

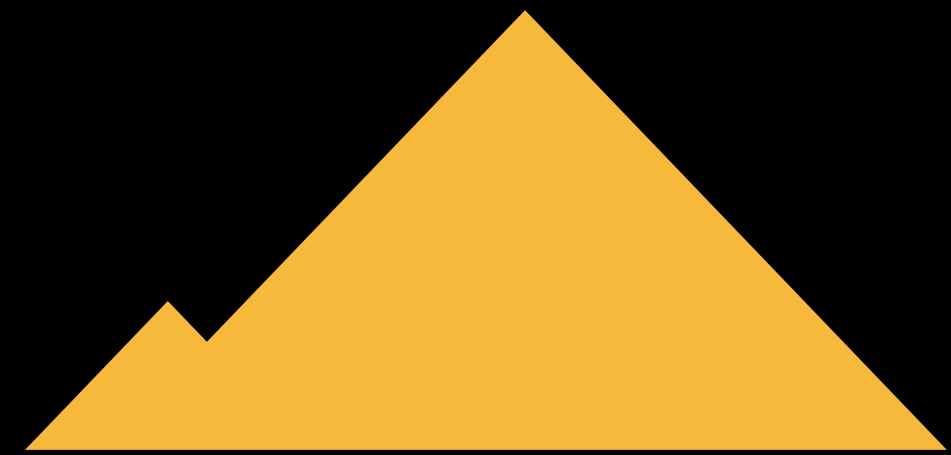


Brand Refresh Update

In the Loop | November 2025

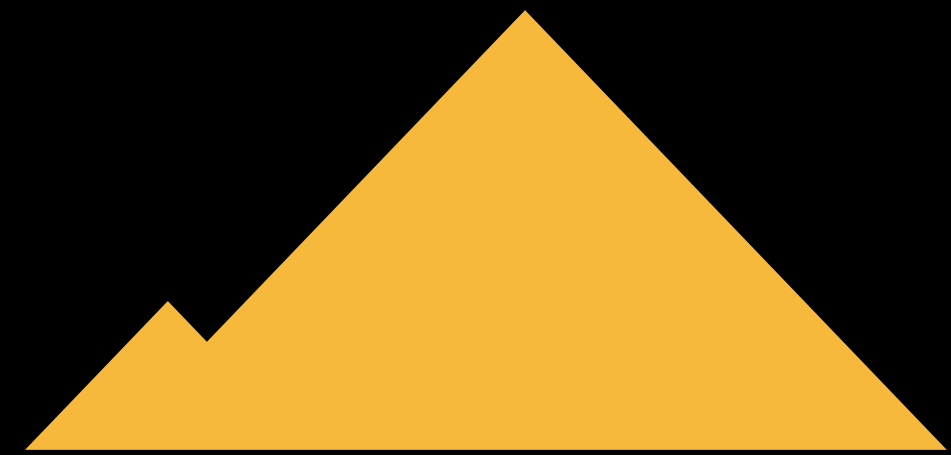


Brand “Launch”



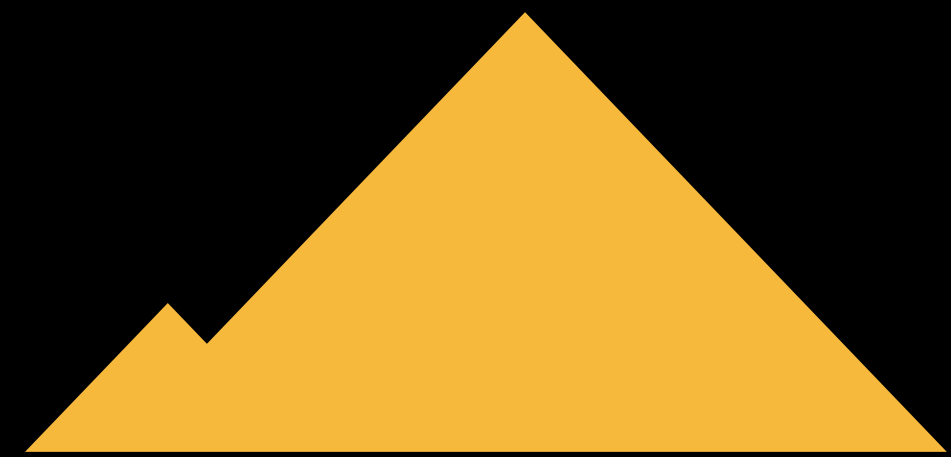
Brand “Launch”

Not a singular event.

