Facilities

Construction and Renovations

Outdoor Spaces

- Transformed outdoor areas with tents and seating to expand outdoor seating and dining pop up events.
- Transformed Frank Ritter Ice Arena into The Local Chill, an indoor escape experience.

Dining Reconfigurations

- Expanded The Market at Global Village to create a west side grocery store.
- Sol's Underground transformed into a retail food operation.
- Café and Market at Crossroads removed groceries, added a made-to-order sushi station, and expanded their grab & go selection.

Gracie's

- Renovated kitchen, serving area, and seating area to improve back-of-house prep flow and accommodate group seating.
- Remodeled with new flooring, tables, chairs, and plant-based servery.
- Wood features added to accent space.
- Enclosed conference room for private meetings added.

Baker Hall Fitness

- Created a fitness facility in the residence halls tunnels that include cardio machines, free weights, and weight training equipment.

175 Jefferson

- Converted 150 hotel rooms into student housing.
- Implemented new micro-market serving cold entrées and basic groceries.

Perkins Green:

- Furnished 200 apartment bedrooms, living rooms, and dinettes.



Partnership

Transformative relationships steer our success.



We rise together

We are driven to go the extra mile. We are not afraid to step outside of ourselves to find the best result. We take ownership in building relationships with others for optimal gains.

Trainings with the Humane Society contributed to new vegan and vegetarian offerings allowing us to increase our plant-based offerings.

Partner highlights

RIT Student Government

Work alongside student ambassadors to address housing and dining concerns weekly.

Student Affairs

Created new functionality within housing and dining technology systems to accommodate Covid-19 campus needs; including food ordering system, quarantine housing, remote housing check out, and health monitoring forms.

RIT Service Center

Transitioned our customer service operations into the RIT Service Center through software piloting and testing; and created manuals, trained ServiceNow members, and wrote over 300 knowledge based articles.



RIT University Advancement

Partner with Shop One artists to produce Distinguished Alumni Awards which is the highest award an RIT college can bestow upon its alumni.

Better Me Wellness

Developed an 8-week mental well-being pilot program for 750 employees and help team determine topics to explore and resources to improve program engagement.

Facilities Management Services (FMS)

Collaborate on renovation projects and capital planning with FMS in addition to emergency planning, maintenance requests, and cleaning initiatives.

Information Technology Services (ITS)

Co-manage initiatives for online ordering, fund reload stations, StarRez cloud implementation, web development, and PCI compliance with ITS, and the ITS project management office.

StarRez

Develop housing software solutions and best practices for campus living communities in collaboration with the StarRez Advisory Board.

RIT FoodShare

Host food drives and provide food donations to reduce food waste on campus and to provide RIT community members with access to safe and nutritious food.



We work with 24 Minority and Women-Owned Business Enterprises (M/WBE) annually

- Audio Visual Integrations Inc.
- Buffalo Hotel Supply Co. Inc.
- D'Mangu
- Genesee Office Interiors Inc.
- GP Land & Carpet Corporation
- Interstate Batteries
- Intivity Inc.
- Just Chik'n
- Magic Seal LLC
- Medvantage
- Merkel Donohue
- Munchies Empanadas
- PH Express
- Regional Distributors Inc.
- Revolution Chinese
- Rob's Kabobs
- Roll'n Deep
- Sheen & Shine Inc.
- Tandoor of India
- Technical Systems Group Inc.
- TK Flooring Inc.
- Van Bortel Chevrolet Inc.
- Van Bortel Ford Inc.
- Wayside Garden Center Inc.

Partner highlights continued

Association of College and University Housing Officers – International (ACUHO-I)

Helps demonstrate the positive impact that campus housing and residence life has on student recruitment, retention, growth, and achievement

National Association of Convenience Stores (NACS)

Shares ideas and insights, creates unique networking and education opportunities and industry-leading research and analysis for convenience stores

National Association of College & University Food Services (NACUFS)

Dedicated to serving as the professional resource for collegiate foodservice leaders to elevate dining and transform the campus community experience. Staff members serve as advisors and present at regional and national conferences and events

National Association of College Auxiliary Services (NACAS)

Professional trade association that supports the non-academic segment of higher education responsible for generating business through a diverse array of campus services that students need and value

StarRez

Provides tools which enable engagement, communication, data insight, and flexibility to provide a great resident experience for learning and connecting. Staff members serve as advisors and present at regional and national conferences and events

National Universities

Best practice sharing, strategy development, hiring practices, presentations, menu design, construction development, and general brainstorming are a few examples of how we collaborate with various universities across the country.

Visiting Chefs and Food Trucks PH Express; D'Mangu, Tandoor of India, Dinosaur BBQ, Just Chik'n, Chinese Revolution, Macarollin'

Local chefs in the Rochester area prepare and serve local favorites, authentic flavors, and international cuisines to campus

Humane Society of the United States

Provides plant-based culinary training and environmental impact strategies to create a positive impact on the environment

Palmer's

Local and family-owned wholesale food vendor committed to providing fresh produce and meats, supporting local businesses, and educating communities.



Additional Partners

- Agbotic Farms
- Casa Larga
- FoodLink
- Partnership for a Healthier America
- Pride of New York
- RIT Athletics
- Saunder's College of Business
- The Pepsi Company
- Women Council of RIT



Our People

A team committed to success.



