CSU | Division of Hospitality Services

Marketing and Operations Guidelines

Contents

Marketing Guidelines

The Division of Hospitality Services maintains the highest standards in producing brand-specific marketing and communication materials while aligning with expectations set by Cleveland State University. In that, departmental representatives and key stakeholders are expected to align their departmental-specific marketing efforts and proposals to the standard set by the Division of Hospitality Services. Departments within Hospitality Services should attend regular Marketing Team Meetings to discuss these standards and have all efforts are approved through the marketing arm of the Division to ensure clear, on-brand, consistent and timely marketing and communication.

1

Standards

1. Standards

The Division of Hospitality Services maintains these standards to ensure departments adhere to brand standards:

1. Accuracy
   - Ensure that all information presented in collateral is factually correct, up to date and consistent with the latest data or specifications.
   - Verify that any statistics, figures or claims made are accurate and supported by credible sources.
   - Double-check all contact details, addresses and product or service information for precision.

2. Grammar and Language Standards
   - Maintain a high standard of grammar, spelling and punctuation throughout the collateral.
   - Review content for clarity and coherence to ensure it conveys the intended message effectively.
   - Ensure message aligns with University communication guidelines and maintains consistency in language, tone and style.

3. Proofreading
   - Conduct a thorough proofreading process to eliminate typos, grammatical errors and syntax issues.
   - Pay close attention to sentence structure, verb tense and subject-verb agreement.
   - Use tools like spelling and grammar checkers, but do not rely solely on automated systems; human review is essential.

4. Message Alignment
   - Confirm that the content aligns with the marketing objectives, brand identity and target audience.
   - Ensure that the messaging reinforces the brand's values and positioning.

5. Legal and Regulatory Compliance
   - Review collateral to ensure it complies with relevant rules, regulations and industry standards.
   - Pay particular attention to disclaimers, copyright, trademark usage and any required legal statements.

6. Consistency
   - Ensure that terminology, branding elements and visual identity remain consistent across all collateral.
   - Verify that any changes or updates are uniformly applied to maintain a cohesive brand image.

7. Localization and Cultural Sensitivity
   - Verify that collateral is culturally sensitive and appropriate for each target audience.
   - Check translations and localized content for accuracy and cultural nuances.

8. Cross-Functional Review
- Engage a cross-functional peer team for a comprehensive review.
- **All customer-facing marketing collateral should undergo a review by the Division of Hospitality Services marketing prior to printing, and this review should ideally take place at least two weeks before the scheduled print date.**

By implementing these marketing standards for accuracy, grammar and brand adherence, our departments will maintain the quality and professionalism of collateral to effectively convey our brand's message and build trust with the audience.

2

Brand Standards, Fonts and Colors

2. Brand Standards, Fonts and Colors

At Cleveland State University, the brand is a reflection of the University and its principles. Consistency in brand presentation is essential to maintain a strong and recognizable identity. This section outlines the guidelines for adhering to University brand standards, including the appropriate use of fonts and colors.

1. Brand Standards
1.1 Brand Consistency
- All employees are expected to uphold Cleveland State University's visual and messaging consistency in all communications and materials.

1.2 Brand Assets
- Official University brand assets, including logos, slogans and visual elements, are provided to University departments for official use. These assets are the property of Cleveland State University.

1.3 Logo Usage
- The Cleveland State University official logo must not be altered, distorted or manipulated in any way.
- Use only approved versions of the logo as provided in the brand guidelines.

2. Fonts
2.1 Approved Fonts
- The brand guidelines specify the approved fonts for all official communications. These fonts have been chosen to maintain consistency and readability.

2.2 Appropriate Usage
- Use approved fonts for all official documents, marketing materials and digital content.
- Ensure that fonts are legible and appropriately sized for different media.
- Deviations from these approved fonts are allowable in collateral for events, promotions and limited time communications.

3. Approved Colors
- Cleveland State University's official color palette is an integral part of the brand identity. Refer to the brand guidelines for the approved colors.
- Apply the approved colors consistently across all branded materials, including printed materials, digital assets and signage.
- Avoid color variations or substitutions unless specified in the brand guidelines.
- Deviations from these approved colors are allowable in collateral for events, promotions and limited time communications.

4. Compliance and Accountability

- All employees are responsible for adhering to University brand standards, fonts and color guidelines.

Cleveland State University brand standards, fonts and colors are the visual elements that define the University's identity. By consistently following these guidelines, departments play a vital role in maintaining the professionalism and recognition of brand.

Always refer to the Brand Guidelines for specific details and guidelines related to our brand's fonts and colors.

