

2021-2022 RESIDENT DINING PROMOTIONS PLANNER

# THE BEST IS YET TO COME



THIS PLANNER BELONGS TO:

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NEW YEAR,  
NEW GOALS.  
LET'S DO THIS.

# AUGUST

## WHAT'S HAPPENING THIS MONTH?

### AUGUST 2021

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

# 2021

This fall, our core promotions will run from **August 30 through November 19, 2021.**

Here's a brief overview of **Harvest GrEATings**:

Hearty soups. Seasonal sips. Gratitude activities. This promotion warms students up with all the feelings, flavors and festivities of fall.



Our signature event for the promotion is Attitude of Gratitude, during which you should encourage customers to reflect upon what they're thankful for, complete special **THX:)** cards for their favorite Sodexo employees, and participate in the **Stop Hunger Food Drive**. Other events include a pumpkin carving contest, harvest basket showcase event to cross-plan with **Kitchen Academy** and more.

Then, it's all systems go for **Planet EAT**. Students are sure to get immersed in this picturesque planetary promotion, complete with "Planet Pizza" and "Planet Pasta" stations, galactic photo backdrops, virtual events, video games and more. From a glow stick dinner party to an evening where they spot the stars, students are sure to have fun while enjoying food that is out of this world. This is also a great time to weave in **Better Tomorrow** activities, planet-friendly meal showcases and more.



### Voluntary Meal Plan (VMP) Goals

My goals are:

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### Additional Growth Opportunities

Three ways we can grow revenue this month:

1. 

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2. 

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3. 

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### Social Media & Website Notes

See something inspiring on social media or the web that you want to try this month? Write it here:

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## SEPTEMBER

### PLAN AHEAD

What's happening in the next few months?



Show the fun side of your dining program with our **Holidays & Celebrations**. Start planning for **Welcome Back, Homecoming, National Meal Plan Day, Faculty & Staff Appreciation Day** and **BBQ Fun**.

## OCTOBER



October 25th marks **World Pasta Day**. Start strategizing for how you can capitalize on this special observance with some "out-of-this-world" pasta dishes—perfect for cross-promoting with **Planet EAT**.

# AUGUST 2021

Don't forget to PLAN AHEAD for what's coming up next month.



SEPTEMBER 2021

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**Managers – Recruit/Hire/Train Campus Interns Now**  
Scan code to view Manager's Guide for more information.



# AUGUST

## Voluntary Meal Plan (VMP) Reminders

**Move-in/Welcome Week**

- Promote VMP, declining and flex dollar deposits and move-in packages.

Promote downloading the **BiteU** app for new and existing students.

## Meal Plan Match-ups

- Reconnect/Beginning of the Semester**
- Train your cashiers to safely distribute meal plan promotional info to students not paying with a meal swipe.
  - Remind students they can "level up" by upgrading their meal plan.
  - Put together a **Street Team** or utilize **Campus Interns** to support safe, socially distant peer-to-peer meal plan sales and create excitement about dining events.
  - Ensure students know how to reconnect with dining by purchasing a meal plan.
  - Entice staff and faculty to engage with the dining program by promoting **Coffee Club** and **CINCH**.

## Additional Programs Spotlight

Use your **Food in Five** collateral to generate awareness about campus dining locations.



### SUNDAY

1

"EXPERIENCES MATTER" AND THX:) NOMINATIONS REOPEN

8

15

22

29

### MONDAY

2

9

16

23

30

Harvest GrEATings, Planet EAT & Pedal Forward, Give Back Sweepstakes Begin Today

### TUESDAY

3 *NATIONAL WATERMELON DAY ★*

10 *NATIONAL S'MORES DAY ★*

17

24

31 *NATIONAL TRAIL MIX DAY ★*

**CUSTOMER EXPERIENCE**

TODAY IS THE LAST CHANCE TO RECOGNIZE AND NOMINATE YOUR TEAM MEMBERS FOR THE "EXPERIENCES MATTER" CUSTOMER EXPERIENCE NATIONAL AWARD.

### WEDNESDAY

4

11

18

25

### THURSDAY

5

12

19 *NATIONAL POTATO DAY ★*

26 *NATIONAL CHERRY POPSICLE DAY ★*

### FRIDAY

6

13

20 *NATIONAL LEMONADE DAY ★*

27

### SATURDAY

7

14

21 *NATIONAL SWEET TEA DAY ★*

28

- PROMOTE CATERING**
- Prospect third-party clients for holiday party bookings.
  - Provide catering staff annual training for waiter training, driver training, responsible alcohol service and safety.
  - Host Square Tomato (student catering offer) showcase for student leaders during their early arrival to campus.



**REFERENCE KEY:**

<b>HOLIDAYS &amp; CELEBRATIONS</b>	<b>CORE PROMOTIONS</b>	<b>BETTER TOMORROW 2025</b>
<b>STOP HUNGER</b>	<b>VOLUNTARY MEAL PLAN (VMP)</b>	<b>FM - FACILITIES MANAGEMENT</b>
<b>CUSTOMER EXPERIENCE / THX:)</b>	<b>NATIONAL FOOD DAYS ★</b>	<b>NATIONAL OBSERVANCES ●</b>

Looking for more ways to promote your events? Visit the Universities Marketing page on Sodexo Net.

# MONTHLY WRAP-UP

## IN AUGUST...

I was most proud of \_\_\_\_\_

I feel we could have \_\_\_\_\_

## LOOKING AHEAD

### NEXT MONTH...

I've set an intention to \_\_\_\_\_

I'm looking forward to \_\_\_\_\_

### ADDITIONAL NOTES

# SEPTEMBER

## WHAT'S HAPPENING THIS MONTH?

SEPTEMBER 2021

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# 2021

September is filled with **Holidays & Celebrations**. If you're running **BBQ Fun**, remember these three quick tips from Peter Pryor, Executive Chef, Loyola Marymount University:

- ✓ The secret to a good barbecue rub is to create your own; the key is enough salt, sweetness and heat.
- ✓ Don't use too much rub on your meat; the smoke adds the flavor.
- ✓ If you are using a grill and do not have a smoker, place your meat on the side of the grill.



**CHEF TIP**  
★★★

With so many holidays and other events in the dining hall this month, it's the perfect time to cross-promote our **Pedal Forward, Give Back Sweepstakes**. Make sure you're using a mix of print and digital methods for promotion. Check out the fall 2021 issue of **ENGAGE** magazine for more sweepstakes tips you can work into your marketing mix this month.



### Voluntary Meal Plan (VMP) Goals My goals are:

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### Additional Growth Opportunities Three ways we can grow revenue this month:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Social Media & Website Notes See something inspiring on social media or the web that you want to try this month? Write it here:

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## PLAN AHEAD

What's happening in the next few months?

### OCTOBER



The **Stop Hunger Food Drive** will be here before you know it. Even if you can't run a traditional food drive, there are other ways to fight food insecurity. Review the fall 2021 issue of **ENGAGE** magazine for ideas, and start your planning soon.

### NOVEMBER



**Thanksgiving** is fast-approaching. Start thinking about creative ways your customers can show their **THX:)** to their favorite Sodexo employees during your celebrations. Cards are also included in your promotion kit.

Don't forget to PLAN AHEAD for what's coming up next month.

OCTOBER 2021

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**NATIONAL INTERN CALL**

Intern Live Meeting - Online  
All calls on Microsoft Teams the 3rd Tuesday (Sept. - Nov., Jan. - May)  
5:00 pm Eastern/2:00 pm Pacific

Follow Interns online: [Facebook](#) - SodexoInternships; [Instagram](#) - @Sointernships; [LinkedIn](#) - Sodexo Campus Interns; [Intern Website](#) - sostudents.sodexomyway.com

## Voluntary Meal Plan (VMP) Reminders

- Promote declining balance dollars/DCB add-ons and meal plan upgrades.
- Promote **National Meal Plan Day**.
- Run a targeted faculty and staff VMP push.

## Meal Plan Match-ups

### Homecoming/Family Weekend

This is a great time to market to students' families! Be sure to direct them to our e-commerce websites to easily reload flex dollars online. For those accounts with **BiteU - Wallet**, parents can add flex dollars on the **BiteU** app anytime.

- Create a limited-time offer for the weekend (free guest passes are sure to be a hit).

- Talk to your alumni office (or the office that plans **Homecoming** activities) to be included in communication to parents and alumni before, during and after the week/weekend.

- Plan a family **Brunch** and utilize the VMP collateral to encourage them to sign up for a meal plan. Be sure to share meal plan information when individuals pay with cash to educate them about additional savings made possible with a meal plan.

- National Meal Plan Day** is September 20th, so celebrate the entire week with the Food & Fun Meal Plan Week campaign.

## Additional Programs Spotlight

Promote your **Bonjour! Breakfast Boxes** pickup and delivery options or **Brunch** program in conjunction with Better Breakfast Month, celebrated annually in September.



SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

**PROMOTE CATERING**

- Finalize winter sports suites and clubs menus and host suiteholder promotional event.
- Connect with client hosts of winter commencement for planning.

