



THE SPARTAN
EXPERIENCE

EMBRACING A CULTURE OF SERVICE

Adam Lawver

Kevin Wyatt



• CLICK TO ENLARGE •

REFLECT & CONNECT

NAVIGATING LIFE AND WORK EFFECTIVELY IN CHALLENGING TIMES

Housekeeping

- ✓ Emergency Exits
- ✓ Restrooms
- ✓ Breaks
- ✓ Electronics
- ✓ Star Stickers – reward positive behaviors
- ✓ Participation – you’ll get more out of today
- ✓ PPT slides with workbook page # in bottom right
- ✓ Ah - Ha Page! pg34

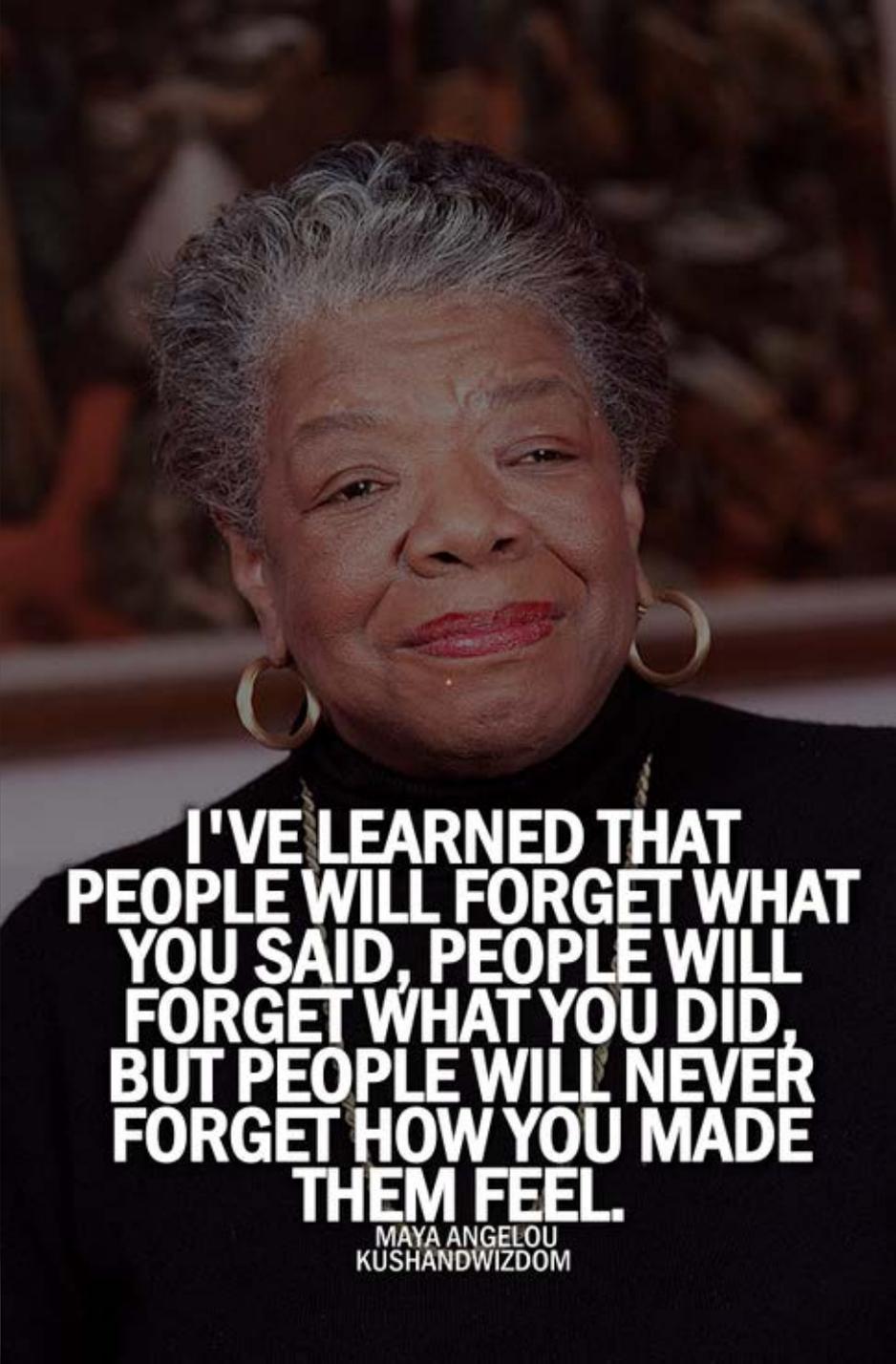


Meet and Greet

- Name
- Position
- Work location
- How many years working for MSU.
- One word to describe customer service



Why are we
here today?



**I'VE LEARNED THAT
PEOPLE WILL FORGET WHAT
YOU SAID, PEOPLE WILL
FORGET WHAT YOU DID,
BUT PEOPLE WILL NEVER
FORGET HOW YOU MADE
THEM FEEL.**

MAYA ANGELOU
KUSHANDWIZDOM

A BOLD NEW GOAL:

By 2020, MSU will be the national model of a high-performing public research university, providing high-impact, high-value results, experiences, and services in every area of our mission.

What is MSU's Mission Statement?

What is a land-grant university?

Thirty-ninth Congress of the United States of America



The Nation's Pioneer Land-Grant University

...public land to...
...teach State a quantity...
...under the census of eighteen...
...and sixty: Provided, That no mineral lands shall be selected or purchased...
...the provisions of this act...
...that the land after...
...after being surveyed... shall be appropriated to the several States in sections or subdivisions...
...of sections, not less than...
...State subject to sale at private sale of one dollar and twenty-five cents per acre...
...from the State of each State and the Secretary of the Interior is hereby directed to...
...of each of the States in which there is not the quantity of public lands only...
...to be sold at one dollar and twenty-five cents per acre to wit...
...of this act, land scrip to the... East Lansing, Michigan



What is this all about?

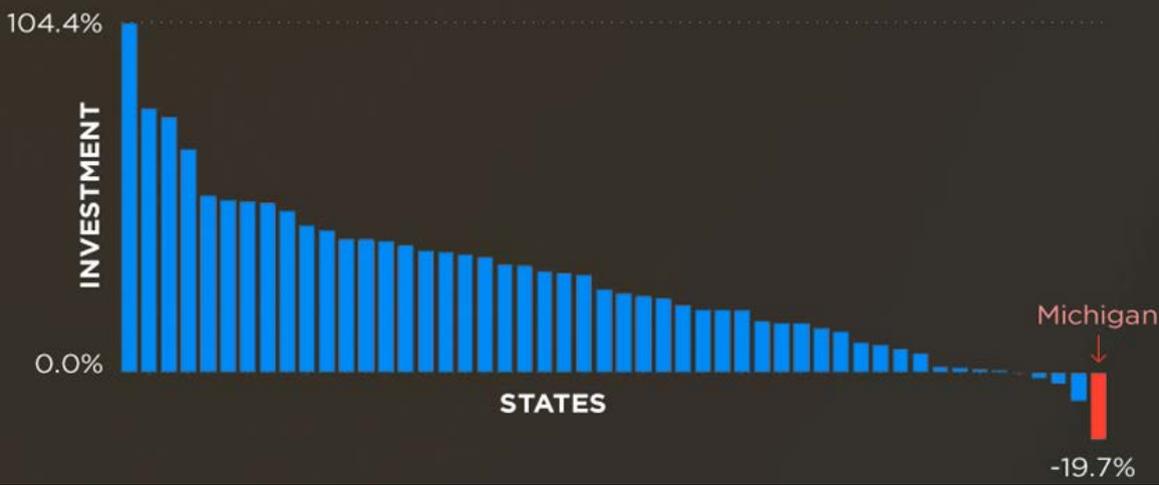
A BOLD NEW IMPERATIVE:

Advance Our Culture of High Performance

We are compelled to elevate the quality and effectiveness of every product, service, and process to realize our highest aspirations and the expectations of our partners. It is a call to action for all associated with Michigan State University.