Trade Gothic Next

Light	**Heavy**
Light Italic	***Heavy Italic***
Regular	Condensed
Italic	*Condensed Italic*
Bold	**Bold Condensed**
Bold Italic	***Bold Condensed Italic***

Adobe Garamond Pro

Regular	**Bold**
Italic	***Bold Italic***

Franklin Gothic

Book	Condensed, Book
Book Italic	*Condensed, Book Italic*
Medium	**Condensed, Medium**
Medium Italic	***Condensed, Medium Italic***

Arial

Regular	**Bold**
Italic	***Bold Italic***

Lucida Grande

Book	**Bold**

Rokkitt

Regular	**Bold**

Roboto

Bold Condensed

Primary

UNIVERSITY GREEN
C:100 M:9 Y:66 K:41
R:0 G:106 B:77
HEX: 006A4D
SPOT: PANTONE 342

FRESH GREEN
C:63 M:0 Y:97 K:0
R:105 G:190 B:40
HEX: 69BE28
SPOT: PANTONE 368

Secondary

BABY BLUE
C:47 M:0 Y:0 K:0
R:119 G:210 B:247
HEX: #77D2F7

GOLDEN YELLOW
C:2 M:22 Y:83 K:0
R:250 G:199 B:71
HEX: #FAC747

PLUM
C:44 M:74 Y:36 K:10
R:143 G:85 B:115
HEX: #8F5573

Accent

MANGO
C:0 M:60 Y:81 K:0
R:245 G:131 B:68
HEX: #F58344

INDIGO
C:100 M:75 Y:40 K:29
R:5 G:61 B:93
HEX: #053D5D

SILVER GREY
C:28 M:18 Y:22 K:8
R:171 G:178 B:176
HEX: #ABB2B0
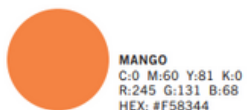
3 Approved Templates
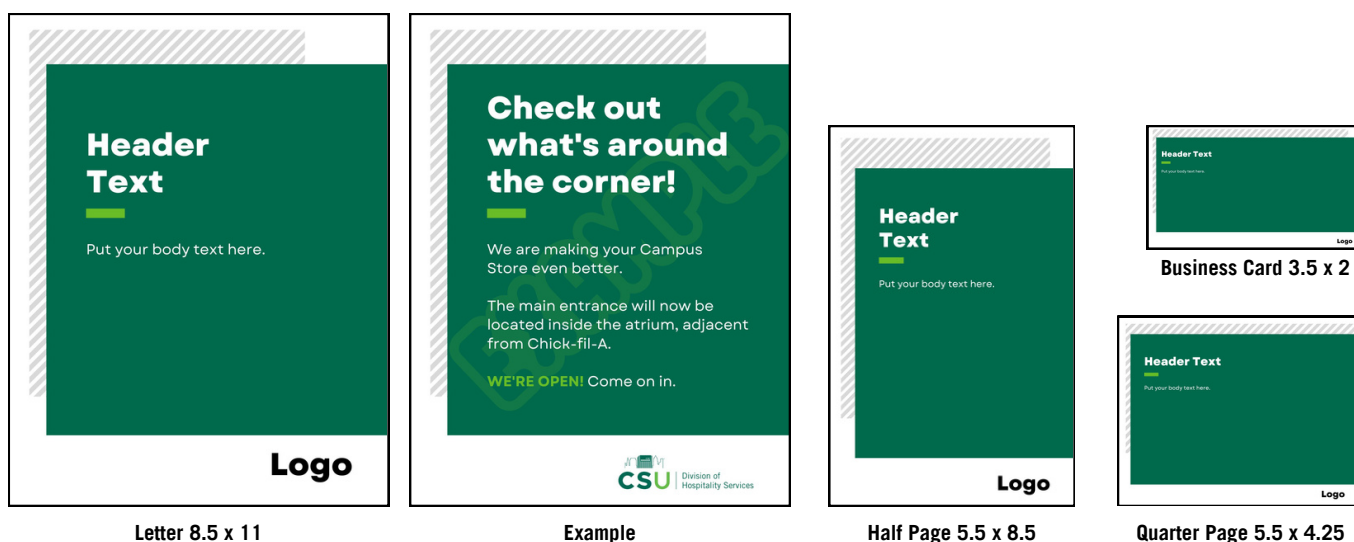
3. Approved Templates

Maintaining audience-based communications are critical in ensuring hospitality, brand standards and positive messaging are being upheld.

1. PowerPoint Templates
   - Cleveland State University branded templates allow faculty, staff and students to create custom and professional presentations that incorporate essential elements of the University brand as part of the overall effort to unify CSU visibility and image.
   - University templates should be used when creating presentations on behalf of the University.
   - Always consider audience when selecting templates or creating your own for departmental use.

