

MONTH AT A GLANCE:

May 2019



CLOSING OUT ANOTHER YEAR OF EXCELLENCE

Gwen Burney celebrates 10
years with Sodexo

p. 2

Graduate reception catering
gives grads a tasty farewell

p. 4

Eagle Dining social media takes
engagement to the next level

p. 6

'09

Ten With Gwen

'19



DIRECTOR OF OPERATIONS GWENDOLYN BURNEY WITH HER TEN-YEAR AWARD FROM SODEXO. PHOTO BY KELSEY MATTHEWS.

This year, Eagle Dining Services' Director of Operations Gwendolyn Burney celebrates ten years with the company, two of which have been right here at NCCU.

Originally starting in the corporate services sphere, Burney shifted specialty fields to Sodexo's hospital division before finally transferring to the universities segment, which is where she has spent the most time professionally.

"Certain divisions operate in different roles," she explained. "With hospitals, they are a lot more regulated because you are treating people. With campuses, there are fewer requirements as far as audits and industrial standards go. Every segment has whatever they do as a major unique focal point."

The sloping hills and verdant greens of NCCU are actually Burney's fourth campus experience.

"People skills are the one thing over time that I would say I have had to cultivate on the job," she says. "I can't even begin to think about how many people I've met in over ten years and had the pleasure of working with. If you want to grow within Sodexo and yourself, you have to be versatile with your opportunities and be willing to accept challenges."

Burney says that for Sodexo's future, the sky is the limit.

"Wherever you want to go, this company can get you there."

GRADUATING EAGLE DINING INTERNS

1

Jeevitha Ananthan, B.S. in Hospitality and Tourism Management

"It has definitely not been an easy road... I would not have made it without my faith and my support system!"



2

Kaylee Sciacca, B.A. in Mass Communication

"I cannot stress how much I appreciate all the support I've received over the past four years from family, friends, and faculty alike."



3

Jordyn Weaver, B.S. in Family & Consumer Sciences

"I don't even know what the emotions are that I am feeling right now, but I'm pretty sure it's joy, victory, nervousness and everything else... Needless to say, I am blessed to be at this point. I didn't think I would make it, but I did."





Graduate Reception

CELEBRATING SPRING 2019

On May 10, Eagle Dining catered a graduate reception for spring 2019 degree recipients on Brant Street Plaza at 6 p.m.

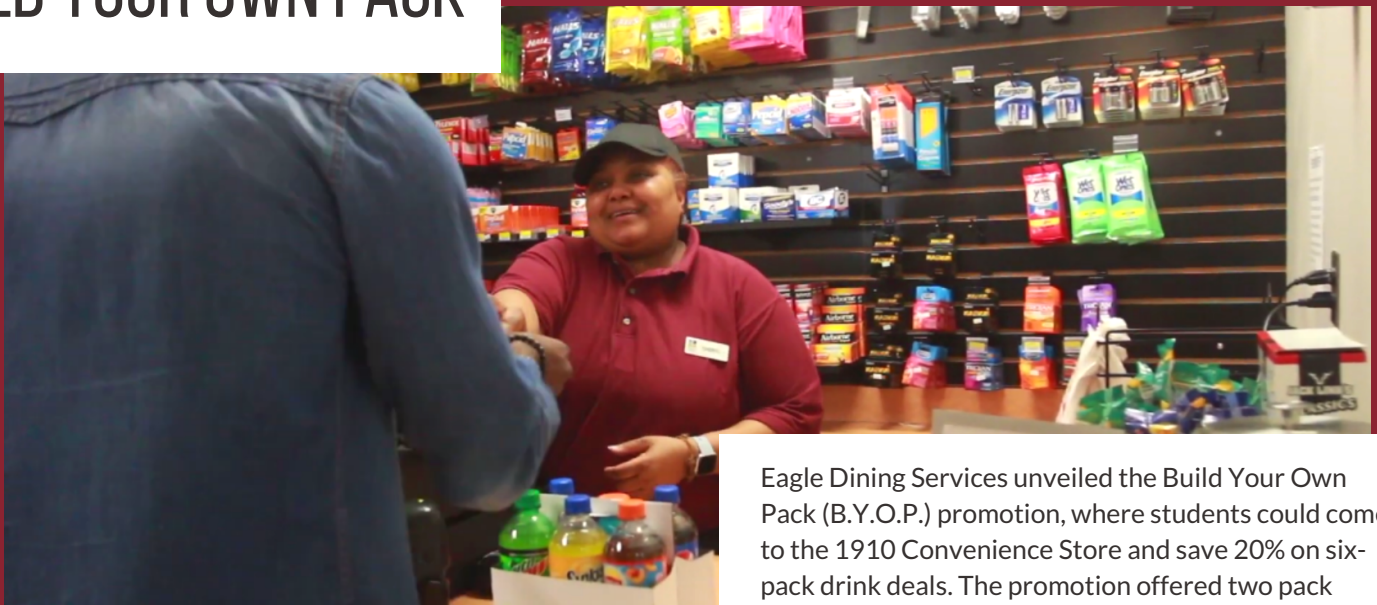
The event occurred after the graduate and professional commencement ceremony earlier that afternoon and before the undergraduate the following morning, making it the perfect time to celebrate both groups of graduates.

"The North Carolina Central University community wants you to know that we cherish each of our graduates and have highest hopes that the knowledge, values and self-confidence gained here will serve you well as you enter this new phase of life," NCCU Chancellor Johnson O. Akinleye said in a letter to the graduating classes. "We believe that the knowledge you have gained inside and outside the classroom while matriculating at NCCU will serve you well as you enter this new phase of your life."





BUILD YOUR OWN PACK



Eagle Dining Services unveiled the Build Your Own Pack (B.Y.O.P.) promotion, where students could come to the 1910 Convenience Store and save 20% on six-pack drink deals. The promotion offered two pack options: Basic, which included 20-ounce Aquafina, LifeWTR, Gatorade and Pepsi products for \$8.29, and Premium, which included all canned energy drinks and premium Starbucks coffees for \$12.89.





lingo ✨ @zoling_ · Apr 11

Big shoutout to @EagleDining for the food truck rodeo! You're greatly appreciated



1



4



12



DJ SLICK 🎧 @IAMDJSLICK · Apr 11

if central thinks i am going to spend my last \$11.32 on these food trucks tha they brought out at the end of the semester when all of my flex gone and my bank account is screaming for help they are completly right.



1



43



145



GET CONNECTED: Social Media

One of Eagle Dining Services' main marketing goals this semester was to increase our event and brand presence across social media platforms.

By consistently posting house-made and corporate graphics on Instagram, our follower count grew 136% over the course of five months. Twitter saw less overall growth, but more text-based interactions and impressions as opposed to its image-centric counterpart.

Creating unique graphics for most Eagle Dining events greatly increased engagement within our stakeholder networks, especially at the student level. Newer generations accustomed to seeing advertising content were receptive to posts tailored to their interests and location.