FLAVOURS  
by sodexo



**HUNGER ACTION MONTH**  
9/1 to 9/30

FACILITIES MANAGEMENT  
NATIONAL PREPAREDNESS MONTH

Better Tomorrow 2025  
Fruit & Veggies  
More Matters Month



**PROMOTE WELCOME BACK**  
DATE TBD BY LOCAL UNIT

PROMOTE Harvest GrEATings, Planet EAT & Pedal Forward, Give Back Sweepstakes - 8/30 to 11/19

**HUNGER ACTION MONTH - 9/1 to 9/30**

"EXPERIENCES MATTER" AND THX:  
NOMINATIONS OPEN FOR THE MONTH



**PROMOTE HOMECOMING**  
DATE TBD BY LOCAL UNIT

5

6

LABOR DAY •

7

8

BE ON THE LOOKOUT FOR YOUR CUSTOMER EXPERIENCE CALL INVITE

9

NATIONAL "I LOVE FOOD" DAY ★

10

11

PROMOTE Harvest GrEATings, Planet EAT & Pedal Forward, Give Back Sweepstakes - 8/30 to 11/19

**HUNGER ACTION MONTH - 9/1 to 9/30**

START PROMOTING NATIONAL MEAL PLAN DAY



PROMOTE NATIONAL MEAL PLAN DAY - 9/7 to 9/20

12

MINDFULNESS DAY •

13

FORTUNE COOKIE DAY ★

14

15

"EXPERIENCES MATTER" AND THX:  
WINNER ANNOUNCED

16



**PROMOTE FACULTY & STAFF APPRECIATION DAY**  
DATE TBD BY LOCAL UNIT

17

18

NATIONAL CHEESEBURGER DAY ★

Better Tomorrow 2025  
World Cleanup Day

FACILITIES MANAGEMENT: INTERNATIONAL HOUSEKEEPING WEEK - 9/12 to 9/18

PROMOTE Harvest GrEATings, Planet EAT & Pedal Forward, Give Back Sweepstakes - 8/30 to 11/19

**HUNGER ACTION MONTH - 9/1 to 9/30**

PROMOTE NATIONAL MEAL PLAN DAY - 9/7 to 9/20

19

PROMOTE Harvest GrEATings, Planet EAT & Pedal Forward, Give Back Sweepstakes - 8/30 to 11/19

**HUNGER ACTION MONTH - 9/1 to 9/30**

PROMOTE NATIONAL MEAL PLAN DAY - 9/7 to 9/20

20

Better Tomorrow 2025  
Zero Emissions Day

TODAY IS NATIONAL MEAL PLAN DAY



21

NATIONAL INTERN CALL  
5:00 pm Eastern, 2:00 pm Pacific

22

NATIONAL ICE CREAM CONE DAY ★

MAKE IT A "GROOVY DAY" THX:  
COLLATERAL DEPLOYED

23



24

Better Tomorrow 2025  
Student Food Insecurity Awareness Day

25

NATIONAL LOBSTER DAY ★  
NATIONAL FOOD SERVER DAY •

26

PROMOTE Harvest GrEATings, Planet EAT & Pedal Forward, Give Back Sweepstakes - 8/30 to 11/19

**HUNGER ACTION MONTH - 9/1 to 9/30**

27

28

29

NATIONAL COFFEE DAY ★



**PROMOTE BBQ FUN**  
DATE TBD BY LOCAL UNIT

30

CUSTOMER EXPERIENCE  
TODAY IS THE LAST CHANCE TO RECOGNIZE AND NOMINATE YOUR TEAM MEMBERS FOR THE "EXPERIENCES MATTER" CUSTOMER EXPERIENCE NATIONAL AWARD.

REFERENCE KEY:

HOLIDAYS & CELEBRATIONS	CORE PROMOTIONS	BETTER TOMORROW 2025
STOP HUNGER	VOLUNTARY MEAL PLAN (VMP)	FM - FACILITIES MANAGEMENT
CUSTOMER EXPERIENCE / THX:)	NATIONAL FOOD DAYS ★	NATIONAL OBSERVANCES •

Looking for more ways to promote your events? Visit the Universities Marketing page on Sodexo Net.

# MONTHLY WRAP-UP

## IN SEPTEMBER...

I was most proud of \_\_\_\_\_

I feel we could have \_\_\_\_\_

## LOOKING AHEAD

### NEXT MONTH...

I've set an intention to \_\_\_\_\_

I'm looking forward to \_\_\_\_\_

### ADDITIONAL NOTES

# OCTOBER

## WHAT'S HAPPENING THIS MONTH?

OCTOBER 2021

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31						

# 2021

The **Stop Hunger Food Drive** is here. Will you be running a traditional food drive, a Front Porch Food Drive (works well for on-campus housing!), or something else? The choice is up to you, but remember that the power to help fight food insecurity is in your hands.



If your campus celebrates **Halloween**, make sure you're prepared for a special, spooky end-of-the-month celebration. Ask yourself if you can run this event in conjunction with **Harvest GrEATings** or **Planet EAT**. Think: a space-themed costume party or pumpkin carving contest are two great ways to bring the Halloween spirit to campus.



### Voluntary Meal Plan (VMP) Goals

My goals are:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Additional Growth Opportunities

Three ways we can grow revenue this month:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Social Media & Website Notes

See something inspiring on social media or the web that you want to try this month? Write it here:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## NOVEMBER

## PLAN AHEAD

What's happening in the next few months?



Black Friday is fast-approaching. Now's the time to start strategizing about your special VMP offers.

## DECEMBER



The **Campus Intern** Virtual Holiday party is slated for December 1. Spread the word early.

# OCTOBER 2021

Don't forget to PLAN AHEAD for what's coming up next month.

NOVEMBER 2021

S	M	T	W	T	F	S
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## SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

**PROMOTE CATERING**

- Connect with alumni departments of winter opposing teams for potential catering opportunities.
- Holiday party booking, historical event rebooking and prospecting.



<p><b>3</b></p> <p>PROMOTE Harvest GrEATings, Planet EAT &amp; Pedal Forward, Give Back Sweepstakes - 8/30 to 11/19</p> <p>STOP HUNGER FOOD DRIVE - 10/1 to 11/30</p> <p>PROMOTE WORLD FOOD DAY - 10/2 to 10/16</p> <p>FACILITIES MANAGEMENT: NATIONAL FIRE PREVENTION WEEK - 10/3 to 10/9</p>	<p><b>4</b> NATIONAL TACO DAY ★</p> <p>VMP FALL INITIAL SURVEY OPENS (RUNS 10/4 to 10/15)</p>	<p><b>5</b></p> <p>STOP HUNGER FOOD DRIVE - 10/1 to 11/30</p> <p>STEPHEN J. BRADY STOP HUNGER SCHOLARSHIP APPLICATION PERIOD BEGINS TODAY (10/5 to 12/5)</p>	<p><b>6</b> NATIONAL NOODLE DAY ★</p> <p>BE ON THE LOOKOUT FOR YOUR CUSTOMER EXPERIENCE CALL INVITE</p> <p>VMP FALL INITIAL SURVEY OPENS (RUNS 10/4 to 10/15)</p>	<p><b>7</b> NATIONAL KALE DAY ★</p> <p>BETTER TOMORROW 2025 WasteLESS Month</p> <p>CUSTOMER EXPERIENCE SHOW YOUR CHEFS SOME APPRECIATION BY DEPLOYING "THE CHEFS"</p>	<p><b>8</b></p> <p>WORLD VEGETARIAN DAY ★</p> <p>NATIONAL PUMPKIN SPICE DAY ★</p> <p>STOP HUNGER FOOD DRIVE BEGINS - 10/1 to 11/30</p> <p>"EXPERIENCES MATTER" AND THX:) NOMINATIONS OPEN FOR THE MONTH</p>	<p><b>9</b></p> <p>START PROMOTING WORLD FOOD DAY</p> <p>FACILITIES MANAGEMENT NATIONAL CUSTODIAL WORKER DAY</p> <p>PROMOTE FALL FUN DATE TBD BY LOCAL UNIT</p>
<p><b>10</b></p> <p>PROMOTE Harvest GrEATings, Planet EAT &amp; Pedal Forward, Give Back Sweepstakes - 8/30 to 11/19</p> <p>STOP HUNGER FOOD DRIVE - 10/1 to 11/30</p> <p>PROMOTE WORLD FOOD DAY - 10/2 to 10/16</p>	<p><b>11</b></p> <p>VMP FALL INITIAL SURVEY OPENS (RUNS 10/4 to 10/15)</p>	<p><b>12</b></p> <p>VMP FALL INITIAL SURVEY OPENS (RUNS 10/4 to 10/15)</p>	<p><b>13</b></p> <p>VMP FALL INITIAL SURVEY OPENS (RUNS 10/4 to 10/15)</p>	<p><b>14</b> NATIONAL DESSERT DAY ★</p>	<p><b>15</b></p> <p>"EXPERIENCES MATTER" AND THX:) WINNER ANNOUNCED</p> <p>START PROMOTING HALLOWEEN</p> <p>PROMOTE HALLOWEEN - 10/15 to 10/31</p> <p>VMP FALL INITIAL SURVEY CLOSING TODAY</p>	<p><b>16</b> Better Tomorrow 2025 World Food Day</p> <p>TODAY IS WORLD FOOD DAY</p>
<p><b>17</b></p> <p>PROMOTE Harvest GrEATings, Planet EAT &amp; Pedal Forward, Give Back Sweepstakes - 8/30 to 11/19</p> <p>STOP HUNGER FOOD DRIVE - 10/1 to 11/30</p> <p>PROMOTE HALLOWEEN - 10/15 to 10/31</p>	<p><b>18</b></p> <p>FALL VMP MID-SEMESTER PUSH BEGINS TODAY</p> <p>#WHATTHEHUDDLE CONTEST BEGINS TODAY AND RUNS 10/18 TO 11/18</p>	<p><b>19</b> NATIONAL INTERN CALL 5:00 pm Eastern, 2:00 pm Pacific</p>	<p><b>20</b></p>	<p><b>21</b></p>	<p><b>22</b></p>	<p><b>23</b></p>
<p><b>24</b></p> <p>PROMOTE Harvest GrEATings, Planet EAT &amp; Pedal Forward, Give Back Sweepstakes - 8/30 to 11/19</p> <p>STOP HUNGER FOOD DRIVE - 10/1 to 11/30</p> <p>PROMOTE HALLOWEEN - 10/15 to 10/31</p>	<p><b>25</b> WORLD PASTA DAY ★</p>	<p><b>26</b> NATIONAL PUMPKIN DAY ★</p>	<p><b>27</b></p>	<p><b>28</b> NATIONAL CHOCOLATE DAY ★</p>	<p><b>29</b> NATIONAL OATMEAL DAY ★</p>	<p><b>30</b></p> <p>CUSTOMER EXPERIENCE TOMORROW IS THE LAST CHANCE TO RECOGNIZE AND NOMINATE YOUR TEAM MEMBERS FOR THE "EXPERIENCES MATTER" CUSTOMER EXPERIENCE NATIONAL AWARD.</p>
<p><b>31</b> HALLOWEEN ●</p> <p>TODAY IS HALLOWEEN</p> <p>PROMOTE HALLOWEEN - 10/15 to 10/31</p>						

