

CAN THIS HAPPEN?

Make a plan:

- Make a specific step by step plan on how this idea can become a reality
- Spend time finding every possible factor
- Take time to reflect on the idea

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Ask people with Uni. knowledge if this is a realistic idea:

- Ask RA
- Ask Professor
- Ask employees associated with Russel House

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Check for flaws in plan

- Are there too many hurdles?
- Will the university even consider?
- Will the restaurants even consider?
- What am I missing?

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SHOW REALITY OF IDEA

Centralized on campus food options:

- Chick-fil-a
- Panda Express
- Halal Shack
- Qdoba
- Food-Lab

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Get People Talking:

- Post flyers
- Spread the word
- Make posts online

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People are still out at night

- Even at night there are still people going to and from friends houses/dorms
- Many people prefer latter classes and do not finish until around 8pm which makes planning to study and get food challenging
- People often prefer to study late, especially in the library which is right next to Russel House.

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PUBLIC SUPPORT

Create Student Surveys:

- Would later dining hours be beneficial to students
- Are later dining hours something you would personally like/make use of
- Do you think later dining hours are a realistic possibily.

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Get quotes from students which can be used in pitch and to gain further support:

- Ask students in survey if they have any comments regarding the idea
- Ask students in public
- Staff and professors could also be asked as they likely have opinions as well

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Create Stories of specific student circumstance (where a food option would of been helpful):

- Create/Gather stories from students who were unable to get food while hungry
- Show that the issue of not having access to food may have impacted their wellbeing

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Try to get opinions from “high ranking” people in the university, including:

- RA and RA supervisors
- Professors
- Campus chefs
- Student Government
- Clubs/organizations

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SHOW BENEFITS

Explain lucrative benefits:

If one of five restaurants in Russel House are open once a week at later times then all buying on a particular day would be focused on the only open business, thus keeping that business lucrative. This also allows workers to possibly be paid overtime making them willing to work later.

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Reveal benefits to student health and prosperity:

- Healthy body, healthy mind
- Hard to be productive while hungry
- Young(ish) people need food to grow
- Especially supports students with late schedules/classes

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University Image (if they go through with plan):

- Show University is willing to listen to students
- Shows University can provide for students
- Shows University students are innovative

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WHAT COULD GO WRONG?

Possible Hurdles:

- Unwilling restaurants
- Unwilling employees
- University not on board
- Security concerns (opening Russel House at night)

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Find solutions to hurdles

- Pitch to restaurants and explain lucrative benefits
- State overpay may need to be given to employees but the profits could outweigh the overpay
- Improve brand image by showing they are willing to cooperate with students/university

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How can security in Russel House be handled:

- Cops already on duty on campus, so there is no issue there
- Gates, like the ones already used to close off dining hall, Panera, and Einstein Bro’s Bagels, can be used to close off other section off Russel House so other people can’t wander.

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Unwilling employees:

- Pay raise
- Explain benefit to students
- Shorten shifts on front end

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MAKING IT A REALITY

Plan approach:

- Compile survey results
- Pick best quotes
- Craft opening and closing statments of pitch

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Make pitch:

- Create slideshow
- Inset best opening, quotes, arguments, plans, and closing
- Make it visually appealing
- Make it serious (to convey legitimacy)

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When and Where

- Reach out to university to make request to pitch
- Be professional in making request to pitch

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