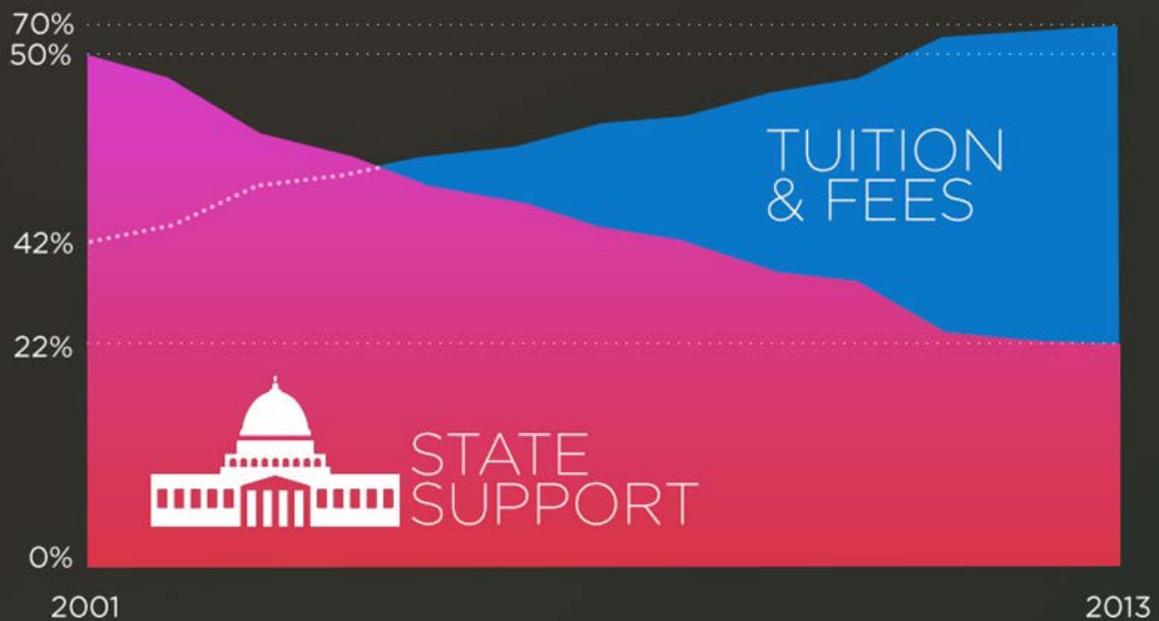
To achieve this requires from each of us **performance with purpose:**

MICHIGAN RANKS LAST IN THE NATION FOR INVESTMENT IN HIGHER EDUCATION



How can you HELP make MSU more affordable?

STUDENTS AND FAMILIES PAY MORE



Turn to Page 2



THE SPARTAN EXPERIENCE

EMBRACING A CULTURE OF SERVICE



MICHIGAN STATE
UNIVERSITY

> SPARTANS WILL.







FERRIS

MENU

Soup of the Day
1st *
extra crackers 15¢









COMPOST



Composting is the natural process of recycling organic matter into a nutrient-rich soil amendment. It involves the decomposition of plant and animal waste into a dark, crumbly material that can be used to improve soil structure and fertility. This process is essential for sustainable agriculture and reducing landfill waste.

\$1 SURPLUS STORE

Make your purchase here



WOMEN'S

2004 2005 2006 2007





115

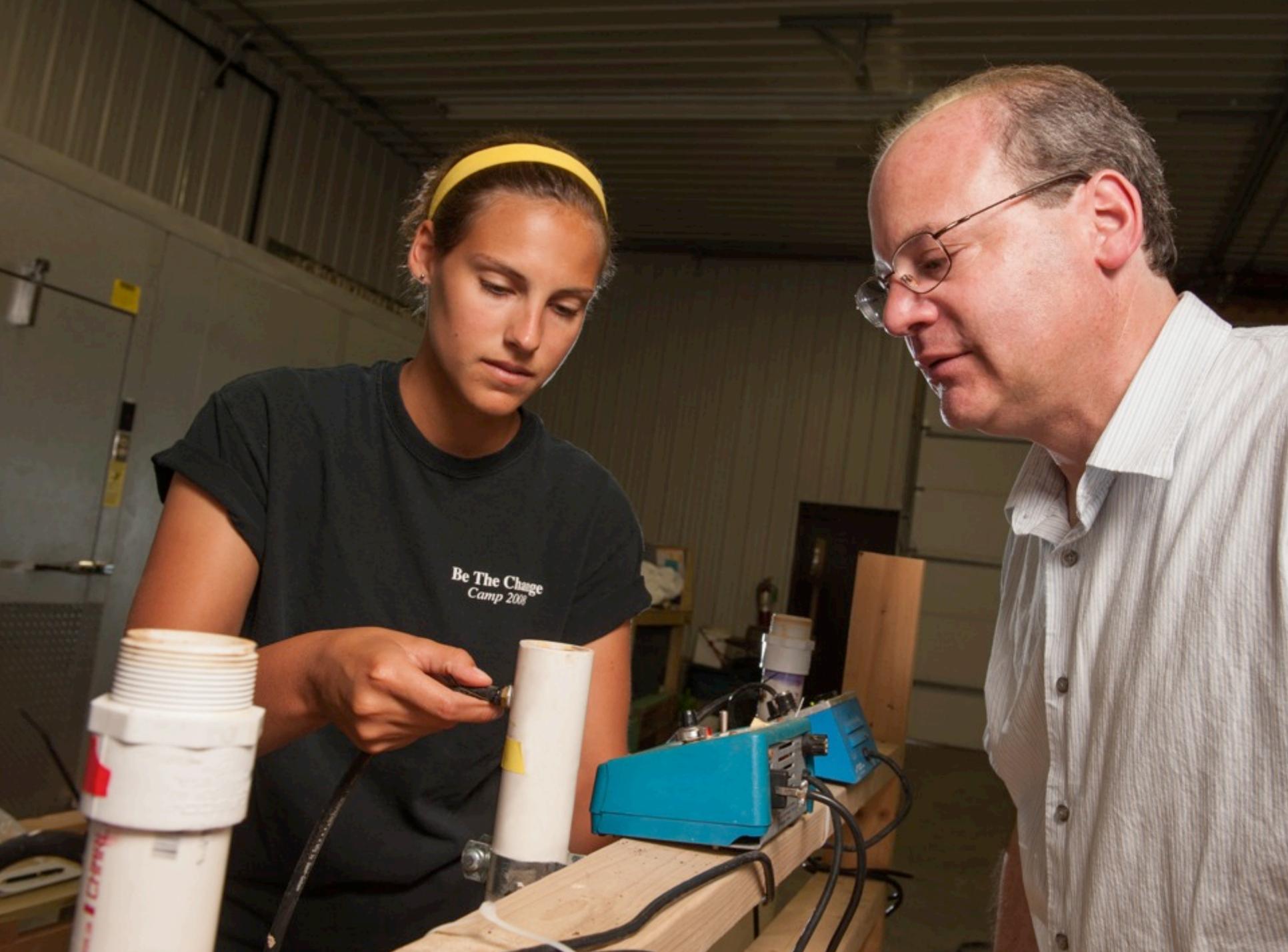
NAME TAG
115 L
Department of Business Administration