Workforce for Diversity & Inclusion

Our people are our greatest strength. Our diversity, in demographics and industry, gives us the capacity to tackle challenges unconventionally and provide a holistic approach to legendary service and memorable experiences.

Auxiliary Services is comprised of a diverse workforce that values inclusivity. We encourage each member of our organization to reach their fullest potential through the sharing and implementation of diverse thoughts and ideas.

Staff Highlights



Diversity

The variety of backgrounds and perspectives represented in the department enriches the learning and development experiences for staff and students.

55+ types of positions including: chef, systems operator, maintenance mechanic, designer, and customer service representative.



Commitment to Cultural Humility Certificate

Cultural Humility is a life-long self-examination and accountability process that helps people think critically about their own assumptions, beliefs, biases, and values in order to address historic and current inequalities. We are committed to our staff working towards cultural humility through certificate programs, workshops, trainings, storytelling experiences, and hands on experiences.

1610+ Employees



210
full time
employees

1400
student
employees

Community Involvement

Our staff continually gives back to their communities through service and volunteer hours. Some local organizations include:

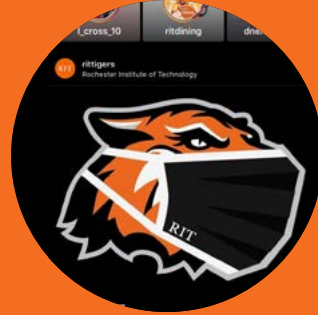
- Al Sigl Community of Agencies
- American Cancer Association
- Brightstar Community,
- Fire Department Volunteers
- Foodlink, Inc
- Local Churches
- Mighty Monkey Corporation
- RIT FoodShare
- RIT Student Club Advisors & Mentors
- United Way
- University Alumni Boards
- Weavers Guild of Rochester
- Willow Domestic Violence Center
- YMCA
- Young Women's College Prep
- Youth Sports teams

RITREADY

Campus reopening plans while tracking and responding appropriately to the COVID-19 virus.

“This period has shown how we banded together as a department to create new infrastructure and collaboration efforts and ultimately created an environment for our students and community to succeed.” —Kory Samuels

- 85% of staff worked on campus daily
- 5,935 quarantine meals served
- Implemented online ordering for all dining locations
- Virtually checked students out of housing to eliminate a return to campus
- Configured and created new functionality with various technology solutions to process housing, dining, and health forms, and vaccine tracking
- Reconfigured operations for physical distancing traffic patterns
- Created new Office of Fire Prevention and Control (OFPC) inspection process resulting in a large reduction of violations
- Launched RIT AR Experience app, allowing viewers to virtually step onto campus and connect to the RIT spirit
- Transitioned RIT Housing into RIT Service Center, writing over 200 knowledge based articles.
- Converted dining locations to cashless operations
- Installed three monetary reload/change machines to support cashless operations
- Converted Brick City Café into a commissary to create, test, and prepare microwave meals for breakfast, lunch, and dinner
- Leadership staff served on at least one university conducted COVID-19 committee
- Chefs prepared and delivered 2,630 meals to Unity and Strong hospitals to feed hospital staff



Awards & Accolades



Carla Dilella

2021 Enrollment Management Partner of the Quarter for maximizing RIT's potential for attracting new and serving existing student populations.



Don LaFlam

2021 RIT Student Government Award President's Award for an individual or department that has gone to extraordinary lengths to support the efforts of Student Government.



Jessica Mallon

2020 Enrollment Management Partner of the Quarter for maximizing RIT's potential for attracting new and serving existing student populations.



Denishea Ortiz

2021 RBJ's 40 under 40 for achieving success in her career and giving back in meaningful ways to the Rochester community.



Kory Samuels

2022 RIT University Advancement's Golden Brick Award for going above and beyond in connecting and engaging with RIT graduates.



Michelle Teal

2021 RIT Presidential Award for Rising Star for high-quality service, willingness to collaborate with constituents, and embodies the RIT spirit by showing imagination, creativity and innovation.



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1. New Store Design Award for The Market at Global Village
2. Food Service Operation of the Month from Food Service Director
3. Silver Medal for American Culinary Federation Mystery Basket Cooking Challenge
4. Finalist American Marketing Association, Pinnacle Award for RIT Dining website

5. Finalist American Marketing Association, Pinnacle Award for RIT 360 Project special event
6. Advisory board leader for StarRez
7. NACAS Conference Presenters, Augmented Reality: Feel the RIT Campus Spirit from Anywhere

Future Focused

Change empowers our momentum

Transformative Thinking

Our reiterative process of growth drives us to continuously think of the next move. Our environment is ever-changing and we are agile to exceed the wants and needs of our customers.

The *RIT AR Experience*—an augmented reality mobile app for prospective students to experience Auxiliary Services and RIT's spirit from anywhere.



On the Horizon

Food Hall

Create a destination for the campus community with gathering space, entertainment, and nightlife.

Residence Hall Refresh

Multi-year renovation of stairways, hallways, 1800 rooms, and 400 bathrooms in the residence halls.

StarRez

Explore geo-fencing for self check-in on the housing portal.

Grace Watson Lobby

Transform the Grace Watson Lobby and exterior entrances to improve accessibility, update furniture, enhance office and residence hall doorways.



Loaded Latke

Expand dining options to include kosher menu.



Beanz Renovation

An expansion of one of our fastest growing coffee shops.

