

# Campus News

## Renovation “New atmosphere” highlights changes

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When Lindsey Wilson College (LWC) students returned from their most recent holiday break, they were surprised to find the Student Union Building (SUB) greatly renovated.

This approximately \$35,000 renovation was done almost entirely in-house, with some help from a design company based in Lexington called ID+A. The renovation includes a sound-dampening wall, a computer bar, new televisions, and a new color scheme, among other things. It took at least several months to plan out, but only a couple weeks to construct.

According to Mark Coleman, vice president for administration and finance at LWC, it all started from moving the Starbucks kiosk out of the cold, drafty atrium of the Cranmer Dining Center.

“[The SUB] was the best location that we could find,” Coleman said. “And we didn’t want to just put the kiosk up there and not do anything to change the environment.”

Chris Schmidt, dean of students at LWC, is credited for seeing the SUB’s need for renovation. The furniture was old and worn out and the lounge and gaming spaces had

no barriers between them, allowing for too much noise.

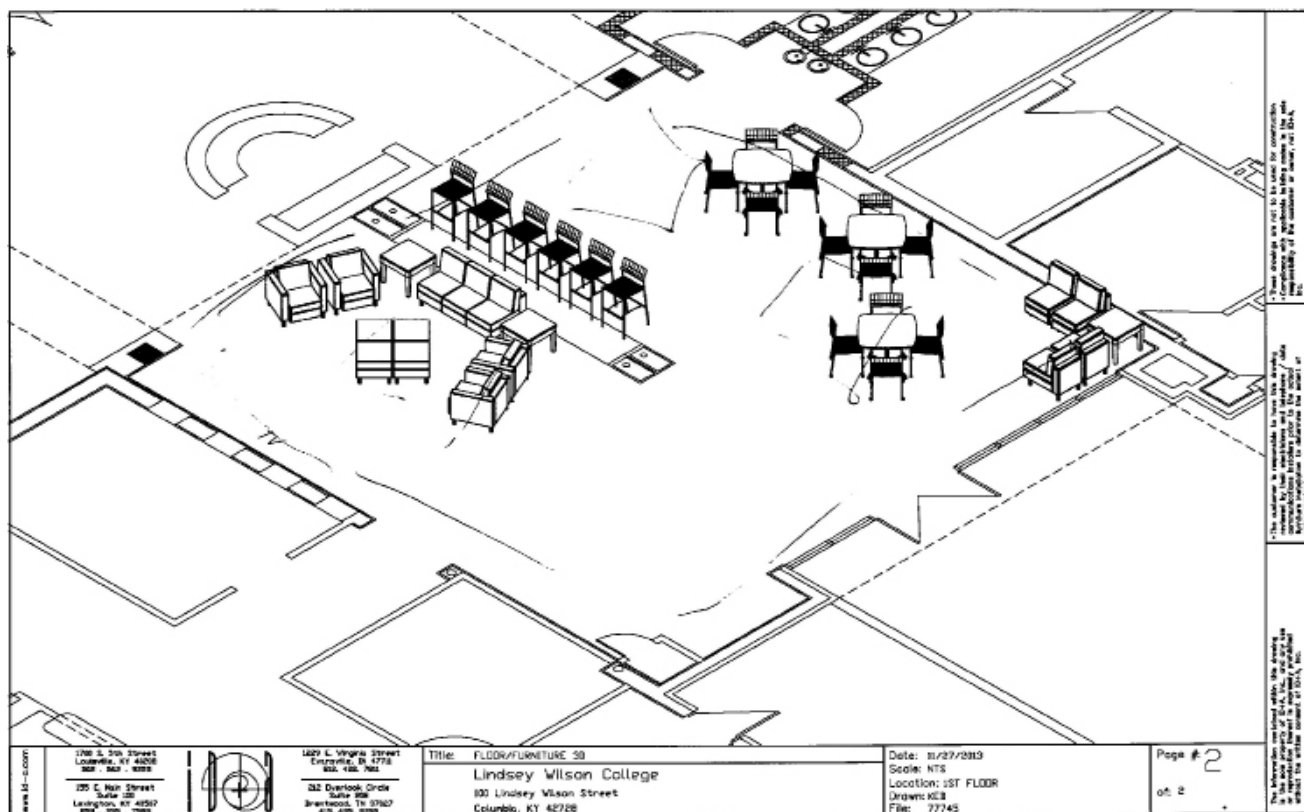
“We got together and talked about how we could kind of make some change, and I just thought there was an opportunity to renovate in some ways, maybe upgrade, change and kind of move some things in a direction that could help the student body maybe appreciate,” Schmidt said. “Because I think people had moved away from not going over there as much. It wasn’t as comfortable a place.”