2. Public-Facing Temporary Signage Templates
   - For consistency in messaging, the Division of Hospitality Services has developed approved signage templates for signs used in public-facing spaces to temporarily communicate directions or facility/service issues. Sizing options include 8.5x11 (letter); 5.5x8.5 (half page); 5.5x4.25 (quarter page); 3.5x2 (business card).
   - When creating verbiage for signage, always maintain a positive angle and communicate gratitude through the messaging.
   - When mounting signs, please ensure tape is placed on the back of the sign rather than running along edges for a clean appearance. Utilize sign holders whenever possible and ensure sign sizing matches the holder.
   - Please adhere to these templates and standards when posting temporary signage in any public-facing space. For permanent signage installs, please contact Hospitality Marketing to facilitate the work with FAST.

Header Text Put your body text here. **Logo**	**Check out what's around the corner!** We are making your Campus Store even better. The main entrance will now be located inside the atrium, adjacent from Chick-fil-A. **WE'RE OPEN!** Come on in. CSU Division of Hospitality Services	**Header Text** Put your body text here. **Logo**	**Header Text** Put your body text here. Logo
Letter 8.5 x 11	**Example**	**Half Page 5.5 x 8.5**	**Business Card 3.5 x 2** / **Header Text** Put your body text here. Logo / **Quarter Page 5.5 x 4.25**

4

Marketing Project Request Form

4. Marketing Project Request Form

Effective project planning and coordination are essential to the success of our marketing initiatives. To ensure that projects are executed smoothly and meet the desired outcomes, it is crucial to submit project request forms in advance to the Division of Hospitality Services marketing team.

- If Hospitality Services is unable to offer suitable support or deems that your request aligns better with University Marketing, a representative will submit the request on your behalf.

1. Planning and Resource Allocation

1.1 Proper Resource Allocation

- Submitting a project request form in advance allows the Hospitality Services marketing team to allocate resources, including personnel, budget and time, more effectively.

1.2 Comprehensive Planning

- Advance notice provides adequate time for thorough project planning, minimizing rushed decisions and potential oversights.

2. Timely Execution

2.1 Meeting Deadlines

- Submitting project request forms ahead of time increases the likelihood of completing projects within set timelines.

2.2 Workflow Management

- Early submissions help the Hospitality Services marketing team manage the workflow and prioritize projects appropriately.

3. Efficient Collaboration

3.1 Cross-Functional Collaboration

- Advance requests foster collaboration between departments and teams, enabling a more coordinated and efficient approach to project execution.

3.2 Feedback Integration

- Hospitality Services team members can provide valuable input and suggestions when project requests are submitted with sufficient lead time.

4. Clear Objectives

4.1 Goal Clarity

- Well-defined project requests submitted in advance using the Hospitality Services marketing project request form will ensure that project objectives and key performance indicators are clearly communicated.

5. Streamlined Approval Process

5.1 Review and Approval

- Submitting project requests in advance provides time for thorough review, feedback and approvals, reducing the risk of delays.

6. Accountability

6.1 Responsibility

- The responsible parties for project requests are accountable for the project's planning, execution and results.

The practice of submitting project request forms in advance is integral to the marketing team's ability to plan, execute and deliver successful projects that align with the Division of Hospitality Services strategic goals. By adhering to this procedure, the division will ensure effective resource allocation, efficient project management and clear communication of project objectives.

5

University Email Communication Requests

5. University Email Communication Requests

Effective email communication is integral to maintaining the brand's consistency and professionalism. This section outlines guidelines for email communication within the Division of Hospitality Services, ensuring that our email correspondence aligns with our brand identity and messaging.

Submit all campus-wide email communication project requests in advance to the Division of Hospitality Services marketing team with a 3-week lead time to ensure review by both Division of Hospitality Services and University Marketing.

1. Brand Consistency
- Maintain brand consistency in email communication by adhering to approved fonts, colors and formatting.
- Align email content with the University brand identity, values and messaging.

2. Professional Tone and Language
- Maintain a professional and respectful tone in all email correspondence.
- Use language that reflects the University's brand, values and professionalism.

3. Subject Lines and Email Content
- Craft clear and engaging subject lines that reflect the email's content.
- Ensure email content is concise, well-structured and free of errors.
- Use headers, bullet points and other formatting to enhance readability.

4. Links
- Insert hyperlinks where necessary, ensuring they are correctly formatted and functional.

5. Targeting
- Determine and communicate the intended audience for the email so that University Marketing may filter the recipients and distribute accordingly.

Effective email communication is a cornerstone of our brand's integrity and professionalism. By following these guidelines, you contribute to maintaining a consistent and professional brand image in all email correspondence.

6

University Digital Screen Advertisements

6. University Digital Screen Advertisements

The Division of Hospitality Services has access to screens housed in the Student Center and Berkman Hall. For interest in providing advertisements on this screen, work directly with Hospitality Services and submit a project request.

