



Creative Campus Collaborations: Combining Resources = Better Programs = Bigger Impact!

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The University of Rochester's Student Activities Office and Dining Services came together in New Orleans to present their model of community building programs. At the heart of their creative campus collaborations is the belief that working together toward common goals results in bigger, better, innovative programs. This unique programming partnership between Campus Life and Program Management and Auxiliary Services resulted in a series of monthly breakfast, lunch, and happy hour events where food and fun is the focus.

These programs have positively impacted campus by increasing the sense of community on campus. They bring faculty, staff, and students together supporting informal conversations outside the classroom. In today's hectic, technology driven lifestyle, they help cultivate an appreciation for food and culture, encouraging people to sit and enjoy a meal.

The advantages to cooperation are a win/win: good food is offered at affordable prices, thereby enhancing the value of student meal plans; the overall visibility and image of Student Activities and Dining Services improves; traffic flow in our facilities increases.

There are several keys to success in both building and maintaining the relationships with potential partners:

- Be deliberate, honest, and frequent in communications regarding expectations, process, and responsibilities.
- Evaluate and assess programs regularly.
- Both parties must be flexible and willing to take creative risks.
- Have fun.