

PROVIDING SERVICES THAT ENHANCE
YOUR EXPERIENCE AT CONCORDIA

A N O V E R V I E W



TABLE OF CONTENTS

MESSAGE FROM THE DIRECTOR 1

ABOUT HOSPITALITY CONCORDIA 2

CONFERENCE SERVICES 5

COMMERCIAL SUPPORT SERVICES 7

HIGHLIGHTS FROM 2011-2012 10

LOOKING AHEAD 12

THE HOSPITALITY CONCORDIA TEAM 13



MESSAGE FROM MARIE-JOSÉE ALLARD,
DIRECTOR, HOSPITALITY CONCORDIA



This report outlines our operating framework, our vision for hospitality services at Concordia and our strategic goals in support of the university's *Academic Plan* as well as the needs of the University community. Our department has undergone a transformation from being a provider of food and beverage services and conference spaces to being a key partner in the fulfillment of value-added services such as locker distribution, parking, commercial advertising and banking. All contribute to a rich campus life.

Increasingly, the external community is looking to Concordia to meet its event planning needs and we are positioning Concordia to become a first-choice location for Montreal community and business events. A notable example is Concordia's status as the official venue of the popular Fantasia Film Festival.

We believe that the human element we provide, combined with the collaboration of various units working together is the only way to exceed client expectations in order to turn an ordinary event into an outstanding one.

Our team is passionate about working with our clients — bringing value-added services to meet their expectations is our priority. One of our objectives is to bring hospitality industry best practices to campus, as we have demonstrated with an online comprehensive event-management system to support the community with their event planning needs and an innovative portal application for locker rentals. These tools serve as support to the personal assistance our team brings daily.

By anticipating our clients' needs and responding to business demands by offering a wide array of services, Hospitality Concordia will continue to play an important role in supporting the university's commitment to innovation and excellence in education, research, creative activity and community partnerships.

MARIE-JOSÉE ALLARD
Director, Hospitality Concordia

March 2013

ABOUT HOSPITALITY CONCORDIA

Hospitality Concordia manages the university's value-added services that enhance the faculty, staff and student experience on campus. Formerly called Auxiliary Services, the department name was changed in 2007 to reflect the consolidation of all hospitality services in one department.

The management team ensures that Hospitality Concordia thrives in the face of the ever-changing demands of our community. It is also important for us to give back to the community in terms of donations and sponsorships.

Hospitality Concordia consists of eight interrelated services, each sharing the same vision of quality, sustainability and excellence in customer service:

- Reservation Centre
- Conference Services
- Food Services
- Beverage Services
- Locker Services
- Parking Services
- Automated banking machines
- Commercial campus advertising

A TEAM EFFORT APPROACH TO EXCELLENCE

In 2009, Hospitality Concordia collaboratively developed a three-year strategic plan. The resulting mission, vision and strategic plan reflect the university's progressive direction, best practice solutions and our willingness to take a leadership role in bringing hospitality industry standards of quality to Concordia.

OUR VISION

Our vision is to create a positive lasting impression of our services and to offer an enhanced campus life experience. We strive to be recognized as leaders within our field, and to be known for consistently providing professional and efficient services to the community.

OUR MISSION

Our mission is to implement best industry practices for various event and service needs on campus. This allows us to play a critical role in the delivery of the university's *Strategic Framework*, uniquely tying into academic excellence, student experience and community engagement.



OUR STRATEGIC PLAN

Our strategic plan consists of five fundamental principles in support of Concordia's strategic focus on academic work of the highest quality, outstanding student experience and engagement, as well as community engagement and social responsibility. This approach will allow us to operate as a one-stop-shop for campus events, including academic and professional conferences, student group activities, institutional meetings and community events.

OUR FIVE STRATEGIC DIRECTIONS:

Strategy 1:

Upgrade infrastructure

Facilities and technologies.

Strategy 2:

Review processes

Streamline practices and implement policies and best practice models.

Strategy 3:

Marketing and communications

Develop branding and build on-campus awareness.

Strategy 4:

Total package solution

Develop strategic relationships with partners to facilitate our clients' experience.

Strategy 5:

Seek profitable opportunities

Develop business strategies and new services; optimize our space inventory.

UNIVERSITY POLICIES AND PROTOCOLS

Through our expertise and desire to bring hospitality best practices to Concordia, we bring forth new initiatives, highlight potential risks, champion the need for standards and regulations, and support the community's needs.