### NATIONAL INTERN CALL

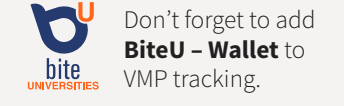
Intern Live Meeting - Online  
 All calls on Microsoft Teams the 3rd Tuesday (Sept. - Nov., Jan. - May)  
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Follow Interns online: [Facebook](#) - SodexoInternships; [Instagram](#) - @Sointernships; [LinkedIn](#) - Sodexo Campus Interns; [Intern Website](#) - sostudents.sodexomyway.com

# OCTOBER

## Voluntary Meal Plan (VMP) Reminders

- Fall mid-semester push.
- Promote declining balance dollars/ DCB and e-commerce packages.



## Meal Plan Match-ups

While displaying **Halloween** candy and other fall treats, include meal plans in your marketing.

- Additional dining dollars are the ultimate "treat!"

## Additional Programs Spotlight

If you're running **Planet EAT** this month, work in a special event from **The Social**, like a Social Feature with a really out-of-this world item.



### REFERENCE KEY:

HOLIDAYS & CELEBRATIONS	CORE PROMOTIONS	BETTER TOMORROW 2025
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CUSTOMER EXPERIENCE / THX:)	NATIONAL FOOD DAYS ★	NATIONAL OBSERVANCES ●

# MONTHLY WRAP-UP

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I was most proud of \_\_\_\_\_

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# LOOKING AHEAD

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# 2021

**Better Tomorrow - Hunger and Homelessness Awareness Week** and **Student Swipe Drive Week** both run from November 13th to November 21st. Use this time to draw awareness to your campus food pantry (if you have one) and other sustainable solutions to fight hunger while building community on campus.



Our two core promotions continue this month, concluding on November 19. Continue the fun while also advertising how easy it is to enter the **Pedal Forward, Give Back Sweepstakes**.

URL for entry: [www.pedalforwardgivebacksweepstakes.com](http://www.pedalforwardgivebacksweepstakes.com)



## Voluntary Meal Plan (VMP) Goals

My goals are:

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## Additional Growth Opportunities

Three ways we can grow revenue this month:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Social Media & Website Notes

See something inspiring on social media or the web that you want to try this month? Write it here:

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## DECEMBER

# PLAN AHEAD

What's happening in the next few months?



**Winter Holiday** is coming. Think about how you will use digital engagement to promote this special in-person celebration.

## JANUARY



There are lots of National Food Days on which to capitalize in January. Think about how you can promote our **Better Tomorrow** commitments alongside some of them, like fair-trade as part of National Gourmet Coffee Day on the 18th. Promoting **Coffee Club** is another great idea.



Don't forget to PLAN AHEAD for what's coming up next month.

DECEMBER 2021

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[LinkedIn](#) - Sodexo Campus Interns; [Intern Website](#) - sostudents.sodexomyway.com

## Voluntary Meal Plan (VMP) Reminders

- Launch Cyber Monday and Black Friday sales; resources are available on the **Universities Marketing page on Sodexo Net**. Search Voluntary Meal Plan Programs > Mid Semester.

## Meal Plan Match-ups

- Black Friday and Cyber Monday will be heavily promoted nationally, well in advance of **Thanksgiving**. Don't forget to include meal plans in your own marketing efforts at this time of year.
- Pay it forward by reloading flex with "Be the Change."
- Don't forget about "Holidays to Go"- themed **Thanksgiving** packages for students to take with them before leaving campus. Our ready-to-serve product line of pies, cookies, baked goods, savory main dishes and sides are time-saving and convenient—and perfect for your guests' personal entertaining and gift-giving needs.

## Additional Programs Spotlight

Run the newly designed **Cram Jam** event during a high-stress time this month.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<b>1</b> Better Tomorrow 2025 World Vegan Day	<b>2</b>	<b>3</b> NATIONAL SANDWICH DAY ★	<b>4</b> NATIONAL CANDY DAY ★	<b>5</b> NATIONAL DOUGHNUT DAY (DONUT DAY) ★	<b>6</b> NATIONAL NACHOS DAY ★
	PROMOTE Harvest GrEATings, Planet EAT & Pedal Forward, Give Back Sweepstakes - 8/30 to 11/19					
	"EXPERIENCES MATTER" AND THX:) NOMINATIONS OPEN FOR THE MONTH	STOP HUNGER FOOD DRIVE - 10/1 to 11/30				
	CUSTOMER EXPERIENCE "HAPPY THXGIVING" - TURKEY HAND EMPLOYEE APPRECIATION					
<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b> BE ON THE LOOKOUT FOR YOUR CUSTOMER EXPERIENCE CALL INVITE	<b>11</b> VETERANS DAY •	<b>12</b>	<b>13</b>
PROMOTE Harvest GrEATings, Planet EAT & Pedal Forward, Give Back Sweepstakes - 8/30 to 11/19						
STOP HUNGER FOOD DRIVE - 10/1 to 11/30				START PROMOTING THANKSGIVING	PROMOTE THANKSGIVING - 11/11 to 11/25	
				UPLIFTED BY gratitude		Better Tomorrow 2025 Hunger and Homelessness Awareness Week - 11/13 to 11/21
						Better Tomorrow 2025 Student Swipe Drive Week - 11/13 to 11/21
<b>14</b> NATIONAL SPICY GUACAMOLE DAY ★	<b>15</b> Better Tomorrow 2025 America Recycles Day	<b>16</b> NATIONAL INTERN CALL 5:00 pm Eastern, 2:00 pm Pacific	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
PROMOTE Harvest GrEATings, Planet EAT & Pedal Forward, Give Back Sweepstakes - 8/30 to 11/19						
STOP HUNGER FOOD DRIVE - 10/1 to 11/30		"EXPERIENCES MATTER" AND THX:) WINNER ANNOUNCED		CUSTOMER EXPERIENCE #WHATTHEHUDDLE CONTEST ENDS TODAY	Harvest GrEATings, Planet EAT & Pedal Forward, Give Back Sweepstakes End Today	
PROMOTE THANKSGIVING - 11/11 to 11/25						
Better Tomorrow 2025 Hunger and Homelessness Awareness Week - 11/13 to 11/21						
Better Tomorrow 2025 Student Swipe Drive Week - 11/13 to 11/21						
<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b> THANKSGIVING •	<b>26</b> BLACK FRIDAY • NATIONAL CAKE DAY ★	<b>27</b>
STOP HUNGER FOOD DRIVE - 10/1 to 11/30						
PROMOTE THANKSGIVING - 11/11 to 11/25						
Better Tomorrow 2025 Hunger and Homelessness Awareness Week - 11/13 to 11/21						
Better Tomorrow 2025 Student Swipe Drive Week - 11/13 to 11/21						
			LAST DAY FOR "THE CHEFS"	TODAY IS THANKSGIVING		
				UPLIFTED BY gratitude		
<b>28</b> HANUKKAH BEGINS •	<b>29</b> CYBER MONDAY •	<b>30</b>				
STOP HUNGER FOOD DRIVE - 10/1 to 11/30						
	CUSTOMER EXPERIENCE TOMORROW IS THE LAST CHANCE TO RECOGNIZE AND NOMINATE YOUR TEAM MEMBERS FOR THE "EXPERIENCES MATTER" CUSTOMER EXPERIENCE NATIONAL AWARD.	stop hunger STOP HUNGER FOOD DRIVE ENDS TODAY				
FALL MID-SEMESTER SURVEY (RUNS 11/29 to 12/3)						

PROMOTE CATERING

- Annual strategic catering pricing review (for contracts with winter price increases).
- Communicate holiday closing and reopening schedule.
- Plan for winter orientation.