115



David Brown

S Culinary Services



Be The Change
Camp 2008









Cable Prices
USB
Ethernet
14' Ethernet
20' Ethernet
Coupler



INSPIRE
Spartan
Ethernet







ENTREES		MEDIUM / LARGE	
BRATWURST	5.00	3.50	4.00
SPARTANVILLE BRAT	5.00	AQUAFINA BOTTLED WATER	3.50
CHEDDAR BBQ BRAT	5.00	SOUVENIR MUGS	6.50
ITALIAN SAUSAGE	5.00		
<small>ROASTED PEPPERS AND ONIONS AVAILABLE UPON REQUEST SAURKRAUT AVAILABLE UPON REQUEST</small>		NO REFILLS	
COMBOS		SNACKS	
BRATWURST COMBO	11.50	POPCORN BOX	3.50
<small>COMBO INCLUDES BRAT, POPCORN BOX AND 32 OZ BE DRINK</small>		NACHOS	3.50
		CARAMEL CORN	3.00
		CANDY	2.50
		PEANUTS	2.00
		EXTRA CHEESE	1.00

Welcome to Spartan Stadium
 The Home of the Spartans
 WELCOME
 TO
 SPARTAN STADIUM







INFRASTRUCTURE PLANNING
AND FACILITIES

We keep
MSU running
24/7/365

 **msu bakers**
made fresh daily
FARM STAND

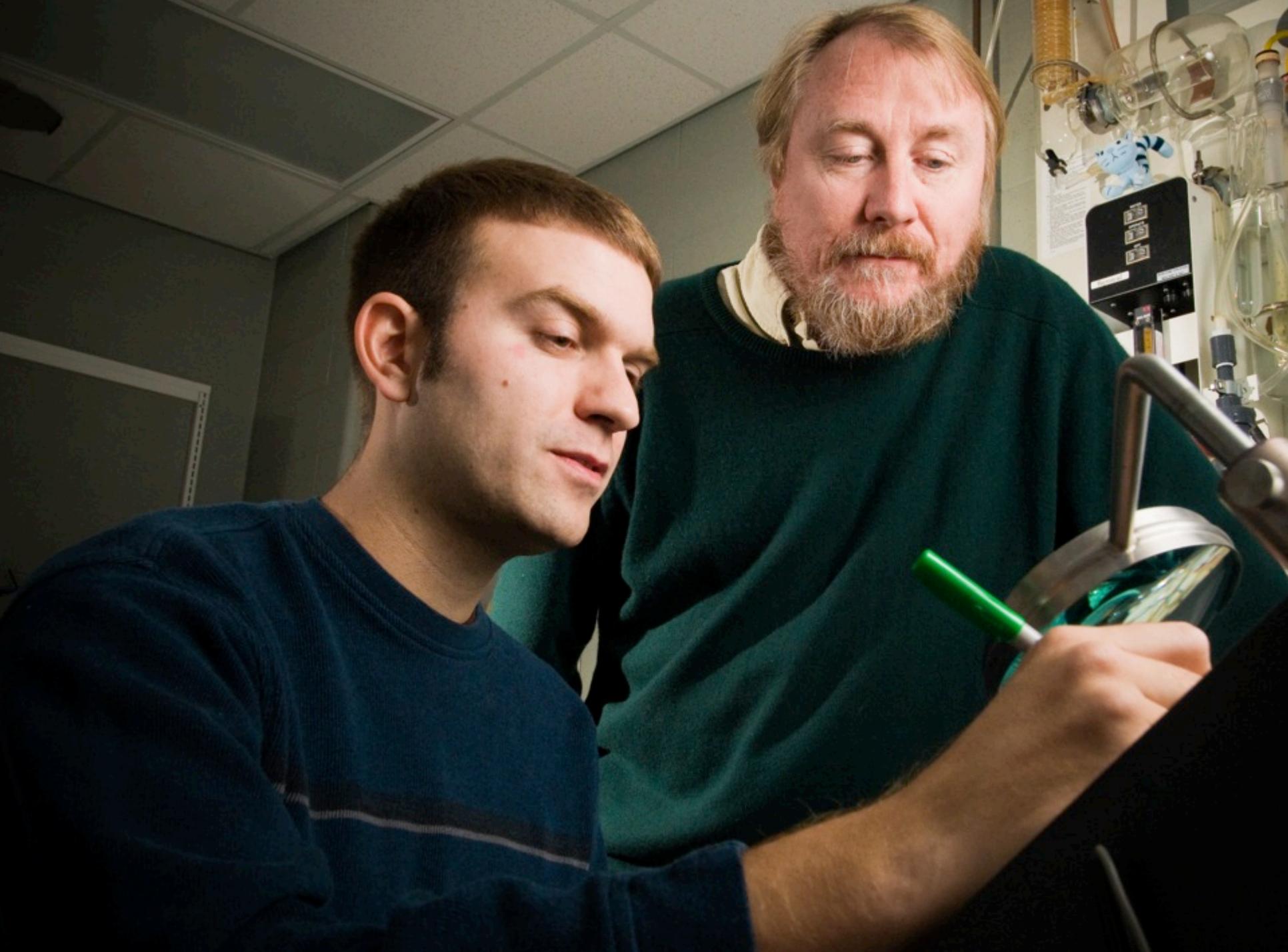
517-353-9310
www.msubakers.com



 **msu bakers**
made fresh daily

www.msubakers.com
517-353-9310







East Lobby







MARGE







JODY WHITE











Shake + Malt
choose any flavor to
blend with white
or chocolate milk
\$3.95
vanilla: \$3.95
chocolate: \$3.95
hand-picked quart
half gallon \$6.95
3 unit tub: \$2.95



Specialty Drinks
FLOAT: \$3.00
COFFEE: \$3.95
TEA: \$3.95
Milk Dairy Store
Ice Cream
\$2.00
\$3.50
Hot Drinks
coffee: \$3.00
tea: \$3.00
chai tea: \$3.00
hot chocolate: \$3.00
Cold Drinks
water: \$1.50
iced tea: \$1.50
For Lunch
grilled cheese: \$3.50
soup of the day: \$2.95



UNITED STATES
POSTAL SERVICE









MSU RECYCLING
SURPLUS STORE & RECYCLING CENTER
recycle.msu.edu - 517.355.1723



recycle.msu.edu
517.355.1723



Promoting reuse & waste reduction





PHYSICAL PLANT DIVISION
TELECOMMUNICATIONS

ALBERTA



THE SAFETY ZONE
4 2

THE SAFETY ZONE
MEDIUM
12 6

2 1

2 1

12 6

2 1

Kimberly-Clark
Purple Nitrile
Powder-Free Exam Gloves
M KC598
Kimberly-Clark
PURPLE NITRILE Powder-Free Exam Gloves