At this time, the Division of Hospitality Services does not have comprehensive access to campus wide digital screens. If the message is deemed appropriate for other screens across the campus, Hospitality Service will work with the appropriate persons for posting.

1. Standard Image Dimensions
1.1 Horizontal
- Horizontal digital screens, save the image as a JPEG with dimensions of 1920 pixels x 1080 pixels.

1.2 Vertical
- Vertical digital screens, save the image as a JPEG with dimensions of 1080 pixels x 1920 pixels.

7

Maintaining and Updating Department Websites

7. Maintaining and Updating Department Websites

Department websites/pages are a vital communication tool that serve as a window to each department within the Division of Hospitality Services. Ensuring that it remains accurate and up to date is crucial to providing student, faculty, staff and visitors with relevant and reliable information.

1. Responsibility and Accountability

1.1 Departmental Responsibilities

- Each department is responsible for providing accurate and up-to-date content related to their respective areas.

1.2 Regular Audits

- Regularly schedule content audits to review all website pages, documents and information.

2. Accuracy and Quality Assurance

2.1 Fact-Checking

- Ensure all information on the website is factual and verified.

2.2 Consistency

- Maintain consistency in formatting, style and tone of website content.

2.3 Accessibility

- Make the website accessible to individuals with disabilities, following accessibility guidelines.

3. Emergency Updates

- In cases of emergencies, communicate necessary updates immediately and ensure accurate information is disseminated.

4. Access Request

- To request editing capabilities for your Cleveland State University department page, please send an email to webapp-support@csuohio.edu.

5. Content Management System Training

- To ensure you make the most of this capability, we encourage you to participate in our Content Management System training.
- Available tutorials include working with pages, features tab, menus, downloadable files and images.

Maintaining and updating departmental websites for accuracy is not just a responsibility; it's a commitment to providing accurate, reliable and up-to-date information to the audience. By following these guidelines, it ensures that our online presence reflects the professionalism and reliability of Cleveland State University.

8

Social Media

8. Social Media

Social media is a powerful tool that can enhance a department's online presence and engage with your audience. These guidelines are designed to help employees use social media in a way that aligns with the University brand, values and best practices. By following these social media guidelines, you contribute to a positive online presence for Cleveland State University and help maintain a professional image.

1. Respect and Professionalism
- Be respectful and professional in all online interactions. Avoid engaging in online disputes or offensive discussions.

2. Brand Consistency
- When mentioning Cleveland State University, campus departments or products/services, use the official logo and follow brand guidelines for visual elements.

3. Quality Content
- When sharing content, ensure that it is accurate, up to date and adds value to the audience.
- Balance promotional content with informative and engaging posts to maintain a diverse and engaging social media presence.

4. Customer Concerns
- Address customer inquiries, feedback or complaints professionally and direct them to the appropriate channels for resolution.
- Take the conversation offline and direct message the customer.

5. Joint Content
5.1 Tagging Users
- By tagging relevant departments in your posts, you create a network effect, reaching not only your followers but also the followers of those departments, making your content more visible to a wider audience. This cross-promotion helps in fostering a sense of community, broadening your reach and increasing engagement.

5.2 Tagging Locations
- Maximize your campus presence on Instagram by tagging specific locations in your posts.
- When followers explore or search for content related to those locations, your posts will be more easily discovered. This strategy not only boosts awareness but also helps prospective students and community members connect with the vibrant life on your campus.

5.3 Collaborating
- Collaborating with university departments can significantly boost awareness and outreach.
- When two or more users jointly create content, it is referred to as a collaboration. This often involves creating a post, photo or video that both collaborators share on their respective profiles.

9

Semesterly Events Calendar and VikesConnect

9. Semesterly Events Calendar and VikesConnect

At least one month prior to each semester, the Hospitality Services marketing team will schedule a meeting for a proposal of a Marketing Plan to encompass all planned events for the semester. Once a marketing plan is approved, all events will be added to a primary events calendar housed in the Hospitality Services suite. Departments will be expected to adhere to the committed events plan and execute accordingly. Impromptu events outside of the approved marketing plan should be communicated to the Hospitality Services marketing team for addition to the comprehensive primary events calendar.

When submitting a marketing plan, consider the following guidelines:
1. Executive Summary
- Provide a concise executive summary outlining the key components of your marketing plan including objectives, strategies and expected outcomes.

2. Marketing Strategies
- Clearly define specific, measurable, achievable, relevant and time-bound (SMART) marketing objectives.
- Outline the strategies and tactics that will be employed to achieve the marketing objectives.

3. Implementation Plan
- Provide a detailed timeline for the implementation of the marketing strategies.
- Clearly define the roles and responsibilities of team members involved in the execution.