FLAVOURS by sodexo

REFERENCE KEY:

HOLIDAYS & CELEBRATIONS	CORE PROMOTIONS	BETTER TOMORROW 2025
STOP HUNGER	VOLUNTARY MEAL PLAN (VMP)	FM - FACILITIES MANAGEMENT
CUSTOMER EXPERIENCE / THX:)	NATIONAL FOOD DAYS ★	NATIONAL OBSERVANCES •

Looking for more ways to promote your events? Visit the **Universities Marketing page on Sodexo Net**.

# MONTHLY WRAP-UP

## IN NOVEMBER...

I was most proud of \_\_\_\_\_

I feel we could have \_\_\_\_\_

## LOOKING AHEAD

### NEXT MONTH...

I've set an intention to \_\_\_\_\_

I'm looking forward to \_\_\_\_\_

### ADDITIONAL NOTES

# DECEMBER

## WHAT'S HAPPENING THIS MONTH?

DECEMBER 2021

S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

# 2021

Uplift your campus community with a fun **Winter Holiday** celebration; we recommend promoting this special event through December 11th.



This is the ideal time for catering vehicle and cart maintenance; make sure you are planning accordingly.

FLAVOURS  
by sodexo

### Voluntary Meal Plan (VMP) Goals

My goals are:

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### Additional Growth Opportunities

Three ways we can grow revenue this month:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Social Media & Website Notes

See something inspiring on social media or the web that you want to try this month? Write it here:

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## JANUARY

## PLAN AHEAD

What's happening in the next few months?



A new year is coming. Get your key activities planned for **Return of the '20s**.

## FEBRUARY



When you think **Valentine's Day**, think VMP. Now's not too early to think about your special event—and plan for how you'll equip students with VMP collateral urging families to give the gift of dining dollars, too!

# DECEMBER 2021

Don't forget to PLAN AHEAD for what's coming up next month.

JANUARY 2022

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



Thank your Intern(s) and set a return for work date before heading out on break.

## SUNDAY

### PROMOTE CATERING

- Finalize baseball sports suites and clubs menus and host suiteholder promotional event.
- Connect with alumni departments of opposing baseball teams for potential catering opportunities.
- Catering vehicle and cart maintenance.



## MONDAY

## TUESDAY

**CUSTOMER EXPERIENCE**  
INTERN VIRTUAL HOLIDAY PARTY 12/1

**stop hunger**  
STEPHEN J. BRADY STOP HUNGER SCHOLARSHIP APPLICATION PERIOD RUNS (10/5 to 12/5)

## WEDNESDAY

**1** BE ON THE LOOKOUT FOR YOUR CUSTOMER EXPERIENCE CALL INVITE

**START PROMOTING WINTER HOLIDAY**

**"EXPERIENCES MATTER" AND THX:) NOMINATIONS OPEN FOR THE MONTH**

## THURSDAY

**2**

**PROMOTE WINTER HOLIDAY - 12/1 to 12/11**

## FRIDAY

**3** NATIONAL PEPPERMINT LATTE DAY ★

**FALL VMP MID-SEMESTER SURVEY ENDS TODAY**

## SATURDAY

**4** NATIONAL COOKIE DAY ★

**WINTER HOLIDAY ENDS TODAY**

**5**

**stop hunger**  
STEPHEN J. BRADY STOP HUNGER SCHOLARSHIP APPLICATION PERIOD ENDS TODAY

**6** HANUKKAH ENDS •

**PROMOTE WINTER HOLIDAY - 12/1 to 12/11**

**CUSTOMER EXPERIENCE** #WHATTHEHUDDLE CONTEST WINNERS ANNOUNCED

**7**

**8** NATIONAL CHOCOLATE BROWNIE DAY ★

**8** NATIONAL CHOCOLATE BROWNIE DAY ★

**"EXPERIENCES MATTER" AND THX:) WINNER ANNOUNCED**

**9**

**10**

**10**

**11**

**11**

**WINTER HOLIDAY ENDS TODAY**

**12**

**13** NATIONAL COCOA DAY ★

**13** NATIONAL COCOA DAY ★

**14**

**14**

**15** NATIONAL CUPCAKE DAY ★

**15** NATIONAL CUPCAKE DAY ★

**"EXPERIENCES MATTER" AND THX:) WINNER ANNOUNCED**

**16**

**17** NATIONAL MAPLE SYRUP DAY ★

**17** NATIONAL MAPLE SYRUP DAY ★

**18**

**18**

**19**

**19**

**20**

**20**

**21**

**21**

**22**

**22**

**23**

**23**

**24** CHRISTMAS EVE •

**24** CHRISTMAS EVE •

**25** CHRISTMAS DAY •

**25** CHRISTMAS DAY •

**26** KWANZAA BEGINS •

**26** KWANZAA BEGINS •

**27**

**27**

**28**

**28**

**29**

**29**

**30**

**30**

**31** NEW YEAR'S EVE •

**31** NEW YEAR'S EVE •

**CUSTOMER EXPERIENCE**  
TODAY IS THE LAST CHANCE TO RECOGNIZE AND NOMINATE YOUR TEAM MEMBERS FOR THE "EXPERIENCES MATTER" CUSTOMER EXPERIENCE NATIONAL AWARD.

**31** NEW YEAR'S EVE •

**CUSTOMER EXPERIENCE**  
TODAY IS THE LAST CHANCE TO RECOGNIZE AND NOMINATE YOUR TEAM MEMBERS FOR THE "EXPERIENCES MATTER" CUSTOMER EXPERIENCE NATIONAL AWARD.

### REFERENCE KEY:

<b>HOLIDAYS &amp; CELEBRATIONS</b>	<b>CORE PROMOTIONS</b>	<b>BETTER TOMORROW 2025</b>
<b>STOP HUNGER</b>	<b>VOLUNTARY MEAL PLAN (VMP)</b>	<b>FM - FACILITIES MANAGEMENT</b>
<b>CUSTOMER EXPERIENCE / THX:)</b>	<b>NATIONAL FOOD DAYS ★</b>	<b>NATIONAL OBSERVANCES •</b>

# DECEMBER

## Voluntary Meal Plan (VMP) Reminders

- Assess/propose meal plan changes and pricing for the upcoming year.

**bite UNIVERSITIES** Don't forget to add **BiteU - Wallet** to VMP tracking.

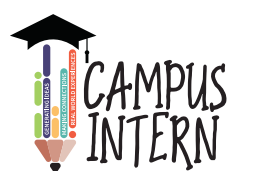
## Meal Plan Match-ups

### Late-semester Planning

- Encourage early meal plan renewals or sign-ups for spring semester by sending out a "thank you" to current meal plan holders.
- Offer small meal plan blocks or reload flex with Fuel Up for Finals.

## Additional Programs Spotlight

Recruit your spring talent this month. Access helpful **Campus Intern** resources on the **Universities Marketing** page on Sodexo Net.



# MONTHLY WRAP-UP

## IN DECEMBER...

I was most proud of \_\_\_\_\_

I feel we could have \_\_\_\_\_

## LOOKING AHEAD

### NEXT MONTH...

I've set an intention to \_\_\_\_\_

I'm looking forward to \_\_\_\_\_

### ADDITIONAL NOTES

# JANUARY

## WHAT'S HAPPENING THIS MONTH?

JANUARY 2022						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

# 2022

A new year is here, and we're celebrating with **Return of the '20s**. Put on your dancing shoes and pass the pineapple upside-down cake as we prepare for a roaring celebration complete with '20s food favorites, a costume contest and more.

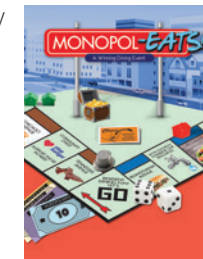
Even though we're encouraging you to think back in time for this special event, it's important to innovate. Check out this tip from Gerard Rangel, Executive Chef, San Francisco State University:

*"[To me], culinary innovation is not only about food and creativity; it is far more than that. It's about the involvement of people's ideas and listening to feedback and critiques. This pushes me to be more creative and forward-thinking, and it is a unique opportunity to bring together varying perspectives for a better overall experience."*

**Monopol-EATS!** also kicks off this month. From January 3rd through April 11th, you'll roll the dice for a fun-filled board game-inspired promotion where customers truly "Own It All." Highlights include Avenues of Great Eats (menus inspired by the locations on the Monopoly board), hidden secret dining dollars and more.



CHEF TIP  
\*\*\*



### Voluntary Meal Plan (VMP) Goals

My goals are:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Additional Growth Opportunities

Three ways we can grow revenue this month:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Social Media & Website Notes

See something inspiring on social media or the web that you want to try this month? Write it here:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## FEBRUARY

### PLAN AHEAD

What's happening in the next few months?



Nominations for **Heroes of Everyday Life**® close on February 28th. Know a Sodexo employee making a big difference to end hunger in your community? Submit their information.



**National Nutrition Month** kicks off in March. How will you engage your campus community and promote good health and well-being?

