



Messiah College Student Government Association
Office of the Student Body President's Cabinet

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For Immediate Release:

SENATE VOTES TO DISCONTINUE SOUTH SIDE, PRESIDENT APPROVES

On the evening of Thursday, March 12, 2015, Student Senate approved a recommendation to close South Side Café by the end of this semester. The vote was 42 to 1, with 0 abstentions. Shortly after Senate's vote Thursday, Student Body President Timothy Sensenig also approved this legislation.

The Café began as a business venture of the Student Government Association in 2008. Turkey Hill Dairy also generously provided support in the form of product donations, student scholarships, and seed money to help the business develop. Over the last several years, however, SGA leadership has expressed concerns over the financial instability and long-term success of the Café, resulting in the recommendation to close the business.

SGA leadership will immediately begin collaborating with Enactus and the Café to see that the articles of the proposal are appropriately enforced. Student Body President Sensenig said, "The recommendation to close the Café was the result of several months of prayerful discernment, collaborative leadership and strategic planning on the part of the Student Body President's Cabinet, the SGA Leadership Council, Enactus and Café management."

The Café has held a place in the hearts of many students over the years. It has been a place to celebrate, to study, to learn, to relax, to build community. Discontinuing the Café was a difficult recommendation for SGA leadership to make, but they believe that this change will allow SGA and its clubs and organizations to create new opportunities for community-building and learning for the thousands of students to come.

In the next two months, a task force comprising of Café, Enactus and SGA leaders will consider new business models and make a final recommendation to Student Senate by May. Joy Endicott, the current

Café manager, said, “I’m sad to see the Café go, but I’m excited to see what’s in store for the future. Many new business options and opportunities lie ahead, and I want to see what’s best for our campus.”

Additional information about the closing of the Café can be found in the mass email distributed to students and employees on the morning of Friday, March 13.

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PROPOSAL TO DISCONTINUE SOUTH SIDE CAFÉ

The Student Senate
March 12, 2015

Whereas, Section 11.1.3.3 of the Governance Manual requires Student Senate to approve the continuation or discontinuation of the South Side Café on a biannual basis, and

Whereas, the South Side Café is severely limited in its operations by its inability to take Dining Dollars and its inability to serve hot or prepared food, and

Whereas, the South Side Café has required approximately \$30,000 of Student Activities Fees in the last six years and has provided little return on investment, and

Whereas, the South Side Café has never fulfilled its mission to provide scholarships for students, and

Whereas, the South Side Café has a history of financial instability and debt, and

Whereas, the South Side Café governance is currently shared between SGA and Enactus, thus causing much confusion for the leaders of these organizations, and

Whereas, the Student Body President's Cabinet has fully explored all future options for the South Side Café with Enactus, Café Management, Student Senate and College administration,

Therefore be it resolved, that we the Messiah College Student Senate hereby enact the three articles below in order to effectively discontinue the South Side Café on this date and recommend to Governance Review Council the removal of Section 11 from the Governance Manual.

Respectfully recommended,

Timothy Sensenig, *Student Body President*
Abigail Daley, *Student Body Vice President*
Jessica Teeter, *Chair of the Peer Review Board*
Cora Hines, *Vice President for Diversity Affairs*
Andrew Dorsey, *Vice President of Finance*
Jacob Pelkey, *Vice President of Organizations*
Joshua Brosvic, *Executive Secretary*

Sarah McDowell, *Enactus President*
Jonathan Fuller, *Student Body Chaplain*
Alexa Kern, *President of the Student Activities Board*
Susannah Goodman, *Chair of Multicultural Council*
Lauren Piccioni, *Pulse Student Director*
Luisa Garcia, *Eyas Chair*
Alana Anthony, *Agape Center Representative*

Article I: Café Closure

Section 1. The South Side Cafe shall cease to operate or receive Student Activities Fees as of May 16, 2015.

Section 2. Café management shall communicate with the Division of Operations—primarily Campus Events and Dining Services—in safely and permanently ending operations of the Café by May 16, 2015.

