



2018 NACAS SOUTH ANNUAL CONFERENCE

AGENDA

Saturday, April 21, 2018

9:30 AM - 12:00 PM	<p>The Citadel Experience</p> <p>Join us for a tour of the Citadel and learn about leadership in your organization at one of the nation's most famous military institutions for higher learning. This event is free with conference registration, however a separate registration is required for this event and space is limited. Lunch will be provided. ***This event is currently full, and the wait list is closed. Final notification of participation will be issued at the beginning of March.***</p>	 
5:00 PM - 7:00 PM	<p>Welcome to Charleston Party</p> <p>Join us at the Charleston Marriott for a welcome reception to kick off our conference!</p>	

Sunday, April 22, 2018

12:00 PM - 1:00 PM	<p>Birds of a Feather</p> <p>For the fourth year in a row, the annual Birds of a Feather session is back and better than ever! Come and get to know your fellow conference peers by participating in this interactive, fun, introductory event that will allow you to get the most out of your NACAS South conference. BOF has a new look and feel, promising to keep you entertained and engaged for the entire session. Start NACAS South the right way and come join us!</p>
1:15 PM - 2:00 PM	<p>NACAS Town Hall</p> <p>Join NACAS CEO Kelsey Harmon Finn as she presents the state of the association.</p>
2:00 PM - 2:50 PM	<p>Concurrent Session A1</p> <p>Emergency Preparedness & Disaster Recovery at the U! It's a Team Effort</p> <p>The key to preparation in the case of a storm or any other any other adverse or severe weather event is advance planning. At the University of Miami, continuity planning helps us prepare to continue or rapidly resume operations when faced with an adverse event, or disaster. The Business Services team works in advance to coordinate business and contractual relationships that will ultimately be called to the test should a major emergency or natural disaster be imminent. This session will cover the contributions of Business Services to the emergency planning process, campus support and recovery efforts.</p>
2:00 PM - 2:50 PM	<p>Concurrent Session A2</p> <p>Strengthening Fall Move-In through Campus Collaborations</p> <p>"Fall Move-In" at the University of Kentucky involves hundreds of volunteers from numerous departments who join together to help the students move in to the residence halls. You'll learn how UK Auxiliary Services has developed Fall Move-In into "the #1 PR event on campus" by collaborating with various departments and business partners such as Campus Housing, Transportation Services, Campus Police, Physical Plant, Dining Services, Residence Life and others. You will gain an overview of the details and basic principles involved and learn how to build campus collaboration while strengthening the Move-In process at your institution.</p>
2:00 PM - 2:50 PM	<p>Concurrent Session A3</p> <p>Collaborating Across Campus to Achieve Unforgettable Results: UAB Business and Auxiliary Services and the Return of UAB Football</p> <p>The UAB Blazers Division 1 football program was shut down in 2014, only to be reinstated six months later – for nearly three years UAB students, alumni, staff and fans waited eagerly for the first game in 2017. UAB Business and Auxiliary Services (UABBAS) set out to make the Return of UAB Football even more special by producing the night before the first game, the largest concert event UAB has ever held. Learn how UABBAS collaborated with university leadership, city/county officials, athletics, development, public relations, alumni, student affairs and concert promoters to bring Sam Hunt to Birmingham for a very special concert that drew 25,000 fans and gained UAB national exposure including ESPN College GameDay.</p>
3:00 PM - 4:00 PM	<p>Concurrent Session B1</p>

Implementing On-Demand Transportation

When your campus community does not have the big names in on-demand transportation, what do you do? You provide your own of course! Georgia College's Parking and Transportation Services department pushed the limits of traditional university operated transportation to deliver an innovative solution for a fare-based, on-demand rideshare program. We will explore the knowledge we have gained during our first six months of operation as a university operated on-demand rideshare program. We will expound upon our implementation process, marketing strategy, employee training program, operational policies, internal performance metrics, and the challenges experienced along the way.

3:00 PM - 4:00 PM

Concurrent Session B2**When We Enhance Our Services, We Enhance the Student Experience**

Within Auxiliary Services, our primary goal is to contribute to the educational mission of the University by offering quality food, products, and services to enhance the university experience for students, faculty, staff and campus visitors. In this session, we will explore how frequent input, evaluation and feedback are key to the continual growth and improvement of campus services specifically as it relates to the student experience. Hear tips on how to use the results of student surveys, focus groups, assessment and strategic planning to introduce new products and services that will enhance the student experience.