# JANUARY 2022

Don't forget to PLAN AHEAD for what's coming up next month.

FEBRUARY 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

**PROMOTE CATERING**  
 • Communicate catering price changes to client (for contracts with winter price increases).  
 • Plan for Valentine's Day promotion.

FLAVOURS  
by sodexo

2

3

Return Of The 20s, Monopol-EATS! & Spring Sweepstakes Begin Today

4

PROMOTE Return Of The 20s, Monopol-EATS! & Spring Sweepstakes - 1/3 to 4/11

NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 1/1 to 2/28

5

6

7

NATIONAL SOUP MONTH | ★

CUSTOMER EXPERIENCE JANUARY/FEBRUARY  
 CONDUCT "EXPERIENCES MATTER" CUSTOMER EXPERIENCE TRAINING BEFORE SPRING SEMESTER STARTS

8

1 KWANZAA ENDS / NEW YEAR'S RESOLUTIONS DAY ●

"EXPERIENCES MATTER" AND THX.) NOMINATIONS OPEN FOR THE MONTH

stop hunger  
 NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 1/1 to 2/28

9

PROMOTE Return Of The 20s, Monopol-EATS! & Spring Sweepstakes - 1/3 to 4/11

NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 1/1 to 2/28

10

11

12

BE ON THE LOOKOUT FOR YOUR CUSTOMER EXPERIENCE CALL INVITE

13

GLUTEN-FREE DAY ★

14

15

"EXPERIENCES MATTER" AND THX.) WINNER ANNOUNCED

16

INTERNATIONAL HOT & SPICY FOOD DAY ★

PROMOTE Return Of The 20s, Monopol-EATS! & Spring Sweepstakes - 1/3 to 4/11

NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 1/1 to 2/28

17

MARTIN LUTHER KING JR. DAY ●  
 DITCH THE NEW YEAR'S RESOLUTIONS DAY ●

18

NATIONAL GOURMET COFFEE DAY ★

START PROMOTING LUNAR NEW YEAR

NATIONAL INTERN CALL  
 5:00 pm Eastern, 2:00 pm Pacific

19

NATIONAL POPCORN DAY ★

PROMOTE LUNAR NEW YEAR - 1/18 to 2/1

20

NATIONAL CHEESE LOVER'S DAY ★

21

NATIONAL GRANOLA BAR DAY ★

22

NATIONAL HOT SAUCE DAY ★

23

NATIONAL PIE DAY ★

PROMOTE Return Of The 20s, Monopol-EATS! & Spring Sweepstakes - 1/3 to 4/11

NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 1/1 to 2/28

PROMOTE LUNAR NEW YEAR - 1/18 to 2/1

24

NATIONAL PEANUT BUTTER DAY ★

25

26

27

28

29

30

PROMOTE Return Of The 20s, Monopol-EATS! & Spring Sweepstakes - 1/3 to 4/11

NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 1/1 to 2/28

PROMOTE LUNAR NEW YEAR - 1/18 to 2/1

31

CUSTOMER EXPERIENCE

TODAY IS THE LAST CHANCE TO RECOGNIZE AND NOMINATE YOUR TEAM MEMBERS FOR THE "EXPERIENCES MATTER" CUSTOMER EXPERIENCE NATIONAL AWARD.

NATIONAL INTERN CALL

Intern Live Meeting - Online  
 All calls on Microsoft Teams the 3rd Tuesday (Sept. - Nov., Jan. - May)  
 5:00 pm Eastern/2:00 pm Pacific  
 Interns can help promote the spring core dining showcase events/sweepstakes and downloading the BiteU app.

# JANUARY

## Voluntary Meal Plan (VMP) Reminders

- Implement spring VMP strategy to retain fall to spring plans and grow spring sales.

Promote BiteU app benefits (look up menus, allergens, order/pay via BiteU - Wallet) with cashiers and Campus Interns.

## Meal Plan Match-ups

New Year, New You is an excellent campaign to use to sell additional meal plans.

- Train your cashiers to hand out meal plan promotional information to students not paying with a meal swipe.
- Take advantage of our fun and colorful resident dining event ads to deliver your message.
- Add a limited-time offer to encourage purchases during your events and include a way to pay on the spot.

## Additional Programs Spotlight

Running Monopol-EATS! this month? Complete a "Mediterranean Avenue" experience with a fun Mediterranean food pop-up event from The Social.



REFERENCE KEY:

HOLIDAYS & CELEBRATIONS	CORE PROMOTIONS	BETTER TOMORROW 2025
STOP HUNGER	VOLUNTARY MEAL PLAN (VMP)	FM - FACILITIES MANAGEMENT
CUSTOMER EXPERIENCE / THX.)	NATIONAL FOOD DAYS ★	NATIONAL OBSERVANCES ●

# MONTHLY WRAP-UP

## IN JANUARY...

I was most proud of \_\_\_\_\_

I feel we could have \_\_\_\_\_

# LOOKING AHEAD

## NEXT MONTH...

I've set an intention to \_\_\_\_\_

I'm looking forward to \_\_\_\_\_

## ADDITIONAL NOTES

# FEBRUARY

## WHAT'S HAPPENING THIS MONTH?

FEBRUARY 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

There's lots to celebrate in February, from **Lunar New Year** to **Valentine's Day** and the start of your **Mardi Gras** promotion. Remember to think retail, even in resident dining, and incorporate grab-and-go impulse buys into your **Holidays & Celebrations**.



It's also a perfect time to promote our next **National Prize Sweepstakes** alongside your **Holidays & Celebrations** and other events. When promoting, determine if there are other on-campus groups that could help you spread the word.



# 2022

## Voluntary Meal Plan (VMP) Goals

My goals are:

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## Additional Growth Opportunities

Three ways we can grow revenue this month:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Social Media & Website Notes

See something inspiring on social media or the web that you want to try this month? Write it here:

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## MARCH

# PLAN AHEAD

What's happening in the next few months?



**National Employee Appreciation Day** is coming up. This year, we'll celebrate a day early on Friday, March 4th. How will you show your thanks to our dining and FM teams for all they do?



It's never too soon to think about how your campus community will **Pay It Forward** on April 28th.

# FEBRUARY 2022

Don't forget to PLAN AHEAD for what's coming up next month.

MARCH 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## NATIONAL INTERN CALL

Intern Live Meeting - Online  
 All calls on Microsoft Teams the 3rd Tuesday (Sept. - Nov., Jan. - May)  
 5:00 pm Eastern/2:00 pm Pacific  
 Follow Interns online: [Facebook](#) - SodexoInternships; [Instagram](#) - @Sointernships;  
[LinkedIn](#) - Sodexo Campus Interns; [Intern Website](#) - sostudents.sodexomyway.com

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p><b>6</b> <i>SUPER BOWL SUNDAY</i></p> <p>PROMOTE Return Of The 20s, Monopol-EATS! &amp; Spring Sweepstakes - 1/3 to 4/11</p> <p>NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 1/1 to 2/28</p> <p>PROMOTE VALENTINE'S DAY - 2/2 to 2/14</p>	<p><b>7</b></p> <p>NATIONAL SNACK FOOD MONTH</p> <p>CUSTOMER EXPERIENCE JANUARY/FEBRUARY</p> <p>CONDUCT "EXPERIENCES MATTER" CUSTOMER EXPERIENCE TRAINING BEFORE SPRING SEMESTER STARTS</p> <p>DON'T FORGET TO SHARE "HAPPY VALENTINE'S DAY" - THX YOU HEARTS FOR EMPLOYEE APPRECIATION</p> <p>"EXPERIENCES MATTER" AND THX: NOMINATIONS OPEN FOR THE MONTH</p> <p>TODAY IS LUNAR NEW YEAR</p> <p>START PROMOTING VALENTINE'S DAY</p> <p>UPLIFTED BY <i>sweetness</i></p>	<p><b>8</b></p> <p>"EXPERIENCES MATTER" AND THX: NOMINATIONS OPEN FOR THE MONTH</p> <p>TODAY IS LUNAR NEW YEAR</p> <p>START PROMOTING VALENTINE'S DAY</p> <p>UPLIFTED BY <i>sweetness</i></p>	<p><b>9</b></p> <p>NATIONAL PIZZA DAY</p> <p>BE ON THE LOOKOUT FOR YOUR CUSTOMER EXPERIENCE CALL INVITE</p>	<p><b>10</b></p> <p>PROMOTE Return Of The 20s, Monopol-EATS! &amp; Spring Sweepstakes - 1/3 to 4/11</p> <p>NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 1/1 to 2/28</p> <p>PROMOTE VALENTINE'S DAY - 2/2 to 2/14</p>	<p><b>11</b></p>	<p><b>12</b></p>
<p><b>13</b></p> <p>PROMOTE Return Of The 20s, Monopol-EATS! &amp; Spring Sweepstakes - 1/3 to 4/11</p> <p>NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 1/1 to 2/28</p> <p>PROMOTE VALENTINE'S DAY - 2/2 to 2/14</p> <p>VMP: SPRING INITIAL SURVEY (RUNS 2/7 to 2/18)</p>	<p><b>14</b></p> <p>VALENTINE'S DAY</p> <p>TODAY IS VALENTINE'S DAY</p> <p>UPLIFTED BY <i>sweetness</i></p>	<p><b>15</b></p> <p>NATIONAL INTERN CALL 5:00 pm Eastern, 2:00 pm Pacific</p> <p>START PROMOTING MARDI GRAS</p> <p>UPLIFTED BY <i>good things</i></p>	<p><b>16</b></p> <p>PROMOTE MARDI GRAS - 2/15 to 3/1</p>	<p><b>17</b></p>	<p><b>18</b></p> <p>VMP: SPRING INITIAL SURVEY (RUNS 2/7 to 2/18)</p> <p>VMP: SPRING INITIAL SURVEY ENDS TODAY</p>	<p><b>19</b></p>
<p><b>20</b></p> <p>PROMOTE Return Of The 20s, Monopol-EATS! &amp; Spring Sweepstakes - 1/3 to 4/11</p> <p>NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 1/1 to 2/28</p> <p>PROMOTE MARDI GRAS - 2/15 to 3/1</p>	<p><b>21</b></p> <p>PRESIDENTS' DAY</p> <p>SPRING VMP MID-SEMESTER PUSH BEGINS TODAY</p>	<p><b>22</b></p>	<p><b>23</b></p> <p>NATIONAL BANANA BREAD DAY</p>	<p><b>24</b></p> <p>NATIONAL CHILI DAY</p>	<p><b>25</b></p>	<p><b>26</b></p>
<p><b>27</b></p> <p>NATIONAL STRAWBERRY DAY</p> <p>PROMOTE Return Of The 20s, Monopol-EATS! &amp; Spring Sweepstakes - 1/3 to 4/11</p> <p>NOMINATIONS FOR HEROES OF EVERYDAY LIFE® - 1/1 to 2/28</p> <p>PROMOTE MARDI GRAS - 2/15 to 3/1</p>	<p><b>28</b></p> <p>CUSTOMER EXPERIENCE</p> <p>TODAY IS THE LAST CHANCE TO RECOGNIZE AND NOMINATE YOUR TEAM MEMBERS FOR THE "EXPERIENCES MATTER" CUSTOMER EXPERIENCE NATIONAL AWARD.</p>	<p>PROMOTE CATERING</p> <ul style="list-style-type: none"> <li>• Begin planning for commencement and summer conferences.</li> <li>• Connect with catering client hosts of spring Traditions events.</li> <li>• Inventory catering smallwares; order supplies to accommodate spring Traditions events.</li> </ul> <p>FLAVOURS by sodexo</p>				