We participate in and chair committees that include members from the Dean of Students Office, Environmental Health and Safety Office and the Department of Security, as well as insurance liability specialists and legal counsel. We also work closely with *La Régie des alcools, des courses et des jeux* and other external agencies to implement policies and protocols.

Hospitality Concordia chairs a committee responsible for developing campus protocols; builds awareness of policies and protocols; ensures compliance and process improvements; educates university members on regulations and trains designated space administrators to ensure event standards on campus.



2011-2012 AT A GLANCE

RESERVATION SERVICES

Number of spaces booked:

3,526

for a total of 37 venues
and 143 classrooms

CONFERENCE SERVICES

1,464

Number of events with event
management services

Percentage of events organized
for staff and faculty: 78 per cent

Students: 15 per cent

External community: 5 per cent

Other (non-profit, etc.): 2 per cent

FOOD SERVICES

People served at campus cafeterias
and food outlets

667,000

Residence meal plans: 444

Additional meal plans at the newly
renovated Hingston Hall building:
118

UNIVERSITY APPROVED CATERERS

1,721

Catering orders served on campus

BEVERAGE SERVICES

Number of vending machines
on both campuses: 67

LOCKERS

7,000

Locker rental requests for an
inventory of 8,835 lockers

PARKING

Parking spaces: 1,059

Indoor spaces:
434 in 2 indoor lots

Outdoor spaces: 625

BANKING

Number of banking machines
on both campuses: 4

COMMERCIAL CAMPUS ADVERTISING

Advertisement placements: 550
mini-boards and 24 backlit boards

LCD screens with commercial
advertisements: 17

Advertisement banners
on campus: 20



CONFERENCE SERVICES

CONFERENCE SERVICES AND RESERVATION CENTRE

We manage a high volume of requests to host events on campus and provide an array of event management services such as planning, consulting and logistics in order to ensure a memorable experience for all our clients. Conference Services and the Reservation Centre are the hubs through which events are managed.

MAKING IT PERSONAL

We bring a personal touch to every request. Our dedicated team values:

- Building trust through professionalism.
- Consulting with and reassuring clients their events will be carried out exactly as planned.
- Making all our clients feel important.
- Fostering collaborative working relationships with suppliers to ensure excellent service delivery.
- Finding quick solutions and never letting our clients worry.
- Exceeding our clients' expectations.

A NEW EVENT MANAGEMENT AND ONLINE SPACE REQUEST SYSTEM

To support our customer service approach, we implemented MyEvents, an online comprehensive and user-friendly event management system available to the internal and external community. The system makes accessible all event-related documents, helpful resources and a complete online reservation application with ordering, pricing and tracking options in order to assist clients in planning their events. Once the requests are placed, we work with our clients to help execute and meet their objectives.