4. Monitoring and Evaluation
- Outline metrics and key performance indicators (KPIs) to measure the success of the marketing plan.
- Describe the methods for ongoing monitoring and periodic evaluation of the plan's effectiveness.

5. Appendix
- Include any supporting documents, research findings or supplementary information that adds depth to the marketing plan.

It is recommended that visuals such as charts, graphs and images are included to enhance understanding and engagement. Keep text concise and use bullet points to convey key information.

VikesConnect
- VikesConnect is the hub of what's happening with student organizations, programs and departments at Cleveland State University. University Marketing now requires all departments and organizations to utilize VikesConnect as a centrally located calendar for all campus events.
- Events need to be submitted by Noon each Thursday to be considered on the VikesConnect newsletter that is disseminated to the CSU student community each Monday.

10

Leveraging Printing Services

10. Leveraging Printing Services

Cleveland State University Printing Services functions to provide quality printed materials, binding and finishing services at an economical cost for the university community. Printing Services is the preferred provider of Hospitality Services and should be the first contact for printing needs.

The digital production facility is capable of high-quality printing of all types. The department maintains many types of bindery and finishing machines, including a high-speed folder, 30" hydraulic cutters, laminators and several types of book binding equipment. This equipment enables Printing Services to quickly produce professional documents at a competitive price. If not capable of producing your requests, Printing Services provides referrals to external vendors to meet the needs of each department.

Printing Services is conveniently located on campus in the basement of Rhodes Tower.
- Monday - Friday from 8 a.m. - 4:30 p.m. (excluding University holidays).

Printing Services specializes in the following:
- Banners
- Booklets
- Brochures
- Business Cards
- Envelopes
- Hotcards
- Letterhead and Other Stationary
- Posters and Flyers
- Spiral, Coil or Perfect Bound Books
- Stickers and Decals

Place your printing request by filling out a duplicating requisition order form. Fill out the form and email to duplicating@csuohio.edu with any other pertinent information.

Send a print-ready document along with your requisition order form, and Printing Services will assist with quoting the project.

Operational Guidelines

Similar to Marketing, The Division of Hospitality Services maintains the highest standards in operational processes and customer service through the lens of a guest-first mentality. Departmental representatives at all levels are expected to align their departmental-specific student and customer service efforts that meet or exceed that set by the Division of Hospitality Services. Departments within Hospitality Services should adhere to the following guidelines across all levels of their operations and uphold standards and continuous improvement as set by the customer service and operational scorecards assigned to each department.

11 Customer Service

11. Customer Service

Commitment to exceptional customer service is a cornerstone of the Division of Hospitality Services. This section outlines division-wide expectations for delivering outstanding customer service and maintaining positive interactions with guests, customers and stakeholders.

1. Professionalism
   - Always maintain a professional and courteous demeanor when interacting with customers, whether in person, over the phone, via email or through any other communication channel.

2. Active Listening
   - Listen actively to guests, demonstrating empathy and a willingness to understand needs and concerns.
   - Ask questions to clarify and ensure to fully grasp the customer's requirements before answering.

3. Responsiveness
   - Respond to customer inquiries and requests promptly. If unable to provide an immediate solution, acknowledge the query and provide a timeframe for resolution.
   - Follow up with customers to ensure issues have been addressed.

4. Product and Service Knowledge
   - Be well-informed about products and services as well as any relevant policies or procedures.
   - Provide accurate and helpful information to customers to assist in making informed decisions.

5. Problem/Conflict Resolution
   - When customers encounter issues, take ownership of the problem and work towards a solution.
   - Approach conflicts with a calm and understanding attitude, aiming to resolve the issue in a way that leaves the customer satisfied.
   - Escalate complex issues to the appropriate department or manager, ensuring that the customer is kept informed of the process.

6. Courtesy and Respect
   - Treat all customers with courtesy and respect, regardless of background, beliefs or preferences.
   - Avoid any behavior that could be perceived as disrespectful or discriminatory.

7. Confidentiality
   - Safeguard customer information and maintain strict confidentiality as required by university privacy policies.

8. Teamwork
   - Collaborate with the Division of Hospitality Services' departments to ensure a cohesive approach to customer service.
   - Share knowledge and best practices to improve customer interactions.

9. Customer Feedback
- Encourage customers to provide feedback on products, services and their overall experience.
- Actively encourage and promote the Qualtrics customer service survey among customers and guests visiting your location.
- Use customer feedback as an opportunity for improvement and growth.

10. Training and Development
- Participate in ongoing training and development programs to enhance your customer service skills.