# FEBRUARY

## Voluntary Meal Plan (VMP) Reminders

- Order brochures and VMP marketing collateral for summer.

Don't forget to add **BiteU - Wallet** to VMP tracking.

## Meal Plan Match-ups

- **Valentine's Day:** What goes with candy and flowers? Dining dollars! Offer traditional Valentine's postcards that students can personalize and send to their families. You pay the postage, and reap the rewards of revenue.
- Highlight the convenience of e-commerce with the "Food and Fun" campaign.

## Additional Programs Spotlight

Bring some warmth to the winter months with a special **Staycation** event. If you're running **Return of the '20s** during this time, it's the perfect program to cross-plan for the Dive Back In Time vintage-inspired beach party activity. If you're running **Monopol-EATS!**, you can cross-plan with a "Boardwalk"-inspired beach event.



REFERENCE KEY:

HOLIDAYS & CELEBRATIONS	CORE PROMOTIONS	BETTER TOMORROW 2025
STOP HUNGER	VOLUNTARY MEAL PLAN (VMP)	FM - FACILITIES MANAGEMENT
CUSTOMER EXPERIENCE / THX:	NATIONAL FOOD DAYS	NATIONAL OBSERVANCES

# MONTHLY WRAP-UP

## IN FEBRUARY...

I was most proud of \_\_\_\_\_

I feel we could have \_\_\_\_\_

## LOOKING AHEAD

### NEXT MONTH...

I've set an intention to \_\_\_\_\_

I'm looking forward to \_\_\_\_\_

### ADDITIONAL NOTES

# MARCH

## WHAT'S HAPPENING THIS MONTH?

MARCH 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

# 2022

Celebrate **Faculty & Staff Appreciation Day** this month. Tie special VMP offers into your celebration for these groups.



Our people are at the heart of everything we do. Celebrate our dining and FM teams on **National Employee Appreciation Day**. You'll celebrate on Friday, March 4th this year, as the actual observance falls on the weekend.



### Voluntary Meal Plan (VMP) Goals

My goals are:

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### Additional Growth Opportunities

Three ways we can grow revenue this month:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Social Media & Website Notes

See something inspiring on social media or the web that you want to try this month? Write it here:

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## APRIL

## PLAN AHEAD

What's happening in the next few months?



Think about the creative ways you can "uplift" your campus community while protecting our planet.

## MAY



**Servathon** runs through the end of May. Keep your efforts to fight food insecurity top-of-mind.



# MARCH 2022

Don't forget to PLAN AHEAD for what's coming up next month.

APRIL 2022

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## NATIONAL INTERN CALL

Intern Live Meeting - Online  
All calls on Microsoft Teams the 3rd Tuesday (Sept. - Nov., Jan. - May)  
5:00 pm Eastern/2:00 pm Pacific

Follow Interns online: [Facebook](#) - SodexoInternships; [Instagram](#) - @Sointernships; [LinkedIn](#) - Sodexo Campus Interns; [Intern Website](#) - sostudents.sodexomyway.com

### SUNDAY

**PROMOTE CATERING**  
• Mark calendars for cultural/religious holidays that will require catering menu accommodation.  
• Plan for summer orientation.



### MONDAY

Better Tomorrow 2025 National Nutrition Month®

**CUSTOMER EXPERIENCE** 2/28 to 3/4  
CELEBRATE EMPLOYEE APPRECIATION WEEK, CAPPED OFF BY NATIONAL EMPLOYEE APPRECIATION DAY

### TUESDAY

1 **NATIONAL PANCAKE DAY** ★

TODAY IS MARDI GRAS

"EXPERIENCES MATTER" AND THX:) NOMINATIONS OPEN FOR THE MONTH

### WEDNESDAY

2 PROMOTE Return Of The 20s, Monopol-EATS! & Spring Sweepstakes - 1/3 to 4/11

### THURSDAY

3 START PROMOTING ST. PATRICK'S DAY

### FRIDAY

4 **NATIONAL DAY OF UNPLUGGING** •

WE CAN'T DO IT WITHOUT U!

TODAY IS NATIONAL EMPLOYEE APPRECIATION DAY

### SATURDAY

5 PROMOTE ST. PATRICK'S DAY - 3/3 to 3/17

6

PROMOTE Return Of The 20s, Monopol-EATS! & Spring Sweepstakes - 1/3 to 4/11

PROMOTE ST. PATRICK'S DAY - 3/3 to 3/17

7

**NATIONAL CEREAL DAY** ★

8

Better Tomorrow 2025 International Women's Day

9

**NATIONAL MEATBALL DAY** ★  
BE ON THE LOOKOUT FOR YOUR CUSTOMER EXPERIENCE CALL INVITE

10

11

**NATIONAL "EAT YOUR NOODLES" DAY** ★

PROMOTE SPRING FLING  
DATE TBD BY LOCAL UNIT

12

13

PROMOTE Return Of The 20s, Monopol-EATS! & Spring Sweepstakes - 1/3 to 4/11

PROMOTE ST. PATRICK'S DAY - 3/3 to 3/17

14

**NATIONAL PI DAY** •

15

**NATIONAL INTERN CALL**  
5:00 pm Eastern, 2:00 pm Pacific

"EXPERIENCES MATTER" AND THX:) WINNER ANNOUNCED

16

Thank you

PROMOTE FACULTY & STAFF APPRECIATION DAY  
DATE TBD BY LOCAL UNIT

17

**ST. PATRICK'S DAY** •

TODAY IS ST. PATRICK'S DAY

18

19

20

PROMOTE Return Of The 20s, Monopol-EATS! & Spring Sweepstakes - 1/3 to 4/11

21

**NATIONAL RAVIOLI DAY** ★

22

Better Tomorrow 2025 World Water Day

23

**NATIONAL CHIP & DIP DAY** ★

24

25

**INTERNATIONAL WAFFLE DAY** ★

PROMOTE BBQ FUN  
DATE TBD BY LOCAL UNIT

26

**NATIONAL SPINACH DAY** ★  
Better Tomorrow 2025 Earth Hour / 8:30 PM - 9:30 PM EST

27

PROMOTE Return Of The 20s, Monopol-EATS! & Spring Sweepstakes - 1/3 to 4/11

28

29

30

31

**CUSTOMER EXPERIENCE**  
TODAY IS THE LAST CHANCE TO RECOGNIZE AND NOMINATE YOUR TEAM MEMBERS FOR THE "EXPERIENCES MATTER" CUSTOMER EXPERIENCE NATIONAL AWARD.

#### REFERENCE KEY:

<b>HOLIDAYS &amp; CELEBRATIONS</b>	<b>CORE PROMOTIONS</b>	<b>BETTER TOMORROW 2025</b>
<b>STOP HUNGER</b>	<b>VOLUNTARY MEAL PLAN (VMP)</b>	<b>FM - FACILITIES MANAGEMENT</b>
<b>CUSTOMER EXPERIENCE / THX:)</b>	<b>NATIONAL FOOD DAYS</b> ★	<b>NATIONAL OBSERVANCES</b> •

# MARCH

## Voluntary Meal Plan (VMP) Reminders

- Spring mid-semester push; promote declining balance dollars/DCB and e-commerce packages.