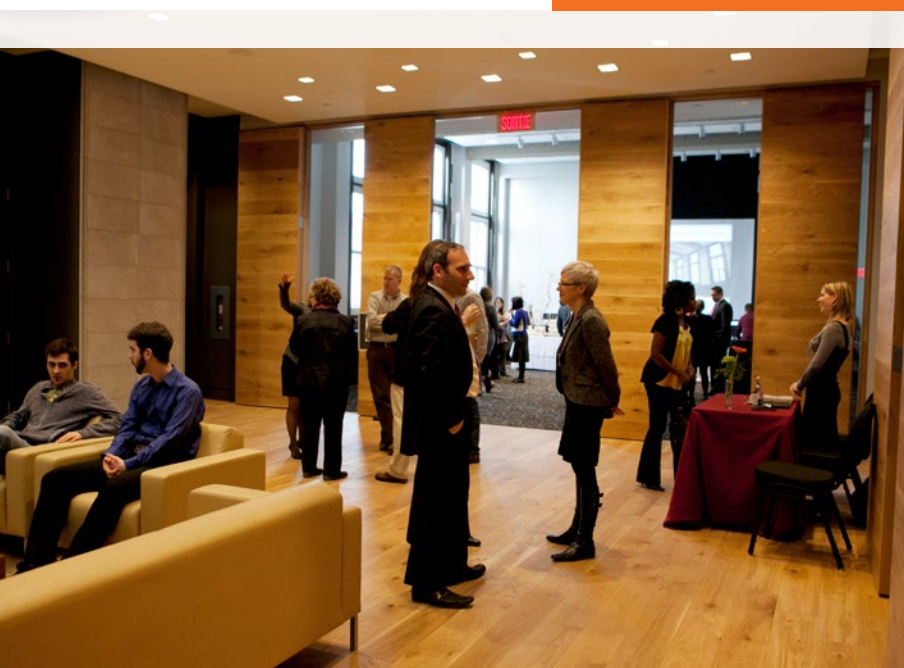
STAR VENUES

THE LOYOLA JESUIT HALL AND CONFERENCE CENTRE

Hospitality Concordia worked alongside the Loyola Alumni Association, Advancement and Alumni Relations, and Facilities Management during the planning stages of the \$4-million renovation project to transform the former Loyola Refectory into a modern, sophisticated and desirable multi-purpose venue with state-of-the-art equipment. Thanks to the generosity of the Loyola Alumni Association and donors, Concordia can host a variety of events in this unique and prestigious venue located on the Loyola Campus.

ENGINEERING, COMPUTER SCIENCE AND VISUAL ARTS INTEGRATED COMPLEX 11TH FLOOR ATRIUM

With striking views of Montreal's downtown landscape, the 11th floor atrium is a bold modern venue that has been a popular choice for events since its opening in 2005.



COMMERCIAL SUPPORT SERVICES

Commercial Support Services focuses on service and client care, providing efficiency, courtesy and innovation.

ADVERTISING

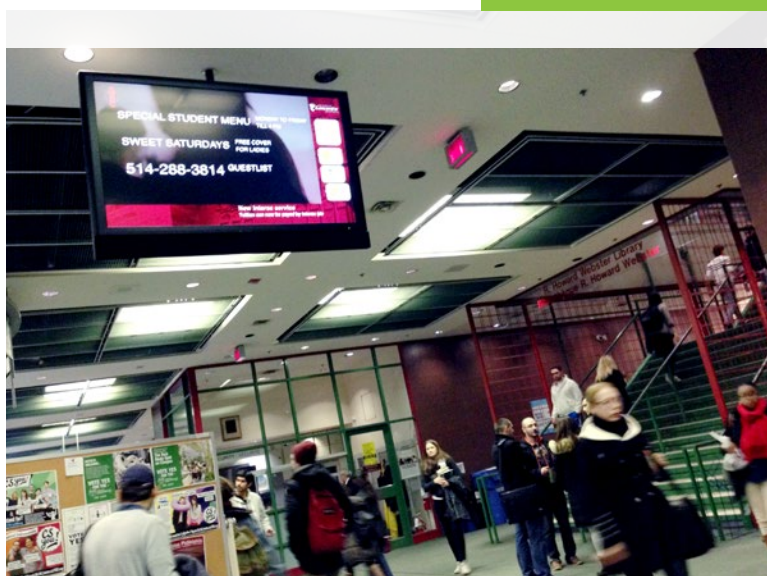
Our on-campus advertising partnerships bring more than financial returns to the university. These partnerships offer significant value-added benefits in support of the University and various student initiatives.

Together with our advertising partners, we've implemented a comprehensive and strategic distribution of promotional media across campus, including LCD digital information advertising boards, banners and washroom ads.

Concordia events are promoted and important information is also posted on the visual screens on campus. These displays require minimal maintenance costs and maximize potential audience exposure while keeping intact the integrity of the university's buildings and environment.

BANKING

Hospitality Concordia provides convenient banking services and ready access to cash by managing the campus network of automated banking machines on campus. Our upcoming banking partnership will make banking machines more accessible on campus, bring added value, special banking offers to students and help support student initiatives.



VENDING MACHINES

Vending machines offering a variety of drinks and snacks are located in buildings throughout both the Sir George Williams and Loyola campuses in addition to the food and dining outlets, making such services accessible for our clients while on the go.

CATERING AND FOOD

Whether for a meeting, a coffee break or a hearty meal, Concordians rely daily on campus dining. Food Services is responsible for ensuring the high level of service and quality expected by the community.

Our food provider

Hospitality Concordia oversees the services offered by the university's food provider, Chartwells.

Chartwells manages retail outlets, residence meal plans and catering services on both campuses. Seasonal options and international flavors are regularly introduced to keep the program fresh and interesting. Chartwells offers healthy lifestyle food options including the Balanced Choices and Trans-fat Reduction programs. Ongoing exchanges and monthly feedback sessions ensure students' opinions, comments and suggestions are heard.

