

An aerial photograph of the University of Virginia campus, showing various brick buildings, green lawns, and trees with autumn foliage. In the background, a range of blue mountains is visible under a clear sky. A large, dark blue rectangular overlay is positioned in the center of the image, containing white and orange text.

# ACCOUNT HIGHLIGHT

# UVA **Dine**

Sarah Gordon, Christine Mountain,  
Kaylee Sciacca, Caroline Baloga



# ABOUT UVA



- founded in 1819 by 3rd U.S. president Thomas Jefferson
- located in Charlottesville, VA
- promoting student self-governance & the Honor Code



- 16k undergraduate students
- 7.8k graduate/professional students
- 90% admitted from the top 10% of their graduating class



- NCAA Division I football & ACC basketball
- 27 varsity teams (14 W/13 M)
- Jefferson Blue, Rotunda Orange & Cavman



# CONTRACT NOTES

Limited P&L

\$40m account (pre-COVID)

20-year term (signed 2014)

## OUR PARTNERSHIP

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- Dining Services
  - 3 public residential dining rooms
  - 2 private residential dining rooms
    - Shea House and Athletic at JPJ Arena
  - 31 retail/convenience locations/partners
- Catering
- Concessions

Currently at 7.8k meal plans (about 4k mandatory); normal target is 9k





# OUR TEAM



**SARAH  
GORDON**

Marketing  
Manager



**CHRISTINE  
MOUNTAIN**

Digital Marketing  
Coordinator



**KAYLEE  
SCIACCA**

Marketing  
Coordinator



**CAROLINE  
BALOGA**

Sustainability  
Coordinator



# BEST PRACTICES



## START FROM HOME

Featuring in-location chefs (above: Edna at The Dish) at events like Chef Expos drives employee morale & school pride while pop-ups from local businesses or featuring regional agriculture educate & entertain



## GIVE A LITTLE, GET A LOT

Sometimes all you need is a little push — offering limited-time dining options, additional plan perks, or even non-food giveaway items increases engagement both digitally & in-person



## STREAMLINE STUDENT SUCCESS

Help your student workers take ownership of their positions by encouraging flexible shifts, setting their own schedules & checking in with both returning & new hires regularly for role satisfaction