

MONTH IN REVIEW



Above: marketing intern Simone Edmundson and field marketing specialist Kaylee Sciacca pose while tabling at Shrimp Night on October 24.



The banquet hall of W.G. Pearson Dining Hall turned into an ice cream parlor on Thursday, October 17 for our first Social event of the month: Sweet Treats build-your-own ice cream sundae bar!

Customers had their choice of over 15 topping and sauce options, ranging from classics like hot fudge and M&M candies to elite eats like salted caramel bananas Foster and spicy peach sauce.

Attendees were also encouraged to post their creations with the hashtag #PicturePerfectPlatesSDX to participate in the segment social media promotion of the same name.

On Thursday, October 24, we continued our success in seafood Social events with ShrimpSational, a shrimp-centric dining celebration in W.G. Pearson Dining Hall.

Much like its sister event Seafood Night, Eagle Dining Services dressed up the dining hall in nautically-themed decorations from the serving lines to the screens.

Participating students had the option of up to 12 jumbo fried shrimp, mixed and matched from three flavors: buttermilk, coconut, and Cajun. The basket was finished off with made-from-scratch cheddar garlic biscuits and waffle fries.

During the event, the marketing team tabled at the front of the dining hall, letting guests know about other upcoming events, campus and regional promotions, and providing a space where customers felt empowered to provide feedback if desired.

THE SOCIAL EVENTS: SWEET TREATS ICE CREAM BAR & SHRIMPSATIONAL SHRIMP NIGHT





WORLD VEGETARIAN DAY

Eagle Dining Services celebrated World Vegetarian Day during lunch hours Tuesday, October 1 in W.G. Pearson Dining Hall with a focus on sustainable plant-based while living on a college campus.

The dining hall's digital signs highlighted all of that day's vegetarian options by coloring them in green to delineate their lack of animal products, including things like cow's milk and eggs.

"While we do have vegetarian *and* vegan options every day at our station dedicated to those two dietary lifestyles, it's always good to put plant-based options more out in the open and show you can make a solid meal without meat," says Executive Chef Michael Ahern.

One option brought to NCCU specifically to celebrate World Vegetarian Day was the Impossible Burger, a meatless patty made of soy and potato proteins alongside heme, an iron-containing molecule that gives Impossible products their meaty taste without the animal source itself. Only 80 burgers' worth of Impossible patties were available for students to try on a first-come, first-serve basis, and students ate it up (literally): all 80 burgers were distributed within a 6-hour period and the majority of feedback received from herbivores and omnivores alike encouraged Eagle Dining to bring the Impossible Burger back to the grill station on a regular basis!



THX FOR YOUR HELP: OUR EMPLOYEES' IMPACT ON SOCIAL MEDIA ENGAGEMENT

One of the major digital marketing discoveries that we have made this semester has been that harnessing the star power and facial recognition of our employees has truly made a difference in not only how well students will engage with our promotions on a daily basis, but how they engage with the Eagle Dining Services brand as a whole.

Miss Angie (pictured below left) is a cashier and often the first face people have seen upon entering W.G. Pearson Dining Hall for

the past 22 years. When we invited our followers to celebrate her birthday with us in mid-October, the outpouring of love was phenomenal: over 400 users on Twitter liked the original post and through the power of retweets, the post was viewed nearly 20 thousand times by the end of the month. One student even brought Miss Angie a handwritten card the next day, something that she says she'll treasure forever.

In retail, showing Miss Vonnie (top right) and marketing interns Imani (on the left in the bottom right image) and Qasim with our Build Your Own Pack beverage containers likely played a factor in selling over 2 times as many packs in October than in August and September combined.





STUDENT DINING ADVISORY BOARD

At the October 30 convening of the Student Dining Advisory Board, 10 students had the opportunity to speak to Field Marketing Specialist Kaylee Sciacca and General Manager Tony Hall about the current state of residential and retail dining here at NCCU.

Those students, who received \$10 Flex apiece for RSVPing to and subsequently attending the meeting, told our Eagle Dining representatives about things they enjoy about our locations—the international station being a major standout with 8 of the 10 attendees saying they visit that station most often—what dining options they visit most frequently and why, and potential improvements to both our customer service and culinary offerings.

Related to customer service, the students also got to be the first group of nominators for Thx Thursday, Eagle Dining's initiative to highlight key employees who stand out to students as customer service superstars who have become a part of the NCCU family in their time working here. 9 employees across all of our dining locations were nominated to be featured in the weekly program.

The board will reconvene on November 20 this month as to not have Thanksgiving break affect attendance.



HALLOWEEN

There's nothing more terrifying than missing out on an Eagle Dining event or not spending all of your Flex Dollars by the end of the semester, so Eagle Dining's marketing interns made sure that the information for those topics and more were available during lunch and dinner at their table near the front of W.G. Pearson Dining Hall. Table visitors also had the opportunity to play Halloween-themed carnival games, pose at our fall-themed photobooth nearby, and get a souvenir bag of candy to make their All Hallows Eve a little bit sweeter.



Above: marketing interns Qasim Rashada (left, as Waldo) and Imani Sharpe (as Elastigirl/Mrs. Incredible) handed out candy and tabled during dinner hours.