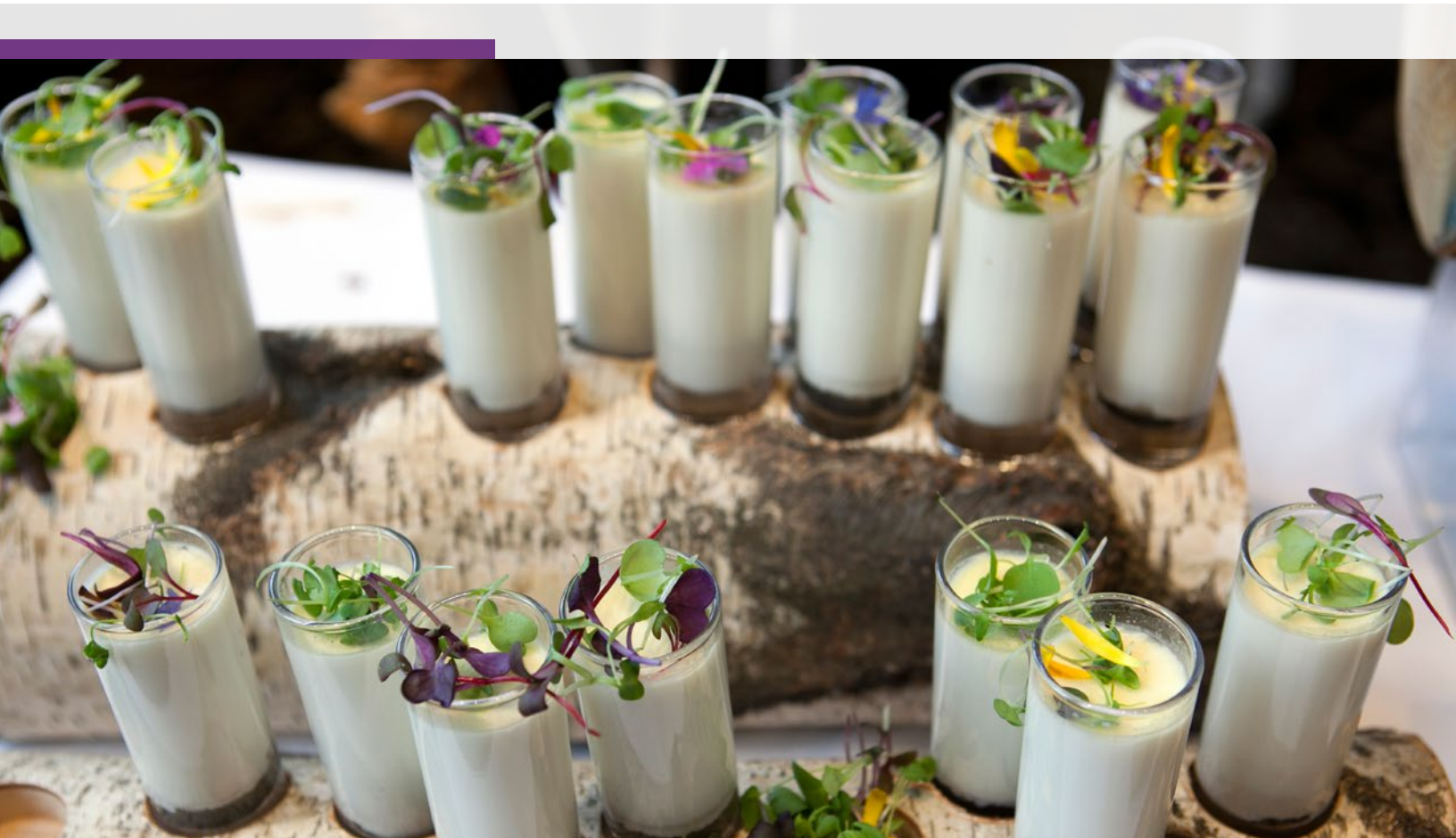
Sustainable practices

Complementing Concordia's sustainability initiatives, Chartwells maintains high standards of environmental responsibility by:

- Purchasing certified ocean-friendly seafood and free-range eggs.
- Selling certified fair trade products at retail outlets on campus.