3:00 PM - 4:00 PM

Concurrent Session B3**Amplify the Transformation of Campus Retail**

4:15 PM - 5:15 PM

Concurrent Session C1**A case study on making change through collaboration between business services, student affairs and facilities**

Bethune-Cookman University's business services, student affairs and facilities management teams were looking to enhance their on-campus offerings for their students, faculty and staff. They found an opportunity in the campus' outdated mail center. By utilizing this already existing space, they found that they could not only improve on-campus mail services but they could create entirely new services in an on-campus print shop and outbound shipping center.

In this session, Bethune-Cookman will discuss how by incorporating the university's business services, student affairs and facilities management vision, they were able to enhance their students' experience, increase the efficiency of their mail and package delivery and increase service offerings.

4:15 PM - 5:15 PM

Concurrent Session C2**Dashboarding Success**

As auxiliary entities, we have long seen the value of connecting our success to the goals of the University. The current climate and budgetary constrictions makes this connection more vital than ever. With the national conversation on student success and a focus on metrics as they relate to accountability, it is critical that our operations find methods that allow us to present information simply and effectively. This program will present one such model of student success dashboards that are used to judge the effectiveness of auxiliary operations and will present opportunities for participants to share other examples as well as discuss how this tool can be used on other campuses.

4:15 PM - 5:15 PM

Concurrent Session C3**The Power of Presentation - Take Your Skills to the Next Level**

Whether you are a new professional or a seasoned director, we all must give presentations. Take your presentation skills to the next level with this session. You will learn key tips to prepare, tricks to execute with grace, and tactics to handle on-the-spot presentations with style. This highly interactive session will give you the confidence you need to present like a pro!

6:30 PM - 10:00 PM

Opening Event

Join us on the water at the Citadel's Beach Club for a memorable opening event, including a taste of Charleston cuisine, music, beach games, and more!

Monday, April 23, 2018

8:30 AM - 9:30 AM

Business Partner Recognition Breakfast

Join us for our annual Business Partner Recognition breakfast, where we will celebrate our business partners and the relationships they have with our colleges and universities. This is a plated meal, so please be sure to arrive 10 - 15 minutes early to ensure you have a seat.

9:45 AM - 1:30 PM	<p>Business Partner Showcase</p> <p>Our annual exhibit hall will showcase exciting products, services, and innovations that our business partners can bring to our campuses. Lunch will be served in the exhibit hall from 11:30am - 1pm.</p>
1:30 PM - 2:30 PM	<p>Concurrent Session D1</p> <p>Optimize Retail Dining for ROI, Student Engagement, Recruitment and Latest Trend</p> <p>This presentation will reveal trends in on-campus retail dining and best practices in structuring a portfolio of retail outlets on your campus, whether dining services are contract-operated, self-operated or hybrid. You will see proprietary data from an annual survey of over 1,500 retail concepts on the top 650 U.S. campuses by enrollment. Research will include unit counts for the brands and menu categories that are winning today; key differences across a variety of campus parameters; impacts to sense of place, student engagement and recruitment; and how the latest, hippest street side concepts are delivering on progressive student demands.</p>
1:30 PM - 2:30 PM	<p>Concurrent Session D2</p> <p>Communicating through Crisis: Lessons Learned from a Norovirus Outbreak</p> <p>"Be First. Be Right. Be Credible." - CDC. Communicating during an outbreak of illness on campus is complicated. You must communicate quickly, accurately, and be transparent in order to gain your campus community's trust. In this session, you will dive into an outbreak of unknown gastrointestinal illness at Georgia Tech that occurred in October 2017. Explore the tools used during the outbreak, lessons learned, and new protocols that have emerged since. As a former communication specialist contractor at CDC, Jess will also share her knowledge and experience to help you begin developing your own campus public health crisis plan.</p>
1:30 PM - 2:30 PM	<p>Concurrent Session D3</p> <p>Operation Move-In</p> <p>Collaboration is key to getting a large-scale campus move-in operation to work effectively and make a great first impression. Each year, Georgia Southern works closely with community partners and campus departments to ensure our move-in process provides students and parents with concise directions and ease of service. Volunteers from across the university pitch in to create a unified experience. Ryan and his team work directly with student media, athletics, marketing & communications, parking & transportation, city officials and county support staff. Their combined efforts offer a streamlined approach that incorporates exceeds the expectations of your typical move-in experience.</p>
2:45 PM - 4:15 PM	<p>Keynote Speaker: Mayor Joseph Patrick Riley, Jr.</p>