Purdue
Germicidal Detergent
201A

Purdue
Germicidal Detergent
7

We keep
MSU running
24/7/365





sparty
DINING
ON

BAKED ON AROMATIC FLAVORFUL
veggie
TEMPTING FOOD
ENJOY

MSU
BAKERS
The Gallery



LIVE ON
WWW.LIVEON.MSU.EDU





CK

GRILL

ENTREES

- Spicy Chicken
- Spicy Beef
- Spicy Pork
- Spicy Turkey
- Spicy Chicken
- Spicy Beef
- Spicy Pork
- Spicy Turkey

SIDE

- French Fries
- Onion Rings
- Spicy Fries
- Spicy Onion Rings

SOUPS

- Hot
- Cold

BEVERAGES

- Hot
- Cold

GRILL

BREAKFAST

- Spicy Breakfast Sandwich
- Spicy Breakfast Burrito
- Spicy Breakfast Bowl

COMBO

- Spicy Chicken
- Spicy Beef
- Spicy Pork
- Spicy Turkey

COFFEE

HOT

White	1.99	2.49	2.99
Decaf	1.99	2.49	2.99
Latte	2.49	2.99	3.49
Hot Chocolate	1.99	2.49	2.99
Spicy Coffee	1.99	2.49	2.99
Spicy Latte	2.49	2.99	3.49
Spicy Hot Chocolate	1.99	2.49	2.99
Spicy Mocha	2.49	2.99	3.49
Spicy Cappuccino	1.99	2.49	2.99
Spicy Frappuccino	2.49	2.99	3.49
Spicy Smoothie	1.99	2.49	2.99
Spicy Smoothie Latte	2.49	2.99	3.49
Spicy Smoothie Frappuccino	2.49	2.99	3.49
Spicy Smoothie Mocha	2.49	2.99	3.49
Spicy Smoothie Cappuccino	1.99	2.49	2.99
Spicy Smoothie Frappuccino	2.49	2.99	3.49
Spicy Smoothie Mocha	2.49	2.99	3.49
Spicy Smoothie Cappuccino	1.99	2.49	2.99

ICED

Hot White Coffee	1.99	2.49	2.99
Hot Decaf	1.99	2.49	2.99
Hot Latte	2.49	2.99	3.49
Hot Hot Chocolate	1.99	2.49	2.99
Hot Spicy Coffee	1.99	2.49	2.99
Hot Spicy Latte	2.49	2.99	3.49
Hot Spicy Hot Chocolate	1.99	2.49	2.99
Hot Spicy Mocha	2.49	2.99	3.49
Hot Spicy Cappuccino	1.99	2.49	2.99
Hot Spicy Frappuccino	2.49	2.99	3.49
Hot Spicy Smoothie	1.99	2.49	2.99
Hot Spicy Smoothie Latte	2.49	2.99	3.49
Hot Spicy Smoothie Frappuccino	2.49	2.99	3.49
Hot Spicy Smoothie Mocha	2.49	2.99	3.49
Hot Spicy Smoothie Cappuccino	1.99	2.49	2.99
Hot Spicy Smoothie Frappuccino	2.49	2.99	3.49
Hot Spicy Smoothie Mocha	2.49	2.99	3.49
Hot Spicy Smoothie Cappuccino	1.99	2.49	2.99

COFFEE

SIGNATURE DRINKS

Short / 1.75 Tall / 2.75 Grande / 4.00

White Caramel Swirl
with delicious vanilla with a swirl of caramel

Caramel Mocha
richly flavored with delicious caramel

Peppermint Patty Mocha
richly flavored with a pinch of peppermint

Mocha Jolt
richly flavored with an extra espresso shot

Hot Caramel
richly flavored with creamy caramel

SMOOTHIES

Tall / 4.00 Grande / 5.49

Chia Spin Ice	Ultimate Strawberry
Mocha	Raspberry Fusion
Latte	Strawberry Banana
Chilled Latte	Raspberry Cheesecake Tiramisu
Hot Green Tea	Mango

Sparty's Cafe





salad + sushi





4X4

S
S

XBOX
4GB

LG
Life's Good
LCD TV / TV ACL



EXIT

GET
YOUR





Satish Udpa – Supervisor Video

Let's Take A Break...



THE SPARTAN
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EMBRACING A CULTURE OF SERVICE

What Are You PROUD of?



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Michigan State University Extension helps people improve their lives by bringing the vast knowledge resources of MSU directly to individuals, communities and businesses.

Andrea

Aguilar

Paola

Bacigalupo-Sanguesa

Leatta

Byrd

Karen

Carvell

Florencia

Colella

Janean

Danca

- https://urldefense.proofpoint.com/v2/url?u=https-3A_www.forbes.com_sites_michael_horn_2018_12_13_will-2Dhalf-2Dof-2Dall-2Dcolleges-2Dreally-2Dclose-2Din-2Dthe-2Dnext-2Ddecade_amp_&d=DwIGaQ&c=nE_WBdFE-shTxStwXtp0A&r=wJ8h9tBdqQdWLWoFo iKWlw&m=UKpYsb0Kfame7HSzzIuKImQG VdYqMzVnIPmryUPKwSc&s=8DnfA27SeR 5Moy1NUhy_cG6013pDIGR2RaDfxTjbiT H8c

Satish Udpa – All Employee Video

What is our goal?

To inspire a high-performance service mindset in all MSU team members to Deliver Outstanding Spartan Experiences with PRIDE in everything we do and to all we serve.

Mission = DOSE:

Delivering Outstanding Spartan Experiences

Elements of Success



Spartans Will.

Positive Customer Experiences

Think of a time when you received excellent customer service.

- What made it outstanding?
- How did it make you feel?

Who are your customers?

- Are customers limited to students or people who purchase goods from us?
- Could our own team members be customers?
- How do customers create results?

The Spartan Experience is not what
WE say it is;

It's what our customers BELIEVE it is.



CUSTOMER ACTIONS



MSU RESULTS

Let's Take A Break...