Section 3. After May 16, 2015, any remaining balance—either positive or negative—in the South Side Café account shall be assumed by the SGA capital account.

Article II: Provisional Governance for March, April and May 2015

Section 1. In order to allow Governance Review Council to remove Section 11 from the Governance Manual, a provisional governance shall be enforced for the remainder of the Café's existence. All Café operations shall continue normally under Sections 2 through 8 below from March 12, 2015 to May 16, 2015.

Section 2. South Side Café shall enhance community development at Messiah College by hosting club events and providing a hangout space for students and assist in the educational process by giving practical real-life training to students who are interested in entrepreneurship or business.

Section 3. Enactus shall operate the Café, for profit.

Section 4. The Enactus Advisor shall file for the following three and five year certifications if necessary:

- a. Commonwealth of Pennsylvania Department of Agriculture Bureau of Food Safety and Laboratory Services - Food Employee Certification
- b. Commonwealth of Pennsylvania - Eating and Drinking License starting in the Fall of 2011.

Section 5. The Student Body President shall meet once a month with the Student Manager to ensure that the South Side Café operation and closing runs smoothly.

Section 6. The South Side Café Student Manager shall

- a. Schedule employees to work.
- b. Check employee time sheets.
- c. Book events and manage the payment for events.
- d. Make deposits.
- e. Orders and picks up products.
- f. Manage the employees of the South Side Café.
- g. Organizes and leads monthly meeting with employees.
- h. Work at the counter of the café and serve customers.
- i. Attend leadership training and development sessions as decided by the Student Body President and SGA Advisor.

Section 7. The South Side Café Assistant Student Manager shall

- a. Monitor the inventory of products in the café.
- b. Check in at the café 3-4 times each week.
- c. Pick up products.
- d. Meet weekly with the Manager.
- e. Meet weekly with the Advisor to the South Side Café.
- f. Attend monthly meetings with employees.
- g. Book events at the café.
- h. Assist with the overall management of all café employees.

Section 8. The South Side Café Customer Service Clerk shall

- a. Scoop ice cream and serve other products behind the counter of the café.
- b. Operate the cash register and card swipe machine.
- c. Be available 4-20 hours each week depending on availability of workers and number of events.
- d. Count the cash in the register to ensure the correct amount is there.
- e. Properly open and close the café.
- f. Demonstrate friendly and helpful customer service etiquette. Meet monthly with the Manager and Assistant Manager

Article III: Task Force on Recommending New Business Models

Section 1. Following closure of the Café on May 16, 2015, any alternative uses of the Café space in the south residence complex—including a new business model—shall not be enacted without approval from the Vice President for Operations, Residence Life, and the College President's Cabinet.

Section 2. Upon discontinuation of the Café, the Student Body President shall ask the Enactus President, a separate Enactus representative and two SGA representatives to form a task force. The president shall also appoint additional students to the task force as he deems necessary.

Subsection 1. This task force shall be co-chaired by the Enactus President and an SGA representative.

Subsection 2. This task force shall research new business models for the south residence complex facility and make a recommendation to Student Senate before May 16, 2015.

Subsection 3. Should the task force need more time to fulfill Article III, Section 2, Subsection 2, they shall request additional time from Student Senate no later than May 16, 2015.

Subsection 4. Should Student Senate approve the recommended business model before May 16, 2015, the Student Body Vice President shall deliver the proposal to the Student Body President for approval in accordance with Section 4.1.2.a of the Governance Manual.

Subsection 5. Should the Student Body President approve the recommended business model, he shall deliver the recommendation to the Vice President for Operations and Residence Life for their consideration and final action.



SOUTH SIDE CAFÉ CLOSING—FREQUENTLY ASKED QUESTIONS

March 13, 2015

What is SGA's relationship to South Side Café?