Schmidt, Coleman, and Mike Newton, director of Physical Plant Operations, say that the new atmosphere of the SUB is warmer and somewhat similar to that of a coffee shop.

“There’s more people who have gotten into I call it the coffee shop vibe,” Schmidt said. “There’s so many people who go to Starbucks not because they love Starbucks so much, but because they just want to sit in that social atmosphere.”

All of the construction, painting, and floor work was done by Plant, who also designed and built the new storage benches by the pool tables.

“We can’t go hire people to do the quality of work that we have here on our staff,” Newton said. “I don’t know of any other college, and I’m not talking about the small ones, I’m talking about UK’s and U of L’s, they don’t have the talent in-house staff that we have.”



College officials planned the overall design of the renovation with help from the Student Activities Board, directed by Jayne Hopkins and then Lafawn Nettles, and ID+A. Caitlin Neal, an Adair County native who is now an Account Executive at ID+A, worked with the officials to recommend designs, fabrics, furniture, and other necessities. ID+A then delivered and assembled the new furniture.

Neal has other connections to LWC as well. Her father used to be a vice president at the college and Schmidt has known her since she was a child.

Because so much work was done in-house and with someone who has an attachment to the college, Schmidt believes LWC saved a lot of money. Even more money was saved by doing such things as painting the ceiling tiles instead of buying new ones of a new color.

“We don’t want to spend money

that doesn’t need to be spent because when you spend money, where does it come out later on? Somebody else had to pay for it later on,” Schmidt said. “And if that’s in rising tuition costs or student activity fees, we don’t want that to happen.”

Schmidt also credited Coleman for doing a very good job at finding the funding for the project.

“I appreciate Mr. Coleman for finding the funding in a very tight budget,” Schmidt said. “He pinched a penny here, he pinched a penny there. We saved some money in some budget lines. And at the end of the day it’s kind of like going around your house and you look in the seat cushions you find a few dollars, you go through some old jeans you might have in the closet, you find a couple dollars there.”

Schmidt said that because Coleman collected money that was already lying around, there was no additional expense to the budget or to students. However, Coleman gives himself a little less credit.

“We have different designations for funding, and some of it is designed for Plant,” Coleman said. “Meaning that I can’t pay the light bills with it, I can’t use it for salaries, but it’s designated for the physical environment of the campus. And so that’s how we’re able to fund it, through those restricted dollars that were sitting in an account.”

This renovation project, which was going to be invested in at some point no matter what, will not delay or cancel any other projects, Schmidt said.

“Never at one time was there a conversation, ‘Well, Chris, if we do this then you can’t do this,’” Schmidt said. “It was, ‘You’re right. I’m glad you brought this to our attention. We needed to address this.’”

Schmidt and Coleman are still working on improving other build-

ings, including residence halls, and adding gazebos around the Fugitte Science Center.

“I could have thrown a dart at a dartboard that had a bunch of different things on it, where it landed I could have started there,” Schmidt said. “But the Student Union Building seemed like a place that could get used more often than any seasonally and year-round. And it could have the greatest [immediate] impact for not just our students, but for visitors.”

Such visitors include prospective students, parents, and summer camps that come through the campus.

An effect Schmidt sees as possibly coming out of the SUB renovation is raised standards for other projects. People will see the SUB and want that quality of work elsewhere.

Another effect Schmidt believes the renovation will have is that students will care more about what is in the SUB and treat it better.

“When we as a college are not taking care of things, if we’re not providing chairs, tables, and couches that look like we care about them, then why should the students care about them?” Schmidt said. “But it we’re taking time to remodel and to renovate and bring new things in and fresh ideas, I think it makes the students feel like people care about what’s going on, and in turn they care about what’s going on.”

According to Schmidt, the housekeeping staff reports that the students are taking good care of things, and he has not seen any damage made. He hopes that everyone will continue to take pride in and care of their campus so that it will remain nice for the following groups of students who come in, until natural wear and tear takes its toll in time.



The Student Union Building has undergone a \$35,000 facelift. Campus officials say the facility will host more events. Photo by Shelia-Marie Stacy.