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Jake

DeDecker

Christi

Demitz

Zelda

Felix-Mottley

Melissa

Franklin

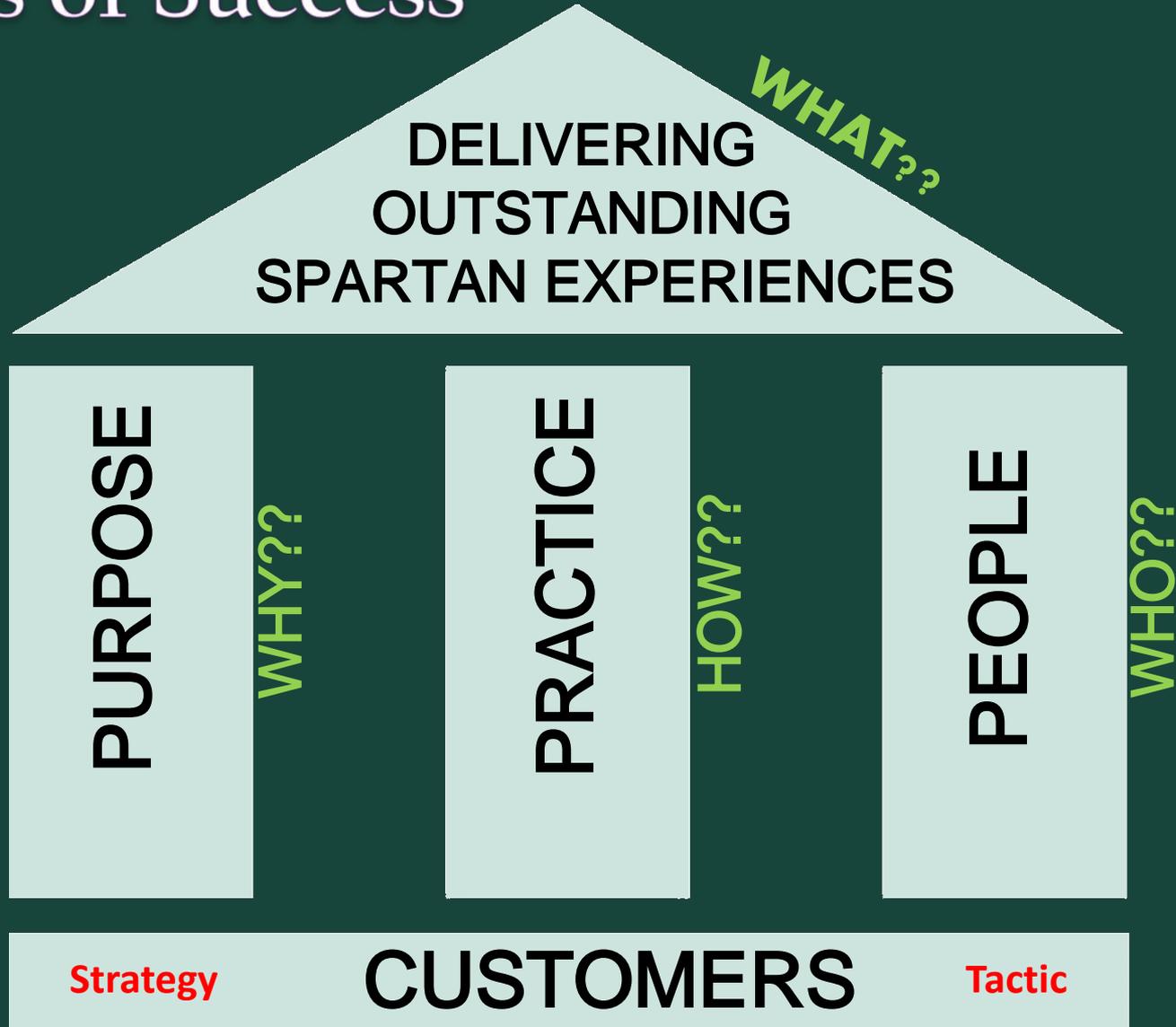
Ashley

Frye

Joshua

Gunn

Pillars of Success



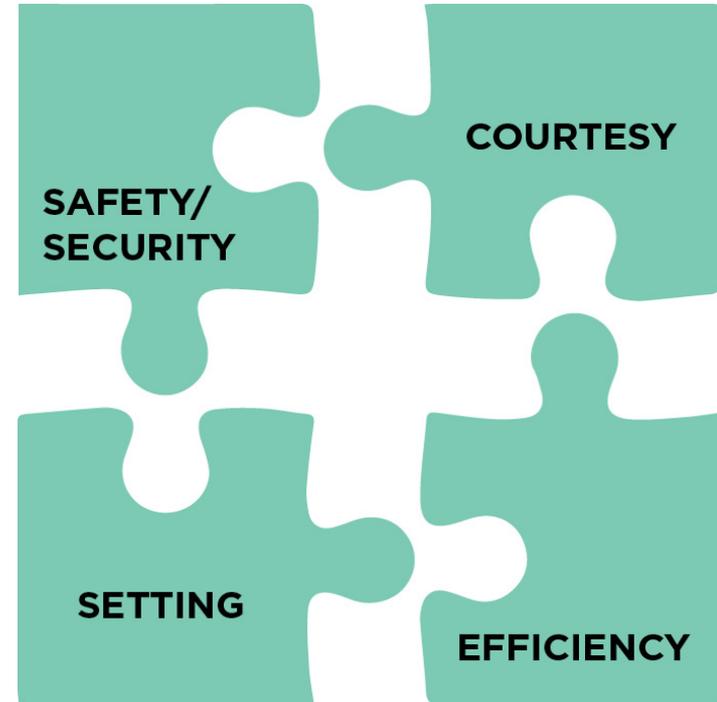
When “**D**elivering **O**utstanding
Spartan **E**xperiences,” there must
be a balance between each of the
pillars.

We become less effective without a
balanced approach.

I AM MSU

Quality Standards Serve Three Purposes:

- #1** Help set organizational and team member guidelines for decision making
- #2** Identify priorities related to service delivery
- #3** Allow consistent measurement of service delivery



Successful **S**partans **C**ontinually **S**upport **E**xcellence



THE SPARTAN EXPERIENCE

EMBRACING A CULTURE OF SERVICE

LUNCH

Start back

12:40pm

Do you have Spartan Spirit?



What Are You PROUD of?



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Hailey

Harman

Llyndon

kelley

Sean

Knurek

Ellen

Koehler

Betty Jo

Krosnicki

Sara

Lewis

Ok... now we can have fun!

- Top Manager can only talk to the Lead Worker.
- Lead Worker can only talk to the General Workers.
- General Workers are the only ones allowed to do the actual building.



Debrief

- What were the challenges experienced in this activity?
- How does this apply to work situations?
- How did your team get the job done?

Let's Take A Break...



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Sheri

Montoye

Mary

Morris-Donaldson

EvaRuth

Napier-Beeker

Kathleen

Noggle

Georgina

Perry

Julie

Pioch

Everyone is a Champion



The bottom line...



Employee beliefs have a direct impact on the results of

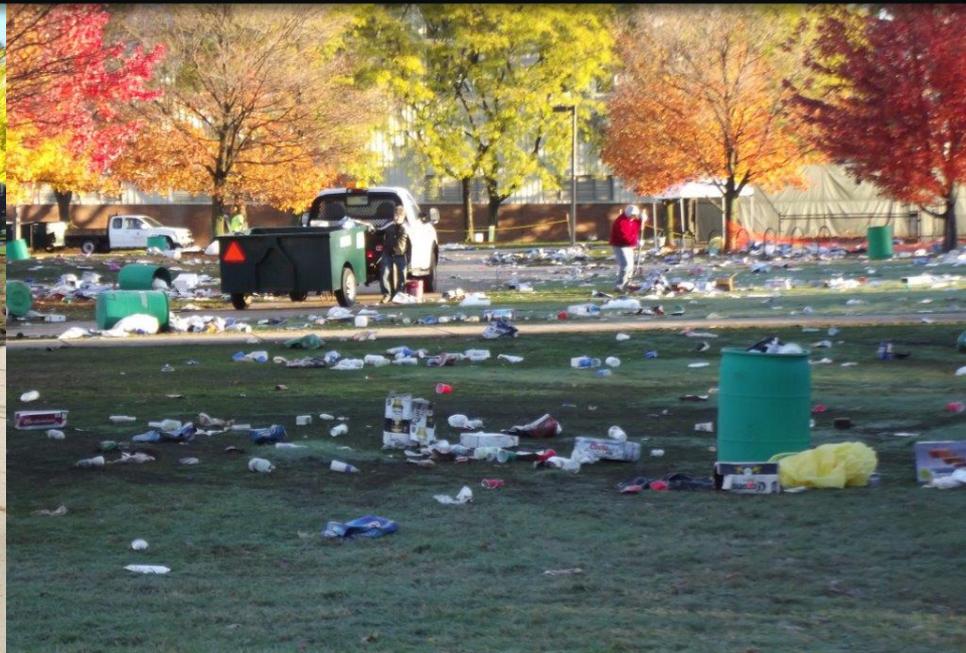
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MSU VS. UofM TAILGATE 2013