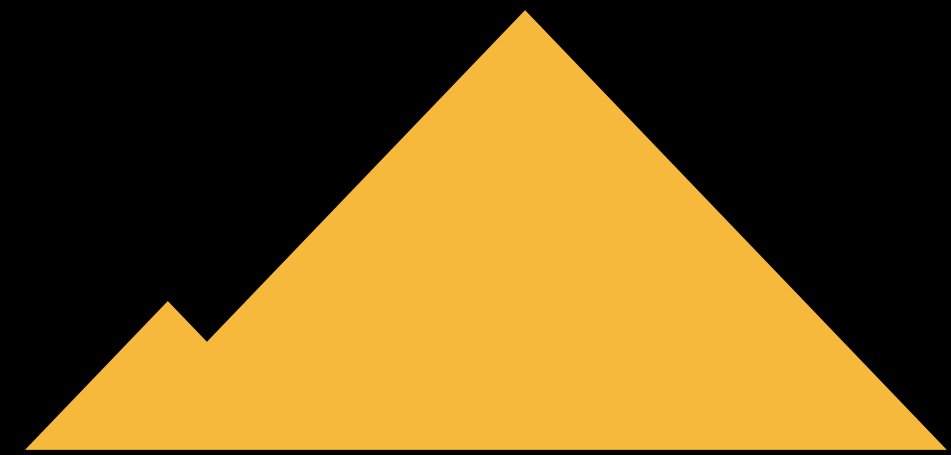


Brand “Launch”

Rather, the launch is a **collection of activities** bringing the brand to life for **key audiences** over the **next two years**—culminating with the **relaunch of the FAC rebrand in 2027.**



The Goals



The Goals

Awareness—We’re a “hidden gem.” Imagine what would be possible if we were to become a beacon instead.

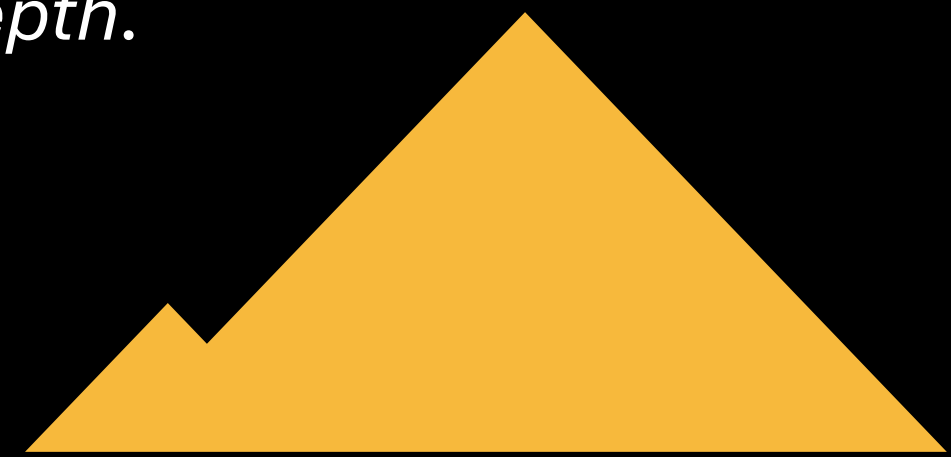
Affinity—We want our community to think of us first and recommend us to others with clarity—without hesitation, question marks, or pause.

Action—A strong brand directly influences enrollment and alumni engagement numbers as well as creates opportunities, critical in this day and age.

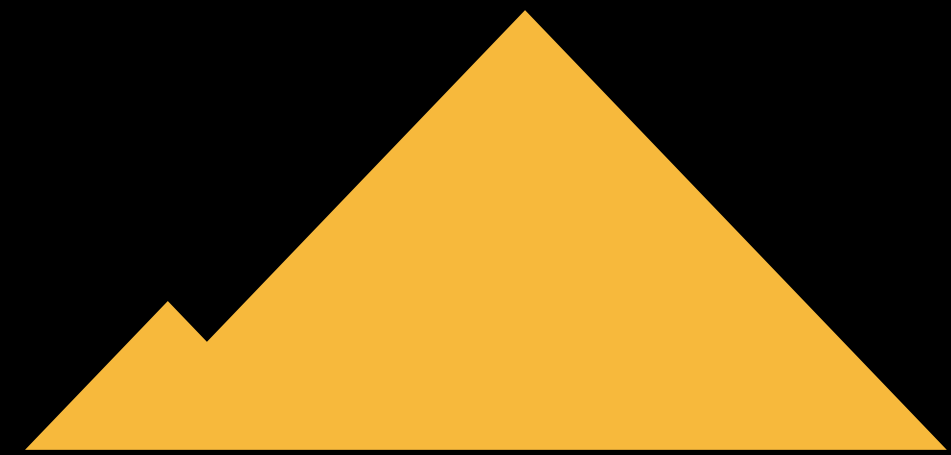
Advocacy—Higher ed is at a tension point. Allies having a practical understanding of CC’s story, strengths, and values is required for us to navigate.

Save the Date:

The “Brand Strategy” Work of the College session with Johanna will cover this more in-depth.