Variety is the Spice of Life

We are proud to offer a wide array of approved caterers that suit the community's needs. From a small gathering to a high-end reception and everything in between, our list is diverse and delicious.



ONLINE LOCKER RENTALS

In the past, thousands of students would line up in building lobbies at the beginning of each term as our staff completed a form with a combination for a locker assigned randomly on campus and payment of the rental fee would be made in cash.

Students can electronically rent a locker from the convenience of their home and select one that meets their specific needs, such as storing large portfolios. The MyConcordia portal provides images of available lockers in each building and students click on the image of the locker that is most convenient for them. The fee is automatically applied to the student's account. It's that simple.

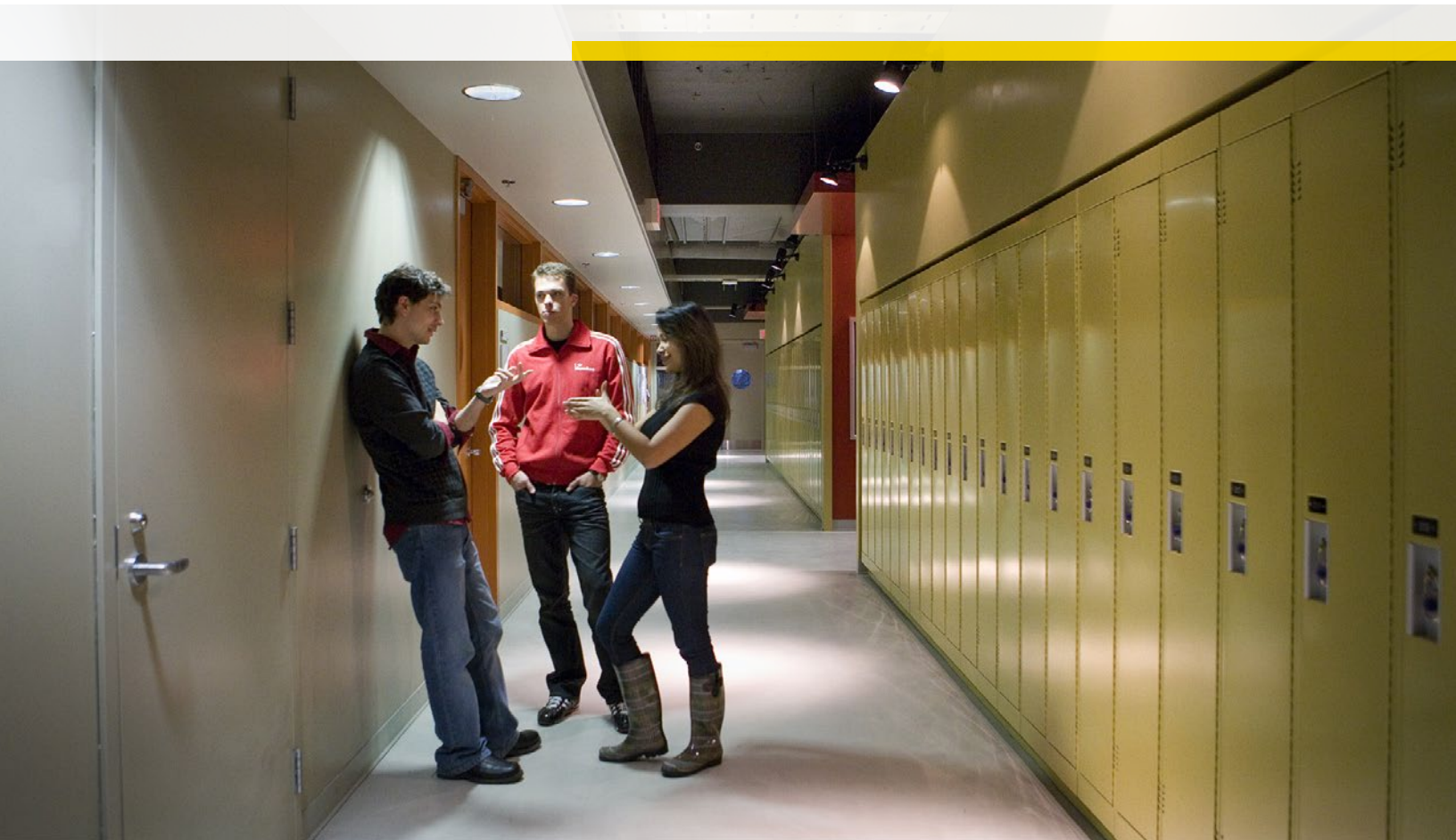
Concordia is one of the first universities to use such an innovative locker rental system. Instructional and Information Technology Services collaborated in its development.