The division-wide commitment to exceptional customer service reflects dedication to the satisfaction and loyalty of customers. Embrace a culture of "yes" by eliminating barriers to success that may be caused by outdated policy and standards. If a customer must be denied due to expectations that cannot be met, offer alternate solutions to support the guest. By adhering to these principles, each department will contribute to Cleveland State University's positive reputation and continued success.

12

Qualtrics Customer Service Survey

12. Qualtrics Customer Service Survey

The Division of Hospitality Services leverages Qualtrics as a guest survey tool to gather data to encourage continuous improvement to direct services delivered to customer bases. In order to enhance our commitment to continuous improvement and customer satisfaction, it is crucial to effectively manage and respond to customer survey feedback. Here are the guidelines on what to do with customer survey responses and the subsequent action planning:

1. Data Analysis
1.1 The Division of Hospitality Services will conduct a thorough analysis of survey data to understand trends and areas for improvement and provide department heads with a monthly executive summary.

1.2 The Division of Hospitality Services monitors responses weekly and will provide contact information for customers requesting follow up. It is leadership's responsibility to reach these customers directly within 24-hours of receiving the request to remediate any issues or address any concerns.

2. Survey Review
2.1 Departments are responsible for regularly reviewing Executive Summary Reports at all leadership levels. Both positive and areas of improvement suggestions should be cascaded to frontline staff with continuous improvement becoming an expectation.

3. Action Planning
3.1 Departments are responsible to develop a detailed action plan to address areas of opportunity based on data accrued from Customer Service Survey to continually improve Overall Satisfaction (OSAT) scores.

For changes to a survey or to request creation of a survey to help support departmental work, please reach out to the Division of Hospitality Services at hospitality@csuohio.edu

Comprehensive survey may be reviewed by scanning the QR code.

13
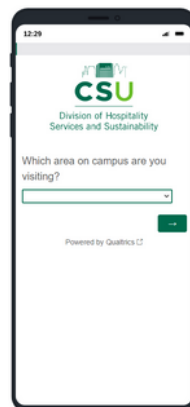
Uniforms and Name Tags

13. Uniforms and Name Tags

At Cleveland State University and within the Division of Hospitality Services, employees take pride in a commitment to professionalism and brand representation. Wearing an approved uniform and name tag to work is not just a requirement - it is a fundamental part of brand identity and the customer experience. This section outlines the guidelines and expectations for wearing a uniform and displaying a name tag while on duty.

In order to meet unit minimums that impact pricing, Hospitality Services will call for a division wide name tag order in July and December. If there is an emergency order needed, please contact Hospitality Services at hospitality@csuohio.edu; please note that pricing will be impacted if below minimum orders.

Viking Outfitters is the preferred vendor for all uniforms in the Division of Hospitality Services. For product review and receive quotes, please contact Viking Outfitters at vikingoutfitters@csuohio.edu.

1. Uniform Requirements
1.1 Uniform Distribution
- Upon joining a Hospitality Services team, each employee will be provided with a department uniform. Please note that the uniform remains the property of Cleveland State University.

1.2 Uniform Components
- The standard uniform consists of the identified apparel specific and approved for each department.
- The uniform must remain clean and in good condition.

1.3 Personal Grooming
- Personal grooming and hygiene must meet set expectations while working.

2. Wearing the Uniform
2.1 Daily Requirement
- Wearing the established uniform is required during working hours.
- Exceptions to the uniform policy must be approved by a supervisor and should be based on legitimate reasons.

2.2 Uniform Appearance
- The uniform must be clean, free from wrinkles and in good repair.
- Shirt should reamined tucked and all uniform components are to be worn correctly.

3. Name Tag Guidelines
3.1 Issuance
- All employees will receive a name tag upon joining the team. The name tag should remain in good condition and supervisors should be notified if it is lost or damaged.

3.2 Placement

- The name tag should be worn on the upper part of a uniform, typically on the right-hand side on the upper chest.
- Ensure the name tag is unobscured and easily readable by customers and colleagues.

3.3 Wearing Frequency

- It is mandatory for all employees at all levels to wear a name tag during working hours.

4. Compliance and Accountability

4.1 Responsibility

- It is each employee's responsibility to ensure compliance with the uniform and name tag policy.
- Report any issues with your uniform or name tag to your supervisor promptly.

4.2 Consequences of Non-Compliance

- Failure to adhere to the uniform and name tag policy may result in corrective action, up to and including disciplinary measures.

By adhering to these guidelines, each employee plays an essential role in upholding division wide standards and fostering a sense of team unity. Cooperation and pride in wearing the departmental uniform and name tag are greatly appreciated.

Management and Staff Example	**Student Example**
Left: CSU Logo **Right:** First Name, Last Name Initial Department Name	**Left:** CSU Logo **Right:** First Name Only Department Name

14

Department Cleanliness, Signage and Appearance

14. Department Cleanliness, Signage and Appearance

Maintaining a clean and tidy workspace is essential for creating a welcoming and safe environment for both customers and fellow team members. This section outlines our expectations for all employees in keeping areas clean and organized.