## Shop24 brings convenient options to students

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Recently, the Lindsey Wilson College (LWC) community was introduced to the newest addition on campus, the Shop24 convenience store, which aids in satisfying shopping needs for students.

The consideration of this inventive idea was presented at the 2014 LWC Business Expo, when a group led by Leander Zapheriu expressed deep concern about there not being many convenience store options offered on, or around campus.

“At last year’s Business Expo... a group of students... pitched an idea to start a convenience cart business run by students,” Dave Brotherton, Vice President of Marketing and Business Development for Shop24; and Tina Hannigan, Marketing Coordinator for Shop24, stated.

After surveying the students and receiving positive feedback about having more convenience store items available on campus. Mark Coleman, Vice President for Administration and Finance, heard the idea and began to explore various ideas.

However, with the original business concept bringing about a few issues during the developmental stages, the vision was altered in a way so that it could be more beneficial to LWC and its students.

“It was determined that due to factors such as stocking, inventory, and labor costs that the concept was not viable for the college to do on its own,” Brotherton and Hannigan said. “Then Suzanne Blakeman, who works in the Dining Center, came across Shop24 in a trade publication.”

Blakeman approached Jeff Willis, director of business services and director of food services at LWC about the idea. Seeing the potential that existed, Willis spoke with Coleman about the project, entering the school into negotiations with Shop24.

Determining an operational location was part of the re-

search involved. Both the administration at LWC, as well as the coordinators of Shop24, took it upon themselves to scope out and finalize the best possible place to ensure easy exposure and accessibility; that being next to the Cranmer Dining Center.

“Typically there are many locations on a campus for initial consideration, and these are narrowed down by two primary factors,” Brotherton and Hannigan said. “Where is foot traffic greatest (where are folks walking such that Shop24 is convenient for the most people); and can the logistical equipment (trucks and cranes) gain access to a location in order to place the store without damaging trees, power lines, landscaping, structures, etc.”

Brotherton and Hannigan noted that colleges seem to be popular locations for Shop24 kiosks.

“Our stores are in other sales channels, for example mass transit stations and apartment buildings,” Brotherton and Hannigan said. “But campus locations regularly outperform these primarily due to the concentration of foot traffic found on campus, and the relatively low number of convenience amenities at many colleges.”

While most would probably claim Shop24 to be just another vending machine, that is not the case.

Offering an array of items that range anywhere from two liter bottles of soda to cheeseburgers, Shop24 proves itself to be more than that of a normal vending machine; it serves as a student bridge for store accessibility. By acting as this, Shop24 displays complete and utter interest in understanding the presented need for LWC students.

“Shop24’s primary value to a campus community is filling the gap between on-campus convenience stores (usually with limited hours of operation) and snack/soda vending machines which offer limited assortment,” Brotherton and Hannigan said. “In a recently conducted survey of students at four other universities, respondents consistently cited the convenience of a 24-hour on-campus shopping option, followed by the great product variety offered by the Shop24 store.”

So far, throughout the spring semester, the students of

LWC have been made known to many technological changes around the school.

Just months prior, new washer and dryer machines made their way on campus, and continue to give students a more efficient clothes-cleaning experience. Now, Shop24 gives students a more efficient item-spending experience.

But what do these two happenings have in common? Only offering credit card and RaiderBucks payment options to keep the new, desired efficiency of the college going.

“There has been a steady decline in the use of cash—not just at Shop24, but in most retail formats; cash typically accounts for just a small proportion of sales—and usually just cannibalizes credit transactions; and both the expense of handling cash and servicing coin and bill hardware such as clearing jams and foreign objects from the units,” Brotherton and Hannigan said.

Beyond that of fulfilling a need for students, after conducting surveys at other college/universities who carry Shop24 services, others also expressed contentment in the machines.

Since Shop24 first opened, it has served the purpose of being a convenient option to those who don’t always have the chance of making it to a local shopping center. Nonetheless, if the successful customer activity at LWC keeps progressing, the campus could see the emergence of another store.

“When the adoption level of Shop24 by students reaches a point where a second store could be justified, we review the potential for another store,” Brotherton and Hannigan said. “Shop24 has not heard any concerns, but we are anxious for your feedback to ensure we’re meeting your expectations. It’s all about how enthusiastically students embrace it—which is a good indication that it is a valued amenity.”

Having no disservices towards the store reported, Shop24 will carry on in satisfying the convenience store necessity for LWC.