PARKING SERVICES

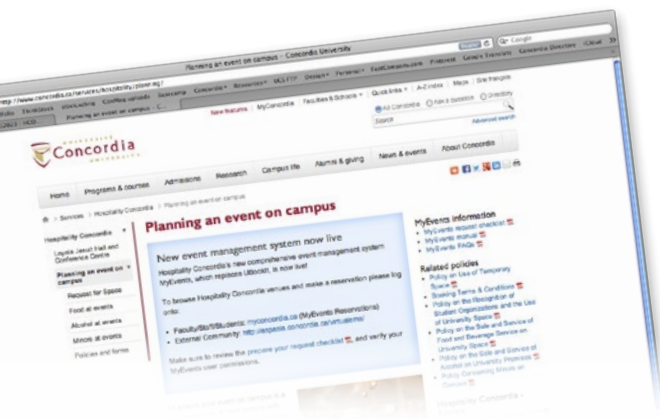
We offer parking facilities on the Sir George Williams and Loyola campuses for members of the University as well as our external guests. Our service delivery includes:

- Personalized customer service approach.
- Streamlined and modernized operations to work more efficiently.
- Overseeing the maintenance and renovations of the parking grounds.
- Upgrading our technologies to facilitate services.

As a result of our commitment, Parking Services delivers automated, efficient and safe parking facilities, with a high turnaround volume, while improving customer service.



HIGHLIGHTS 2011-12



NEW WEBPAGE

Online information

We launched our comprehensive *Planning an Event on Campus* webpage in May 2012 to reflect the newly implemented event-related policies that we helped create.

concordia.ca/services/hospitality/planning

The page serves as a resource for the community, walking clients through the process of planning an event and advising them of the policies and protocols.

UNIVERSITY-APPROVED CATERERS

Catering to you

Hospitality Concordia developed catering service agreements and entered into partnerships with a number of approved caterers. For all campus events requiring the service of a caterer, our clients must now select from the university-approved caterers list. This new procedure ensures:

- Compliance with food health and safety regulations and the *Ministère de l'agriculture, des pêcheries et l'alimentation du Québec*.
- Discounts for students.
- Sustainable practices.

EVENT-RELATED POLICIES

Setting the Standards

Hospitality Concordia played a key role in creating university event-related policies by chairing a committee that oversaw the creation of these event-related protocols on campus:

- Policy on the Sale and Service of Alcohol on University Premises.
- Policy on the Sale and Service of Food and Beverage on University Space.
- Policy Concerning Minors on Campus.

HOST MASTERS

Event Highlights of 2011-2012

Iron Ring Reception

Reception for graduating engineering students.

Dragon's Den Auditions 3

Auditions for the popular CBC show took place at Concordia for the second year in a row.

Financial Open 2012

The sixth International Case Competition where finance and accounting students from the John Molson School of Business (JMSB) participated.

Force Jeunesse – Rencontre Maîtres Chez Nous

Event that was organized by young workers with the aim of improving working conditions for youth. Special guest speaker was former Quebec finance minister Raymond Bachand.

The Knowledge Infrastructure Program (KIP)

Opening ceremonies of the PERFORM Centre, Centre for Structural and Functional Genomics, Solar Simulator-Environmental Chamber and the relocation of the Performing Arts to the Sir George Williams Campus.

Canadian Association of University Business Officers (CAUBO) Annual Conference

Four days of seminars, workshops and lectures bringing together financial and administrative officers from Canadian universities and affiliated colleges.

LOYOLA CAMPUS RESIDENCE

As of September 2012, we began providing meal plan services to an additional 118 residence students in the newly renovated Hingston Hall Building.

HOSPITALITY CARES EVENTS

Giving back

Through campus events, we have raised a total of \$23,000 to support such charities as Centraide, the Heart and Stroke Foundation, the Canadian Cancer Society and student scholarships. Hospitality Concordia also contributed more than \$4,000 to in-kind donations for campus activities. In 2011, the team also served a hot holiday luncheon at LE PAS DE LA RUE, a shelter for persons 55 years and older. The event was such a success, we were invited back in 2012.