1. Personal Responsibility
   - Each team member and department are responsible for their work area. Regularly clean and organize your workspace to ensure a neat and efficient work environment.

2. Daily Tasks
   - Begin each day with a quick inspection of public-facing areas. Remove any clutter, trash or hazards.
   - During a shift, proactively address spills, debris and cleanliness in each assigned section.
   - Ensure that trash bins are emptied when full, and recyclables are properly sorted.

3. Common Areas
   - Shared or common areas, such as break rooms, should be treated with respect. Clean up after using these spaces and report any maintenance needs to a supervisor.

4. Customer Areas
   - Always maintain a clean and organized customer area. Wipe down surfaces, ensure countertops and shelves in view of customers are clear of any clutter.

5. Health and Safety
   - Keeping the department areas clean is not just about appearances; it is also essential for health and safety. Be mindful of potential slip and trip hazards and address them promptly.

6. Cleaning Supplies
   - Understand the location of cleaning supplies and tools. If additional supplies are needed, inform a supervisor.

7. End of Shift
   - At the end of a shift, make sure the workspace is left in a tidy and organized state for the next team member.

8. Reporting Issues
   - If maintenance or cleanliness issues beyond the scope of a department are observed, promptly report the issues to a supervisor or the designated contact.

By adhering to these guidelines, each team member contributes to a pleasant experience for customers and a safe and efficient workspace for colleagues.

15
Scorecard

15. Scorecard

A hospitality scorecard has been developed to ensure all areas are adhering to expectations outlined in this handbook.

Each area will be walked and scored based on these standards on a monthly basis by leadership in the Division of Hospitality Services. It is the expectation that data accrued in these walkthroughs and results communicated thereafter will be addressed prior to the next month's walkthrough.

The goal of these walkthroughs is to encourage operational excellence with through a guest-focused lens across all units within the Division of Hospitality Services.

Appendix of Marketing and Operational Processes

In effort to create a clear and cohesive brand and provide all resource, The Division of Hospitality Services has accrued additional guidance and resources for teams.

16

Email Signature

16. Email Signature

All Division of Hospitality Service department members are required to use the University Marketing-approved email signature.

- Uniformity in email signatures is essential for a professional appearance.
- Use the 11-point Trade Gothic LT Std font.
- Name (and credentials, if noted) should be boldface.
- Single space and list pronouns (optional).
- Double-space and add title and department, University name, office phone number straight line and then cell number (optional).
- Double-space and add the University website.
- Single space and add the department logo (sized appropriately for email signature).

Each team member is required to use the approved email signature when corresponding with internal and external parties to maintain a consistent and professional brand representation.

Email Signature Example:

Jane Smith, M.S.
She/Her/Hers

Assistant Director
Division of Hospitality Services
O: 216-523-5555 | P:440-555-1234

csuohio.edu

17

Magnus
Request Form

17. Magnus Appearence Request Form

Enhance a departmental event with a Magnus mascot appearance request.

Requests must be submitted a minimum of two (2) weeks prior to the appearance using the online request form. Requests cannot be submitted over the phone or by email.

- The required online form is only a request form, and does not guarantee that every mascot request will be filled. The mascot performance team is staffed entirely by student volunteers.
- Submitters will receive email confirmation that a request has been received.
- Include affiliation, department, location, date, event time and duration and description of event.

18

Room Reservations

18. Room Reservations

Campus space reservations are available 24/7 with online booking. Spaces are complimentary for on-campus departments while additional AV and supply needs carry an additional charge.

To review available spaces and book a room, please visit reservations.csuohio.edu.

To reserve meeting and event space at Cleveland State University:
1. Check room availability by clicking on Calendar of Events.

2. Complete Event Request and send form by email.

3. When the event has been approved and the facility is scheduled, a Confirmation Form will be sent to your attention. Please note the Reservation Request Number when referencing your event.

4. A Facility Change and Cancellation Form is also available from this home page when changing information for a previously scheduled event.

5. Room Capacities provides dimensions and diagrams for appropriate facilities.

6. Visit Viking Food Co. Catering to view menu options for your event.

If specific requests or needs require discussion, contact Conference and Event Services for additional information: conferenceservices@csuohio.edu or call 216-523-7203.

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On-Campus Catering

19. On-Campus Catering

In an effort to ensure the quality and consistency of dining experiences, all food orders placed for events or meals on Cleveland State University premises must be ordered from the university's exclusive catering partner - Fresh Green Catering - managed by Viking Food Co. These trusted partners have been carefully selected to align with the university's commitment to excellence in both taste and service. By using the preferred catering, Fresh Green Catering maintains a high standard of culinary quality, food safety and professionalism, enhancing the overall experience for students, faculty and staff and guests. This policy not only upholds CSU's dedication to quality but also streamlines logistics and minimizes potential disruptions.