Tuesday, April 24, 2018

8:00 AM - 9:00 AM	<p>Breakfast</p>
9:00 AM - 10:15 AM	<p>Keynote Speaker: Dr. Sherene McHenry</p> <p>Even seasoned leaders are faced with difficult, distracted or disruptive individuals whose behaviors adversely affect performance. Don't let them upset the applecart for your whole team. Rock star leaders respond strategically to halt destructive actions and encourage behaviors that lead to organizational success. Reduce frustrations and absenteeism as you hold individuals accountable, get slackers to pull their weight and protect your rock stars.</p> <p>You will learn to:</p> <ul style="list-style-type: none"> Recognize and most effectively lead The Five Types of Employees. Hold individuals accountable for tasks and results. Halt disruptive behaviors before they destroy morale. Protect high performers from burning out.
10:30 AM - 11:30 AM	<p>Concurrent Session E1</p> <p>Florida State University's Collaborative Response to Hurricane Irma</p> <p>Florida State University's Hurricane Irma Disaster Preparedness and Response initiative was truly an example of collaboration across university divisions for the health, safety, and well-being of students. When the university was informed that a hurricane was headed in the direct path of Tallahassee and Florida State University, the university administration and leadership did not hesitate. The university President, Vice President for Finance and Administration, Vice President for Student Affairs, and Chief of Policed sprang into action. Activating their teams, their resources, and their emergency management plans, they were able to solidify a blueprint that would ensure safety.</p>

10:30 AM - 11:30 AM

Concurrent Session E2**Building Concerted Human Resource Solutions**

Auxiliary Services at Georgia Southern University has centralized its human resources efforts into a joint personnel services department. Vickie Shaw speaks on the development of the department and how she was able to streamline interaction between the many Auxiliary Services departments and campus Human Resources. Vickie's team helps to create a culture of service within Auxiliary Services by offering unique opportunities where employees can improve their skills through professional development and attend training classes aimed at broadening awareness for workplace policies and best practices.

10:30 AM - 11:30 AM

Concurrent Session E3**Institutional Effectiveness: Build Bridges and Collaborate**

When you hear words like assessment, institutional effectiveness, strategic planning at your institution do you dread the assignment that might follow? In this session, the Citadel and the College of Charleston will share their experiences and processes on how to conduct assessment in practical manageable ways. This session will be valuable for roles that have assessment and/or strategic planning responsibilities.

11:30 AM - 1:00 PM

Business Meeting Luncheon

Join President Sharon Boyd and the NACAS South Board for our annual NACAS South business meeting luncheon.

1:15 PM - 2:15 PM

Concurrent Session F1**Super Size Your Impact: Savvy Strategies For Broadening Your Bandwidth**

Leadership can be stressful. Success sits on your shoulders. You're expected to be all and know all. At the end of the day, the buck stops with you. Position yourself and those you lead to create, build and sustain momentum as you keep yourself energized and engaged, lead from a position of strength, and encourage your team to do the same. You will learn to:

- Stop Over-Functioning.
- Mitigate drainers, takers, players and gators.
- Recharge your batteries.
- Stay energized and at the top of your game.

1:15 PM - 2:15 PM

Concurrent Session F2**Embracing the Collaborative Spirit at UGA**

This session will focus on how UGA Transportation and Parking Services is working collaboratively with various departments on campus to create a much better and safer experience for our Customers, both external and internal. It will focus on how the department worked with Athletics, UGAPD, Student Affairs and others to gain approval on being able to charge for parking for Football and the phased approach being started with the 2018 season.

Another portion of the presentation will be on how UGA Transportation and Parking along with Auxiliary Services has taken the lead on getting valuable safety information to the Campus for Bike/Pedestrian Safety. This has involved working with UGAPD, Student Affairs, Student Government and others.

1:15 PM - 2:15 PM

Concurrent Session F3**This Brand is Your Brand: How to Strengthen Recruitment & Retention through Branding & Partnerships**

Through years of collaboration with campus departments, The WKU Store has learned how to work with the university and for the university in growing the brand of WKU for recruitment and retention. From the Office of Admissions to the Office of the Registrar to the Alumni Association, The WKU Store is honored to play a part in recruiting freshman, graduating seniors and connecting alumni. It is not just through dynamic branding that The WKU Store touches the working parts of the campus, but also the community as a whole. Finding effective new partnerships and growing existing ones requires constant creativity. Here are a couple examples of how our partnerships and branding initiatives have bettered the university experience for the campus and community:

Involving ourselves heavily in the freshman orientations on campus and at traveling recruitment events (promoting our services such as textbook and appliance reservations & deliveries, distributing coupons and promo SWAG, providing enter to win opportunities, etc.)

Creating a secondary unofficial mascot for the campus and community—the white squirrel has become one of our bestselling clothing and general merchandise items and has spread tremendously throughout the entire city.