Remember: Parents can reload dollars with **BiteU - Wallet**, too.

## Meal Plan Match-ups

- Many retailers use **St. Patrick's Day** and March Madness to market their products, so don't miss out. This is the perfect time to advertise dining dollars.
- Spring into savings! Offer a coupon book with the purchase of a certain dining dollars amount; include retail coupons, guest passes or even a drawing coupon to win a prize such as a pizza party.

## Additional Programs Spotlight

Mid-semester can be anything but stress-free. Emphasize the ease and efficiency of **Fill My Fridge** as part of **BiteU**.



# MONTHLY WRAP-UP

## IN MARCH...

I was most proud of \_\_\_\_\_

I feel we could have \_\_\_\_\_

## LOOKING AHEAD

### NEXT MONTH...

I've set an intention to \_\_\_\_\_

I'm looking forward to \_\_\_\_\_

### ADDITIONAL NOTES

# APRIL

## WHAT'S HAPPENING THIS MONTH?

APRIL 2022

S	M	T	W	T	F	S
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

# 2022

### Voluntary Meal Plan (VMP) Goals

My goals are:

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### Additional Growth Opportunities

Three ways we can grow revenue this month:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Social Media & Website Notes

See something inspiring on social media or the web that you want to try this month? Write it here:

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Run the **My Green Idea** April Earth Month social media promotion for a fun way to focus on the actions our teams and students are taking to make a big impact. Involve your teams in posting photos using #mygreenidea on social media, demonstrating their green idea in action. Review the **My Green Idea** resource folder for a manager's guide and supporting artwork.



Our core promotions are still in full-swing until April 11th. Don't forget to keep running your promotional events while emphasizing the ease with which students can enter our **National Prize Sweepstakes** for the spring.




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## PLAN AHEAD

What's happening in the next few months?

### MAY



Ask yourself: What am I planning to do to bring the vibrant Mexican culture and spirit to resident dining during this event?

### JUNE



**FRESH FRUIT & VEGETABLES MONTH**  
Think of creative ways to spotlight fruits and veggies as summer commences.

Don't forget to PLAN AHEAD for what's coming up next month.

MAY 2022

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## SUNDAY

- PROMOTE CATERING**
- Promote commencement events: Brunch, flower sales, etc.
  - Promote Square Tomato (student catering offer) to newly elected student leaders.

FLAVOURS  
by sodexo

3

PROMOTE Return Of The 20s, Monopol-EATS! & Spring Sweepstakes - 1/3 to 4/11

SERVATHON - 4/1 to 5/31

## MONDAY

4

INTERNATIONAL CARROT DAY ★

11

NATIONAL POUTINE DAY ★

Return Of The 20s, Monopol-EATS! & Spring Sweepstakes End Today



18

EASTER •

25

## TUESDAY

5

12

NATIONAL GRILLED CHEESE SANDWICH DAY ★

19

NATIONAL INTERN CALL  
5:00 pm Eastern, 2:00 pm Pacific

26

NATIONAL PRETZEL DAY ★

## WEDNESDAY

6

NATIONAL CARAMEL POPCORN DAY ★

13

MAKE LUNCH COUNT DAY ★

BE ON THE LOOKOUT FOR YOUR CUSTOMER EXPERIENCE CALL INVITE

20

27

NATIONAL PRIME RIB DAY ★

ADMINISTRATIVE PROFESSIONALS' DAY •

## THURSDAY

7

14

21

NATIONAL TEA DAY ★

28

PAY IT FORWARD DAY •

## FRIDAY

8

15

GOOD FRIDAY •  
PASSOVER BEGINS (SUNSET) •

22

TODAY IS EARTH DAY

29

CUSTOMER EXPERIENCE

## SATURDAY

9

16

23

NATIONAL PICNIC DAY ★  
PASSOVER ENDS (NIGHTFALL) •

30

TODAY IS THE LAST CHANCE TO RECOGNIZE AND NOMINATE YOUR TEAM MEMBERS FOR THE "EXPERIENCES MATTER" CUSTOMER EXPERIENCE NATIONAL AWARD.

## NATIONAL INTERN CALL

Intern Live Meeting - Online  
All calls on Microsoft Teams the 3rd Tuesday (Sept. - Nov., Jan. - May)  
5:00 pm Eastern/2:00 pm Pacific

Follow Interns online: [Facebook](#) - SodexoInternships; [Instagram](#) - @Sointernships; [LinkedIn](#) - Sodexo Campus Interns; [Intern Website](#) - sostudents.sodexomyway.com



PROMOTE DURING THE MONTH OF APRIL



SERVATHON  
4/1 to 5/31

CUSTOMER EXPERIENCE

I ♥ MY SODEXO INTERNSHIP: EARLY INTERNSHIP DAY CELEBRATIONS FOR GRADUATING INTERNS

PROMOTE RETURN OF THE 20s, MONOPOL-EATS! & SPRING SWEEPSTAKES - 1/3 to 4/11

SERVATHON - 4/1 to 4/30

"EXPERIENCES MATTER" AND THX.) NOMINATIONS OPEN FOR THE MONTH

START PROMOTING EARTH DAY



PROMOTE EARTH DAY - 4/8 to 4/22

"EXPERIENCES MATTER" AND THX.) WINNER ANNOUNCED

VMP: SPRING MID-SEMESTER SURVEY ENDS TODAY

VMP: SPRING MID-SEMESTER SURVEY (RUNS 4/11 to 4/15)

### REFERENCE KEY:

HOLIDAYS & CELEBRATIONS	CORE PROMOTIONS	BETTER TOMORROW 2025
STOP HUNGER	VOLUNTARY MEAL PLAN (VMP)	FM - FACILITIES MANAGEMENT
CUSTOMER EXPERIENCE / THX.)	NATIONAL FOOD DAYS ★	NATIONAL OBSERVANCES •

Looking for more ways to promote your events? Visit the [Universities Marketing page on Sodexo Net.](#)

## Voluntary Meal Plan (VMP) Reminders

- Partner with admissions to assist with upcoming summer orientation and tours.

Don't forget to add **BiteU - Wallet** to VMP tracking.

## Meal Plan Match-ups

This or That?: While meal fatigue can happen in campus dining, it's worse when you eat the same, sad fast food meals, or cook the same few things you know how to make. April is the perfect time to highlight all of the dining possibilities a meal plan allows. The **BiteU** app allows users to look up meals, nutrition and plan in advance to fight meal fatigue.

## Additional Programs Spotlight

Still running **Return of the '20s** this month? Cross-plan the **Big-City Bites: Charleston** event while students learn the classic Charleston dance.



## MONTHLY WRAP-UP

### IN APRIL...

I was most proud of \_\_\_\_\_.

I feel we could have \_\_\_\_\_.

## LOOKING AHEAD

### NEXT MONTH...

I've set an intention to \_\_\_\_\_.

I'm looking forward to \_\_\_\_\_.

### ADDITIONAL NOTES

# MAY

## WHAT'S HAPPENING THIS MONTH?

MAY 2022

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

# 2022

**World Fair Trade Day, Bike to Work Day and Learn About Composting Day** all happen in May. Show your commitment to a **Better Tomorrow.**




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### Voluntary Meal Plan (VMP) Goals

**My goals are:**

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### Additional Growth Opportunities

**Three ways we can grow revenue this month:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Social Media & Website Notes

**See something inspiring on social media or the web that you want to try this month? Write it here:**

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## JUNE

## PLAN AHEAD

What's happening in the next few months?



**National Safety Month** is upcoming. Talk with your team about how you can show prospective students and families visiting campus that you're committed to a culture of safety.



Now's the time to think about how those on campus will "feed their summer." It's not too early to start making a plan for promoting VMPs to summer construction crews and other groups who might utilize your campus spaces for camps, retreats, etc.

Don't forget to PLAN AHEAD for what's coming up next month.