1. Convenience
   - On-campus catering is conveniently located within the university making it easily accessible for events and meetings held on university grounds.

2. Knowledge of Campus
   - On-campus caterers are familiar with the university's layout, which streamlines the logistics of food delivery, setup and service.

3. Customized Menus
   - On-campus caterers offers a wide range of menu options tailored to various events, including student gatherings, faculty meetings and special functions.

4. Budget-Friendly
   - On-campus catering can provide cost-effective solutions for student organizations, academic departments and administrative offices.

5. Food Safety
   - Fresh Green Catering is well-versed in food safety and hygiene standards, ensuring the safety and well-being of event attendees.

6. Flexibility
   - Fresh Green Catering are flexible in accommodating dietary restrictions and preferences, allowing for custom menu options to meet diverse needs.

7. Timely Service
   - Being on-site, on-campus caterers can ensure prompt food delivery and setup while minimizing delays and disruptions during events.

8. Supporting the University
- Utilizing Fresh Green Catering contributes to the university's revenue which is reinvested in improving campus facilities and services.

9. Community Building
- Utilizing Fresh Green Catering encourages collaboration within the university community and fosters relationships with staff and departments that understand the institution's unique needs.

10. Brand Representation
- Fresh Green Catering maintains consistency with the university's image and standards reflects positively on the institution during events and meetings.

11. One-Stop Shop
- Fresh Green Catering offers additional event planning services in partnership with Conference and Event Services for equipment rentals and event coordination to simplify hosting.

To place an order, contact Fresh Green Catering between 9 a.m. - 4 p.m., Monday through Friday at 216-687-9681 or 216-687-9683. Emails may be sent to S.Dumek@csuohio.edu.
- **All catering orders should be placed 3 business days prior to your event to guarantee availability of service.** Fresh Green Catering will try to accommodate any orders placed outside of these guidelines but cannot guarantee service.

Step 1
- Place an order on the catering website.

Step 2
- Submit VikesConnect Purchase Request (Payment), upload a catering confirmation email with order details and total amount. After approval, the Budget Officer will let the Catering Department know the group has sufficient funds to proceed with the order.

How to Create an Account on Catertrax
- On the top of the Home page, locate the Customer Login Box. Click on the link, next to "Need an Account?" You will need to enter the requested information on the Account Creation Form. When you are finished, click "continue."

- To begin the ordering process, click on "Create New Order." On future visits, you will log into the account from the home page using your last name and password.

Fresh Green Catering offers all-day packages, breakfast, sandwiches & salads, buffets, receptions, beverages and desserts.

On-Campus Catering Waiver

Waiver Request Guidelines
- Fresh Green Catering has exclusive rights to catering on campus for events that total $300 or more.
- Event hosts that have an event totaling more than $300 and would like to use an off-campus caterer must apply for a catering waiver.
    - If the waiver is approved, it may be attached to the purchase requisition in MagnusMart requesting payment by the University.
    - An approved catering waiver exempts Viking Food Co. from any responsibility for food service at an event.
    - The event organizers are solely responsible for overseeing all equipment, set up, service, cleaning and adherence to food-safety rules for time and temperature.
    - Dining Services cannot approve partial waivers.

- Waiver requests must be submitted for consideration at least 10 business days prior to scheduled event. The waiver request form can be found on Viking Food Co.'s website. Completion of a waiver request does not guarantee approval, but a member of the catering team will reach out to discuss decision with the host.

- Donations or sampling of food at any event must be documented a letter from the donor to the event organizer stating that the food will be donated/sampled and no payment will be requested. Donated food must be processed or prepared in a licensed food service operation or in an establishment or place that meets equivalent requirements of the Ohio Department of Health.

FRESH GREEN
CATERING

Important Links

Employee Acknowledgement Form

This form is to be signed and returned to the Division on Hospitality Servies office.

By signing this form, I, _____, acknowledge that I have reviewed the Division of Hospitality Services Marketing and Operations Guidebook. I understand that it is my responsibility to observe the policies and procedures explained in this handbook. I further understand that the Division of Hospitality Services, may at any time, with or without notice amend, modify or discontinue any and all of the rules, policies and procedures referred to in this manual. In addition, any changes, updates or deletions will be distributed to you by your supervisor. Failure to follow the general employee expectations outlined above or the guidelines established in the handbook will be addressed by your direct supervisor.

_____

Employee Name (Please print)

_____

Employee Signature   Date

_____

Supervisor Signature   Date