THE LOYOLA JESUIT HALL AND CONFERENCE CENTRE

The multi-purpose venue on Loyola Campus opened its doors to the public in February 2012. The centre is ideally suited to host meetings, workshops, receptions, weddings, as well as business events.

FOOD SERVICES

Renovated cafeteria

The Loyola Campus cafeteria received a facelift to provide a fresh, inviting atmosphere. It is now a comfortable setting where students can enjoy their meals and hang out. We also re-named the cafeteria the *BUZZ Bistro* to reflect the bustle of meal times and in support of the Stingers teams.

BANKING ON CAMPUS

A New Contract

We launched a search for new automated banking machine services to address the community's changing needs and expanded the scope to six locations across campus.

PHASING OUT BOTTLED WATER

Reducing waste

Following the university's commitment to sustainability, we worked with our beverage services provider to phase out bottled water, which as of May 2012, is no longer sold on campus in vending machines.



LOOKING AHEAD



PROMOTE LOYOLA CAMPUS CONFERENCE FACILITIES

Maximize the rental potential of the Jesuit Hall and Conference Centre and optimize the use of the Centre through partnerships with the Loyola Chapel, Oscar Peterson Concert Hall and the Residence Life summer housing program.

Once the renovation project is completed, Hospitality Concordia will manage the outdoor parking facility on the grounds of the Grey Nuns Mother House.

FOOD SERVICES

A comprehensive review of on-campus food offerings and requirements will be conducted in order to integrate new strategies that will further enhance campus life in our upcoming Food Services request for proposal to be implemented in Summer of 2015.

Hospitality Concordia will continue to provide value-added services that benefit the university and our community.

COMMERCIAL ADVERTISING

Implement additional LCD screens throughout the university.

GREY NUNS
MOTHER HOUSE PROJECTS

The plans for the new dining area in the Grey Nuns Mother House for downtown residence students are underway and we are collaborating with our partners to offer better dining facilities, meal plan programs and services to downtown residence students.

PARKING SERVICES

The Loyola Campus sports complex parking lot will be resurfaced once the arena renovations will be completed in Fall 2013.

The indoor automated parking garages in the J.W. McConnell and Faubourg buildings will be updated to accept chip-enabled credit cards as a form of payment.

UPCOMING MAJOR EVENTS

Society for College and University Planning (2013)

SCUP's North Atlantic Regional Conference is where higher education planners share ideas and best practices, get inspired, and make connections focused on integrated planning.

Encuentro (2014)

The Hemispheric Institute brings together approximately 700 attendees for 10 days, exploring the relationship between expressive culture and politics in the Americas.

Acfas Congress (2014)

Concordia will host the 82nd Acfas (Association francophone pour le savoir) Congress May 12 to 16, 2014, with approximately 6,000 researchers expected.

INTRODUCING OUR TEAM

Hospitality Concordia brings together a cross-functional team of professionals.

Front row from left to right:
Christina Soulière, Nancy Curran,
Marie-Josée Allard, Lisa Mahabir.

Second row: Thérèse Wright,
Dominique Bourcier, Alicia Horner,
Nerissa Gore, Sandy Scribner.

Back row: Isabelle Boisvert, Petra Alves,
Johanne De Cubellis, Robert Beausoleil,
Tom Wright, Mariya Georgieva.

Absent: Cherry-Marie Dulnuan,
Marie-France Watson.



Hospitality Concordia extended a warm welcome to Sabrina Lavoie upon her appointment to the position of Executive Director, Budget Planning and Control. We are pleased to work with her as she brings the department her extensive financial and strategic expertise, providing us with leadership and direction as we continue to cultivate our vision within the framework of the university.

Welcome Sabrina!

A NOTE OF THANKS



Hospitality Concordia sends a special and sincere note of thanks to Marc Gauthier, who served as executive director, Finance and Business Development from 2006 to 2011. Marc's support and commitment to this department allowed us to flourish and to demonstrate what we were individually capable of through the opportunities he created for Hospitality Concordia. Through Marc's direction, we were able to celebrate many successes over the past few years. We wish him all the best in his new role as Concordia's treasurer.

Thank you Marc.

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hospitality.booking@concordia.ca

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PARKING SERVICES
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