PERCEPTIONS

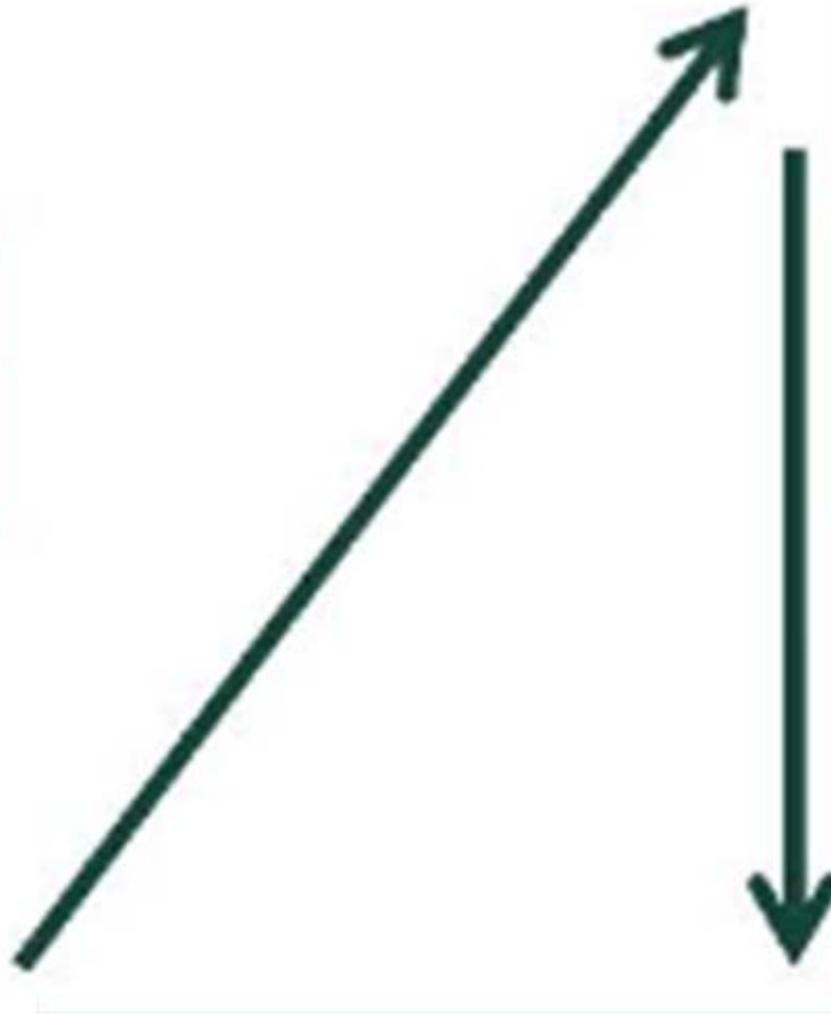


BEHAVIOR/ACTIONS
EMPLOYEE

PERCEPTIONS



BEHAVIOR/ACTIONS
CUSTOMER



Brainstorm

What are the top behaviors/actions you could demonstrate to enhance customer interactions?

SEE   **OWN**   **SOLVE**   **DOSE**

Let's Take A Break...



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Suzanne

Pish

Keri

Rowley

Matt

Shane

Yolanda

Thrash

Linda

Whitlock

Did we miss anyone?

Our Customer Touch Points

What is a Touch Point?

Any point of interaction
a customer has with

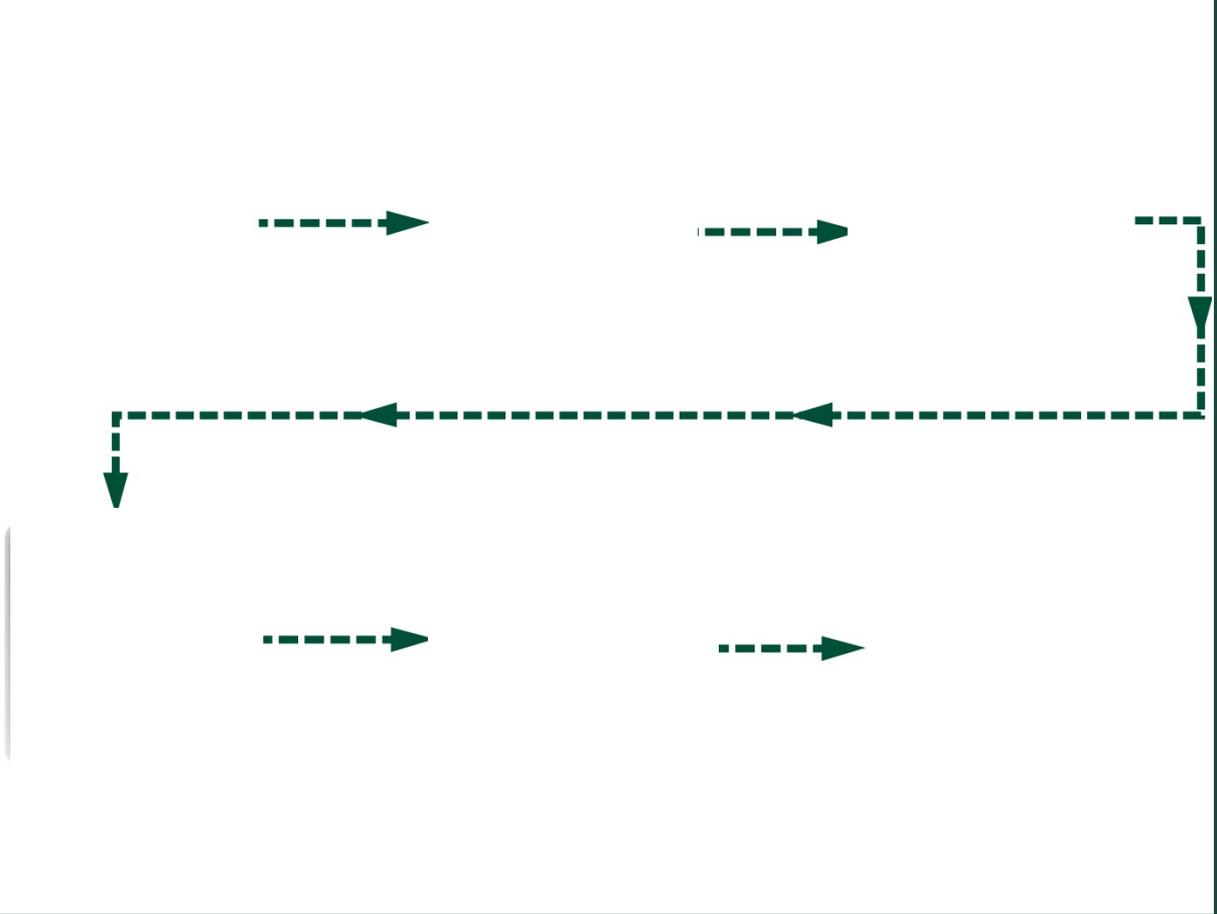
MICHIGAN STATE

U N I V E R S I T Y

What the Customer REALLY Wants?

1. Put me at ease.
2. Show me you care.
3. Identify my needs and exceed them.

The ABC's of Customer Interaction



Let's Take A Break...