Student Senate and the Student Body President's Cabinet started South Side Café in 2008 as a way to provide business students "real world" experience and create a revenue stream for future scholarships. It should also be noted that Turkey Hill Dairy kindly provided at this time annual support through donated product and funding for scholarships. After falling \$15,000 in debt in 2009, Student Senate (then Student Forum) voted to share governance and operating authority with SIFE (now Enactus) in the hopes of better supporting and advising the Café.

In 2015, South Side Café still operates as a subsidiary of SGA, and the South Side Café Manager reports to both the Student Body President and the Enactus President. SGA is also required to restore the Café's account to \$2000 every semester as a way to prevent massive debt like that experienced in 2009.

Why close the Café?

There are several reasons contributing to the closure of the Café. Finances, however, are the primary reason for its closure. The funding from Turkey Hill Dairy was never meant to be long-term sustaining revenue, but rather seed money to help launch the Café. As its profit record shows, the financial success of the Café is unpredictable—some years it makes a profit, other years it costs SGA several thousand dollars. In total since 2009, approximately \$30,000 of Student Activities Fees (SAF) have been invested in the Café business with little return on investment, and few scholarships funded from profit to date. The scholarships provided were only possible because of the generosity of Turkey Hill Dairy.

The financial instability of the Café is due in part to the innate limitations of the Café business model. As many students know, the Café cannot take Dining Dollars, which prevents many students from making a purchase. Additionally, the Café can only sell pre-packaged food or ice cream, which is unattractive to many customers, especially when competing with the same product in the Union Café, Lottie Nelson Dining Hall and the Falcon Express.

When will the Café actually close?

The Café will remain open for the majority of the Spring 2015 semester, but it must be closed and cleaned out before May 16, 2015. SGA and Enactus hope to have a closing party for the Café and its employees. Students are encouraged to stay tuned for more details about this event.

What will happen to the Café's current employees?

Café management and employees will continue to work and receive wages until the Café is completely closed in May.

What will happen to the Café next fall? Will there still be a game room and lounge?

For the time being, both Residence Life and Operations have agreed to leave the lounge open for students to enjoy next year.

Are there opportunities for new student-run businesses to use that space?

Any new business or alternative uses of the Café space must be approved by the Vice President for Operations and Residence Life. A new student-run business is not an absolute guarantee, but there is potential and opportunity. SGA, Enactus and the Café are also deeply grateful for the support of Turkey Hill Dairy and plan to work with the Development Office in communicating next steps to the company.

During this spring semester, the Student Body President will launch a task force comprised of SGA and Enactus leaders to research new business models in consultation with administrators. They will consider aspects ranging from product, management and marketing to financing, advising and sustainability. By May 16, 2015 this task force will make a final recommendation to SGA and College administration about how to best use that space in the future.

Does the closing affect the amount of Student Activities Fees (SAF) students pay?

The change to the Café will not result in any direct or immediate decrease or increase in the SAF; however, it will save SGA money in its overall budget, allowing more clubs or grants to receive funding in the future, and reduce the likelihood of a steep increase in the SAF any time soon.

What was wrong with ice cream? Why not try a new product?

Ice cream does not have a large market in general, but specifically on a campus where most customers are only present during cold months and where ice cream can be purchased in three other locations on campus. There are possibilities to sell new products in that space, but most would require a makeover of the kitchen and a new business model in order to comply with food safety regulations and best business practices.

Couldn't the Café try a new marketing strategy or management model?

While the Café leadership this year has done a tremendous job implementing new and creative management and marketing techniques, these types of changes do not address the deeper systematic problems that prohibit the Café from making a consistent profit. They can, however, be implemented alongside a new business model in the future.

Will students other than Student Senators be involved in the Café closure?

Section 11 of the SGA Governance Manual requires Student Senate to vote on any changes to the Café, including continuation and discontinuation. In making their decision, Student Senators are expected to consult their friends and peers, and make a decision that is best for all 2600+ students on campus.

In the future, however, the Student Body President's task force will consult many different groups on campus. If you would like to contribute to the task force's research, please contact SGA@messiah.edu.