Establishing partnerships with the following: Campus Wellness, Aramark/Dining, Athletics, Alumni, Office of Sustainability, Housing & Residents Life, Office of the President, Marketing, IT, Campus Floral Shop, Public Relations, Special Events, College Herald (Newspaper), Parking/Transportation, Post Office/Vending and all the department heads and their administrative assistants.

2:30 PM - 3:30 PM	<p>Concurrent Session G1</p> <p>Ethical Behavior: More Than 50 Shades of Grey</p> <p>What Would You Do? Navigating some ethical issues can be black and white, but grey zones can get tricky. Join us for a "what would you do?" conversation about everyday situations that leave room for ethical interpretation.</p>
2:30 PM - 3:30 PM	<p>Concurrent Session G2</p> <p>Hawk Wheels Bike Share Program at UNC Wilmington with Gotcha Bike</p> <p>The Hawk Wheels Bike Share Program, with Gotcha Bike, greatly enhanced both the Parking and Transportation operation and the student experience at UNC Wilmington. In this session you will learn how Bike Share can contribute to a more balanced Parking and Transportation operation, learn about the different types of Bike Share options and why UNCW chose the Gotcha Bike Program. We'll also review UNCW's immensely successful Hawk Wheels Bike Share program, from branding, marketing materials, the program launch, student use, operation procedures, bike share plans, maintenance and much more! Representatives from Gotcha Bike will also expand on their service offerings and how you can bring Bike Share to your campus. We'll finish the presentation by discussing the future of Bike Share, with potential partnership and funding opportunities.</p>
2:30 PM - 3:30 PM	<p>Concurrent Session G3</p> <p>Information Sharing, Benchmarking and Collaboration to Help Each Other and Help Ourselves</p> <p>The Auxiliary departments from the institutions in the State University System of Florida meet twice a year as the Inter-Institutional Committee of Auxiliary Services Administrators (ICASA). Annually, the group compiles the Institutional Research document, which contains a snapshot view of each institution's Auxiliary services and their performance. Michael Smith will discuss the types of benchmark information that is collected, and how information exchange among peers is critical to establishing performance goals and objectives. Steven Peacock, will discuss the collection of auxiliary performance information, and how to find common denominators for comparing and reporting on auxiliary programs at institutions of varying sizes.</p>
3:45 PM - 4:45 PM	<p>Concurrent Session H1</p> <p>Getting Back to our Roots: The Story of Auburn Foods</p> <p>The creation of our campus brand, Auburn Foods. How Auburn went about creating the partnerships, collaborated with students/faculty to create real world learning experiences and what our outcomes have been.</p>
3:45 PM - 4:45 PM	<p>Concurrent Session H2</p> <p>License Plate Recognition (LPR) technology and how we moved into a virtual parking permit system</p> <p>Mobile License Plate Recognition (LPR) technology and how Georgia Southern University moved into a virtual parking permit system. An initial investment of \$220,000 and had a ROI in less than 8 months. Students love not having stickers on their cars.</p>
3:45 PM - 4:45 PM	<p>Concurrent Session H3</p> <p>Affordability and the Changing Views of Auxiliary Services</p> <p>California is considering a change in legislation to make campus housing more affordable. The Textbook Affordability Conference is looking at inclusive access programs, open stacks and OER as a way to reduce cost. Meal plan costs and food insecurity continues to be a concern on most campuses. Construction and renovation costs have exceeded inflation in most parts of the country. This program will explore the cost of college, while Universities continue to add pressure for increased revenue through Auxiliary Services. Participants will engage in a round table discussion to include creative practices that may achieve both.</p>
6:30 PM - 10:00 PM	<p>Closing Event at the South Carolina Aquarium</p> <p>Join us at the South Carolina Aquarium for a private event featuring sea life, breathtaking views, and fun.</p>

Wednesday, April 25, 2018

8:00 AM - 9:00 AM	<p>Past President's Breakfast Panel</p> <p>Join us for breakfast as we feature several NACAS South Past Presidents in an interactive panel discussion that will share their experiences and lessons learned with NACAS South and how it has helped them personally, in their their careers, and the benefits membership brought to their institutions.</p>
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9:00 AM - 10:30 AM

Closing General Session: The art, process and delivery of a great presentation

Presenting your potential collaborations or ideas to stakeholders is often a necessary part of the job. Join Virginia Commonwealth University's Stephen Barr and Jay Phinizy as they share an engaging and interactive closing general session "The art, process and delivery of a great presentation," so that you can return to your campus or company prepared to showcase your potential projects in the best way possible.