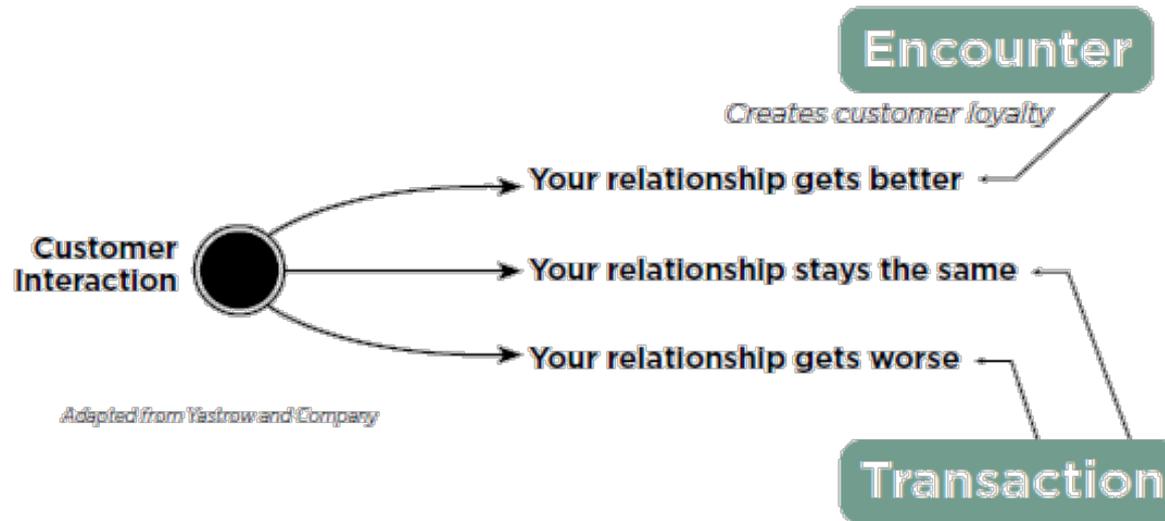


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Building Customer Relationships

What can happen when you interact with a customer?



How can we create
a **relationship-building** encounter?

When things go wrong...

- Complaints are opportunities to strengthen customer service & relationships.
- It may not be our fault, but it is our problem.
- Be timely to mitigate escalation.

LEAP into Action

Listen

Empathize

Apologize

Provide Solutions

Customer Interaction Protocols

Health Care Industry

A	Acknowledge	<i>Benefit:</i> Increase safety and Patient loyalty <i>Key message to patient:</i> "You are important."
I	Introduce	<i>Benefit:</i> Decrease anxiety <i>Key message to patient:</i> "You are in good hands."
D	Duration	<i>Benefit:</i> Increase compliance <i>Key message to patient:</i> "I anticipate your concerns."
E	Explain	<i>Benefit:</i> Increase quality of experience <i>Key message to patient:</i> "I want you to be informed and comfortable."
T	Thanks	<i>Benefit:</i> Increase patient loyalty <i>Key message to patient:</i> "I appreciate the opportunity to care for you."

Starbucks



Listen

Acknowledge

Take action

Thank the customer

Explain why the problem occurred



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**BREAK or
Last Chance for a Prize?**

Flip to page 27

Collaboration & Service Review

It takes a TOTAL team effort to deliver DOSE.

WE impact each other and MSU results Every Day.



Review & Reflection

PRIDE = Personal Responsibility In Delivering Excellence

SEE OWN SOLVE DOSE

Be somebody's reason
to smile today :)

VZW Wi-Fi 7:07 PM 74%
facebook.com

Like Comment Share



[Redacted Name]

6 hrs · 1

Still don't know who wrote this, but I've kept it all these years because the words were so thoughtful and they made me day ❤️ #thankyou #kindnessalwayswins



ASHLEY [Redacted Name]

It is never dull when you are around! I truly enjoy working with you, and love your enthusiasm for nursing! You have an incredible spirit, and the ability to inspire all those around you!!



14

6 Comments

Like

Comment

Thank You for being part of

Adam Lawver
lawverad@msu.edu

Kevin Wyatt
wyattk@msu.edu



**THE SPARTAN
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RHS Sustainability



**RESIDENTIAL AND
HOSPITALITY SERVICES**



MSU Sustainability Report Card

18%

Total reduction in greenhouse gas emissions since 2009-10

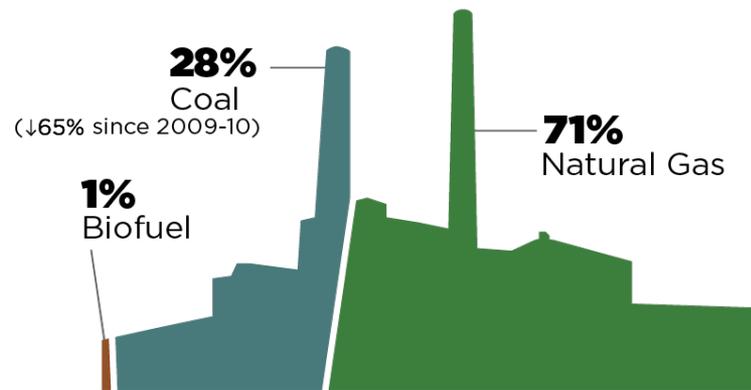


8%

Campus renewable energy portfolio since 2009-10

57%

Waste Diverted in 2013-14



Fuel Distribution at T.B. Simon Power Plant, 2013-14

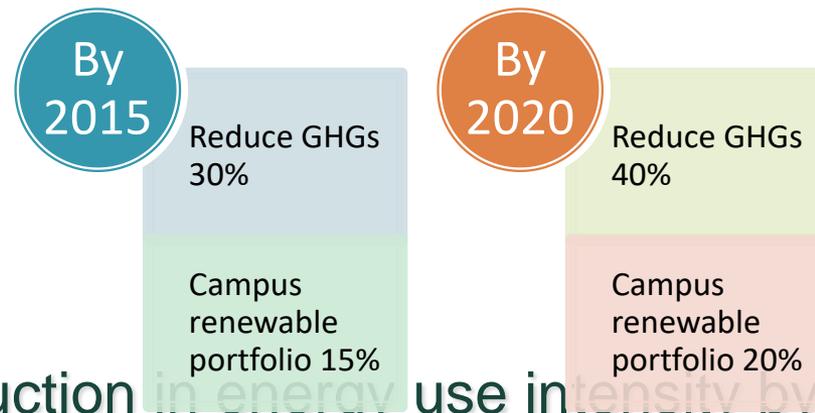
<http://sustainability.msu.edu/report/2014/#/>



RESIDENTIAL AND HOSPITALITY SERVICES

MSU Goals - Energy Transition Plan

- Energy Transition Plan sets goals for sustainable energy use



- Goal: 20 percent reduction in energy use intensity by the year 2020 for main campus.
 - More than halfway towards goal of (15% reduction)



MSU to Stop Burning Coal

- Stop burning coal by 2016
 - Stop purchasing coal by end of 2015
 - New EPA emissions standards
 - Fourth boiler Natural Gas
 - Researching different technologies and solutions.
- 3 Goals
 - Improves the Environment
 - Makes resources available for investing in new technologies to research sustainability energy
 - Demonstrate the universities leadership role in sustainability