**JUNE 2022**

S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## NATIONAL INTERN CALL

Intern Live Meeting - Online  
 All calls on Microsoft Teams the 3rd Tuesday (Sept. - Nov., Jan. - May)  
 5:00 pm Eastern/2:00 pm Pacific  
 Congratulate graduating Interns.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>1</b> NATIONAL BBQ MONTH   ★ START PROMOTING CINCO DE MAYO "EXPERIENCES MATTER" AND THX.) NOMINATIONS OPEN FOR THE MONTH UPLIFTED BY culture	<b>2</b> PROMOTE CINCO DE MAYO - 5/1 to 5/5 stop hunger SERVATHON 4/1 to 5/31	<b>3</b> TEACHER'S DAY •	<b>4</b> STAR WARS DAY •	<b>5</b> CINCO DE MAYO • TODAY IS CINCO DE MAYO UPLIFTED BY culture	<b>6</b>	<b>7</b>
<b>8</b> MOTHER'S DAY • SERVATHON - 4/1 to 5/31	<b>9</b>	<b>10</b> NATIONAL SHRIMP DAY ★	<b>11</b> NATIONAL "EAT WHAT YOU WANT" DAY ★ BE ON THE LOOKOUT FOR YOUR CUSTOMER EXPERIENCE CALL INVITE FACILITIES MANAGEMENT WORLD FACILITIES MANAGEMENT DAY	<b>12</b>	<b>13</b>	<b>14</b> Better Tomorrow 2025 World Fair Trade Day
<b>15</b> SERVATHON - 4/1 to 5/31 "EXPERIENCES MATTER" AND THX.) WINNER ANNOUNCED	<b>16</b>	<b>17</b> NATIONAL INTERN CALL 5:00 pm Eastern, 2:00 pm Pacific	<b>18</b>	<b>19</b>	<b>20</b> Better Tomorrow 2025 Bike To Work Day	<b>21</b>
<b>22</b> SERVATHON - 4/1 to 5/31	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b> NATIONAL HAMBURGER DAY ★
<b>29</b> Better Tomorrow 2025 Learn About Composting Day SERVATHON - 4/1 to 5/31	<b>30</b> MEMORIAL DAY •	<b>31</b> stop hunger SERVATHON ends today CUSTOMER EXPERIENCE TODAY IS THE LAST CHANCE TO RECOGNIZE AND NOMINATE YOUR TEAM MEMBERS FOR THE "EXPERIENCES MATTER" CUSTOMER EXPERIENCE NATIONAL AWARD.				

**REFERENCE KEY:**

HOLIDAYS & CELEBRATIONS	CORE PROMOTIONS	BETTER TOMORROW 2025
STOP HUNGER	VOLUNTARY MEAL PLAN (VMP)	FM - FACILITIES MANAGEMENT
CUSTOMER EXPERIENCE / THX.)	NATIONAL FOOD DAYS	NATIONAL OBSERVANCES

**PROMOTE CATERING**

- Thank commencement clients for their business and rebook for next year.
- Annual strategic catering pricing review (for contracts with summer price increases).

FLAVOURS by sodexo

## Voluntary Meal Plan (VMP) Reminders

- Send "thank you" cards to meal plan holders and encourage early meal plan sign up for next fall.

## Meal Plan Match-ups

- Market Limitless to students with block plans so they have enough swipes to get them through the semester, and encourage commuters to visit dining to fuel up with Limitless passes.

## Additional Programs Spotlight

Run the award-winning **snackTIME** promotion in conjunction with your **Cinco De Mayo** celebrations (Give ME Heat) or **National Hamburger Day** (Stack It To ME).

**SNACKTIME**

# MONTHLY WRAP-UP

### IN MAY...

I was most proud of \_\_\_\_\_

I feel we could have \_\_\_\_\_

## LOOKING AHEAD

### NEXT MONTH...

I've set an intention to \_\_\_\_\_

I'm looking forward to \_\_\_\_\_

### ADDITIONAL NOTES

# JUNE

## WHAT'S HAPPENING THIS MONTH?

### JUNE 2022

S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Our **“Experiences Matter”** and **THX:)** winners will be announced on the 15th. Remember to keep the momentum and excitement going for our teams who work hard to make every day a better day.



# 2022

### Voluntary Meal Plan (VMP) Goals

My goals are:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Additional Growth Opportunities

Three ways we can grow revenue this month:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Social Media & Website Notes

See something inspiring on social media or the web that you want to try this month? Write it here:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## PLAN AHEAD

What's happening in the next few months?

### JULY



#### NATIONAL FOOD DAYS

Celebrate some beloved foods during your summer events, like **National Mac & Cheese Day**, **National Hot Dog Day**, **Ice Cream Day**, **National Avocado Day** and more.

Don't forget to PLAN AHEAD for what's coming up next month.

JULY 2022

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## SUNDAY

### PROMOTE CATERING

- Finalize fall sports suites and clubs menus and host suiteholder promotional event.
- Communicate price changes to client (for contracts with summer price increases).
- Catering vehicle and cart maintenance.

FLAVOURS  
by sodexo

## MONDAY

## TUESDAY

NATIONAL FRESH FRUIT & VEGETABLES MONTH ★

FACILITIES MANAGEMENT  
NATIONAL SAFETY MONTH

## WEDNESDAY

1 WORLD MILK DAY ★

"EXPERIENCES MATTER" AND THX:) NOMINATIONS OPEN FOR THE MONTH

## THURSDAY

## FRIDAY

## SATURDAY

4 NATIONAL CHEESE DAY ★

5 Better Tomorrow 2025 World Environment Day

6

7

8 Better Tomorrow 2025 World Oceans Day

BE ON THE LOOKOUT FOR YOUR CUSTOMER EXPERIENCE CALL INVITE

9

10

11

12

13

CUPCAKE LOVER'S DAY ★

14

15

"EXPERIENCES MATTER" AND THX:) WINNER ANNOUNCED

16

17

18

19

FATHER'S DAY ●

20

21

22

23

24

25

26

27

28

29

30

### REFERENCE KEY:

HOLIDAYS & CELEBRATIONS	CORE PROMOTIONS	BETTER TOMORROW 2025
STOP HUNGER	VOLUNTARY MEAL PLAN (VMP)	FM - FACILITIES MANAGEMENT
CUSTOMER EXPERIENCE / THX:)	NATIONAL FOOD DAYS ★	NATIONAL OBSERVANCES ●

## Voluntary Meal Plan (VMP) Reminders

- Sell meal plans at orientation expos and presentations.
- Ensure dining website is updated with correct summer and fall meal plans.
- Prepare virtual tour and print materials to sell meal plans at orientation and live sessions.

Encourage students at orientation to download the **BiteU** app – the app they'll use everyday when back on campus.



# MONTHLY WRAP-UP

## IN JUNE...

I was most proud of \_\_\_\_\_

I feel we could have \_\_\_\_\_

## LOOKING AHEAD

### NEXT MONTH...

I've set an intention to \_\_\_\_\_

I'm looking forward to \_\_\_\_\_

### ADDITIONAL NOTES

# JULY

## WHAT'S HAPPENING THIS MONTH?

JULY 2022

S	M	T	W	T	F	S
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

# 2022

Engage with students as much as possible this month. Mail them VMP information, and send emails after visits reminding them of what to look forward to in the fall.



### Voluntary Meal Plan (VMP) Goals

My goals are:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Additional Growth Opportunities

Three ways we can grow revenue this month:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Social Media & Website Notes

See something inspiring on social media or the web that you want to try this month? Write it here:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## AUGUST

## PLAN AHEAD

What's happening in the next few months?



We'll start another great year! Remember: The best is yet to come.



Don't forget to PLAN AHEAD for what's coming up next month.



**AUGUST 2022**

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY**

**PROMOTE CATERING**

- Connect with client hosts of fall Traditions events.
- Connect with alumni departments of fall opposing teams for potential catering opportunities.
- Host catering client expectations meetings to review successes and opportunities.

**FLAVOURS**  
by sodexo

<b>3</b>	<b>4</b> <i>INDEPENDENCE DAY •</i>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b> <i>BE ON THE LOOKOUT FOR YOUR CUSTOMER EXPERIENCE CALL INVITE</i>	<b>14</b> <i>NATIONAL MAC &amp; CHEESE DAY ★</i>	<b>15</b>	<b>16</b>
<b>17</b> <i>NATIONAL ICE CREAM DAY ★</i>	<b>18</b>	<b>19</b>	<b>20</b> <i>NATIONAL HOT DOG DAY ★</i>	<b>21</b>	<b>22</b>	<b>23</b>
<b>24</b> <i>PARENT'S DAY •</i>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b> <i>NATIONAL CHICKEN WING DAY ★</i>	<b>30</b>
<b>31</b> <i>NATIONAL AVOCADO DAY ★</i>						

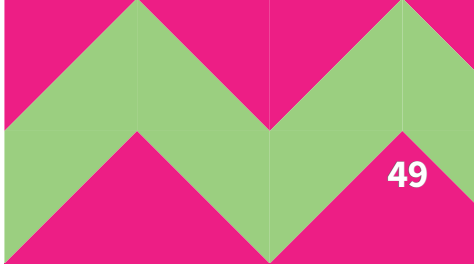
**"EXPERIENCES MATTER" AND THX() NOMINATIONS OPEN FOR THE MONTH**

## Voluntary Meal Plan (VMP) Reminders

- Utilize the "Feed Your Summer" collateral to promote summer meal plans to those still on campus (don't forget construction crews).

**REFERENCE KEY:**

<b>HOLIDAYS &amp; CELEBRATIONS</b>	<b>CORE PROMOTIONS</b>	<b>BETTER TOMORROW 2025</b>
<b>STOP HUNGER</b>	<b>VOLUNTARY MEAL PLAN (VMP)</b>	<b>FM - FACILITIES MANAGEMENT</b>
<b>CUSTOMER EXPERIENCE / THX()</b>	<b>NATIONAL FOOD DAYS ★</b>	<b>NATIONAL OBSERVANCES •</b>



# MONTHLY WRAP-UP

## IN JULY...

It was most proud of \_\_\_\_\_

I feel we could have \_\_\_\_\_

## LOOKING AHEAD

### NEXT YEAR...

I've set an intention to \_\_\_\_\_

I'm looking forward to \_\_\_\_\_

### ADDITIONAL NOTES

Lined area for additional notes.