RESIDENTIAL AND
HOSPITALITY SERVICES

<http://energytransition.msu.edu/>

RHS Strategic Plan

- Energy Transition plan
 - *MSU will reach plant capacity for steam in 2018 and electricity in 2039.*
- **RHS**
 - Lighting and fixture inventories
 - Remodels and renovations
 - Monthly utility data reports to staff
 - Retro-commissioning, treasure hunts
 - LEED buildings
 - Programs and marketing



**RESIDENTIAL AND
HOSPITALITY SERVICES**



CULINARY SERVICES
RESIDENTIAL AND HOSPITALITY SERVICES

RESIDENTIAL DINING, STARBUCKS, UNION PIZZERIA, SERRANO'S, UNION DELI, SPARTY'S, UNION FOOD COURT, CROSSROADS FOOD COURT, CONCESSIONS, VENDING, FOOD STORES, MSU BAKERS, PROCUREMENT SERVICES, SUSTAINABLE FOOD PRACTICES, CONTRACT MANAGEMENT, CULINARY RESEARCH KITCHEN, EAT AT STATE ON-THE-GO FOOD TRUCK, SPARTAN LINEN SERVICES

MICHIGAN STATE UNIVERSITY

Auxiliary Enterprises

VICE PRESIDENT FOR AUXILIARY ENTERPRISES, CHIEF FINANCIAL OFFICER, CHIEF OF STAFF, COMMUNICATIONS, ASSESSMENT, HUMAN RESOURCES, STRATEGIC INITIATIVES



RESIDENTIAL AND HOSPITALITY SERVICES



RESIDENCE EDUCATION AND HOUSING SERVICES
RESIDENTIAL AND HOSPITALITY SERVICES

RESIDENCE HALLS AND APARTMENTS LIVE-IN STAFF, HOUSING ASSIGNMENTS, SERVICE CENTERS, CAMPUS RESOURCES REFERRAL, RESIDENCE EDUCATION, STUDENT DEVELOPMENT, COMMUNITY DEVELOPMENT, COMMUNICATIONS, EMERGENCY RESPONSE AND SAFETY AND SECURITY COORDINATION, UNIVERSITY RULES AND REGULATIONS ENFORCEMENT, CUSTODIAL AND MAINTENANCE SERVICES, THE MSU UNION



SPARTAN HOSPITALITY GROUP
RESIDENTIAL AND HOSPITALITY SERVICES

BRESLIN STUDENT EVENTS CENTER, SPARTAN SIGNATURE CATERING, CONFERENCE SERVICES AND SALES, KELLOGG HOTEL AND CONFERENCE CENTER, BROOK LODGE, COWLES HOUSE, MSU TENNIS CENTER, FOREST AKERS GOLF COURSES, DESTINATION STATE CONFERENCE MANAGEMENT, SPARTAN SPIRIT SHOP, ALUMNI MEMORIAL CHAPEL



INFORMATION SERVICES
RESIDENTIAL AND HOSPITALITY SERVICES

CREATIVE SERVICES, BUSINESS SUPPORT, HARDWARE SUPPORT, IT TRAINING, TIME CLOCK SUPPORT, PROJECT MANAGEMENT, TRANSACTION SERVICES AND DEVICES, INFRASTRUCTURE SUPPORT, EMAIL ADMINISTRATION, BACKUP SERVICES, DATA SECURITY POINT OF SALE, IDENTITY MANAGEMENT, VIDEO SURVEILLANCE, SOFTWARE SUPPORT



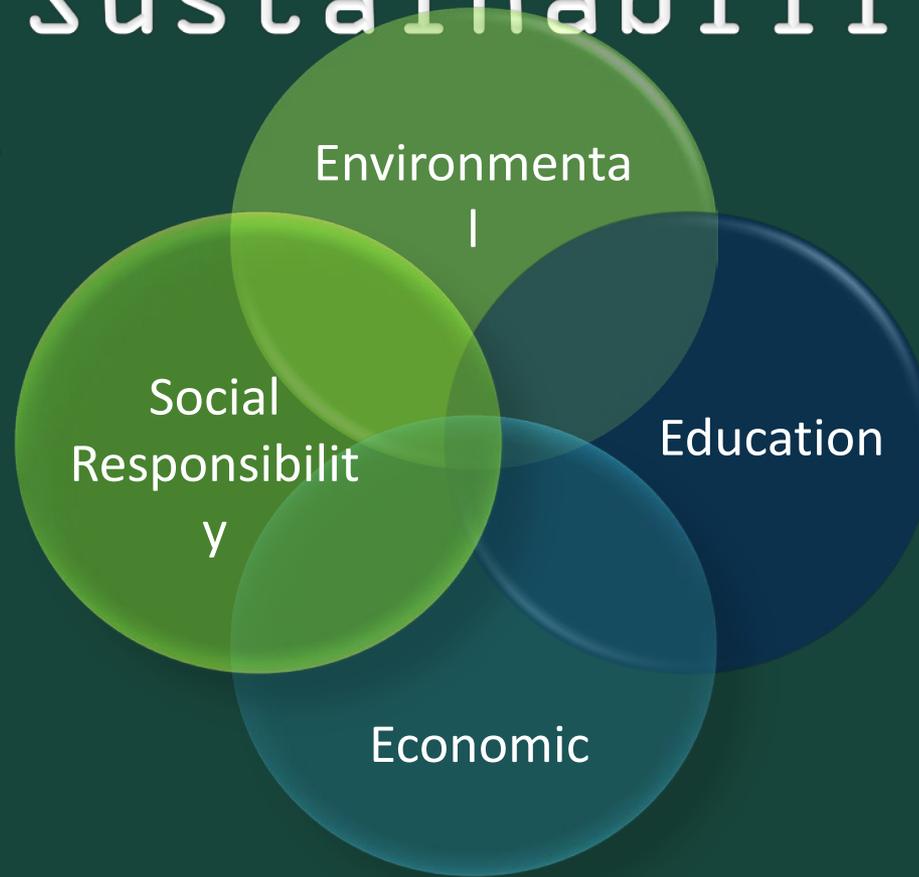
PLANNING AND PROJECTS OFFICE
RESIDENTIAL AND HOSPITALITY SERVICES

RHS CONSTRUCTION PROJECT PLANNING, RHS INTERIOR DESIGN SERVICES, RHS CONSTRUCTION PROJECT MANAGEMENT, RHS HEALTH AND SAFETY, RHS SUSTAINABILITY



RESIDENTIAL AND HOSPITALITY SERVICES

RHS: Sustainability Model



**RESIDENTIAL AND
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RHS Sustainability - Mission & Vision & Goals

- **Vision:** Ensuring MSU's long-term sustainability through innovative and balanced strategies that support:
 - Stewardship
 - Fiscal responsibility
 - Partnership
 - **Mission:** Dedication to promoting and advancing environmental stewardship throughout RHS and MSU by providing a high level of leadership to meet the environmental stewardship goals of MSU and RHS.
1. Energy conservation strategies
 2. Water conservation strategies
 3. Food waste strategies
 4. Sustainable procurement strategies
 5. Connecting sustainability, education and research
 6. Materials diversion and reuse
 7. Social responsibility
- Sustainability is a core value at MSU and RHS. RHS employees are expected to model behaviors that embrace sustainability and assist in education those who do not know what we do.



**RESIDENTIAL AND
HOSPITALITY SERVICES**

Who is Included?

- This model allows for info to flow to the neighborhoods and campus partners
 - RHS Staff
 - Students
 - Campus community, guests and partners
 - Off campus community and conference outreach
 - EVERYONE is included