What's Happening Right Now



What's Happening Right Now

Website

- More on this in a minute...
- *Target public launch date: Jan. 2026*

Messaging Framework

- Our brand is more than the way we look. It's also the words we use, themes we consistently share, and proof of CC's impact—all nuanced for key audiences.
- *Target internal release date: Jan. 2026*

Brand Guideline Finalization

- Ins and outs, dos and don'ts—you'll shortly find them all on the new brand website.
- *Target internal release date: Dec. 2025*

Asset Development

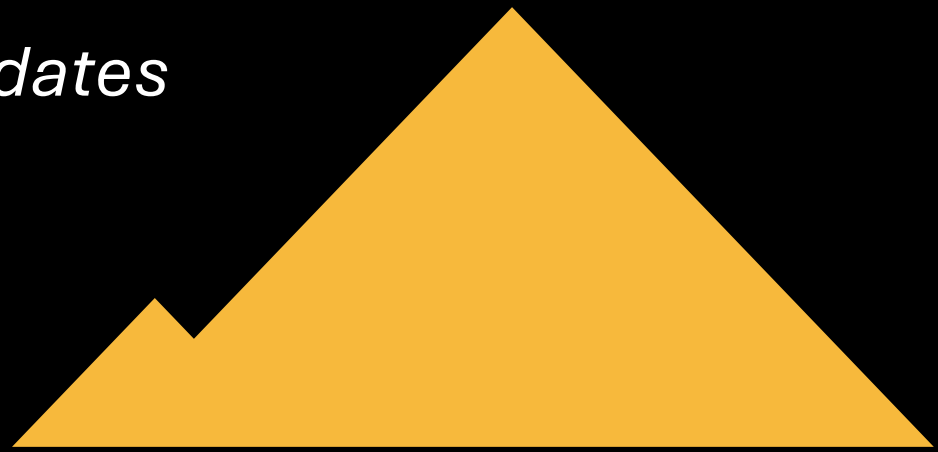
Owned Media*

- Business suite refresh (letterhead, envelopes, email signature, PPT, and more)
- Digital asset updates (email, social, web +)
- Event experience enhancements (Inauguration as an example)

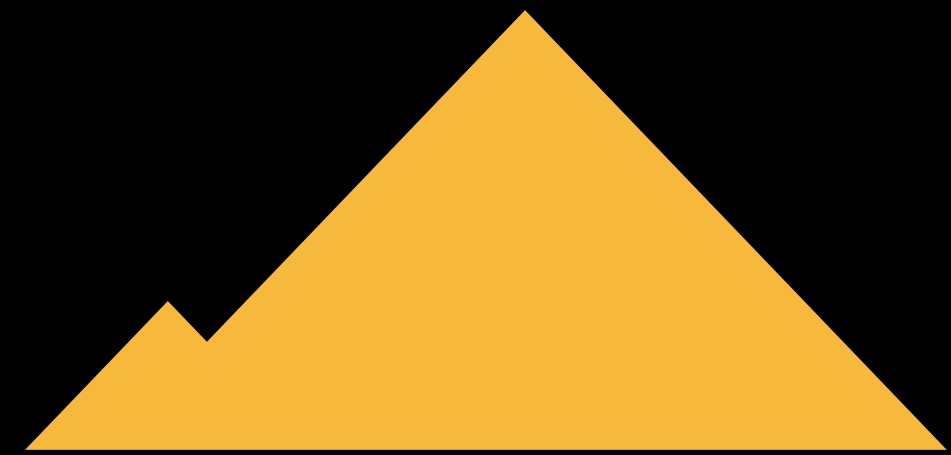
Marketing*

- Admitted student yield collateral
- Pre-College assets
- Four Corners Pledge materials

**Rolling release dates*

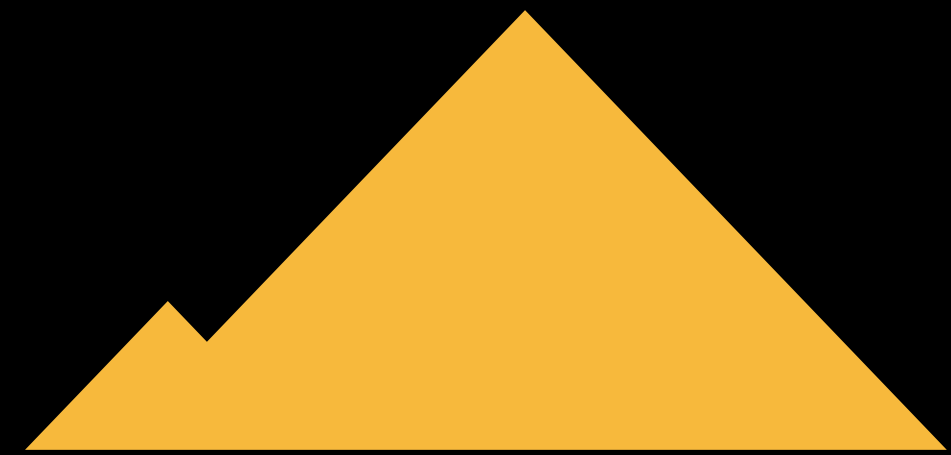


Questions, Wonderings, Ideas?

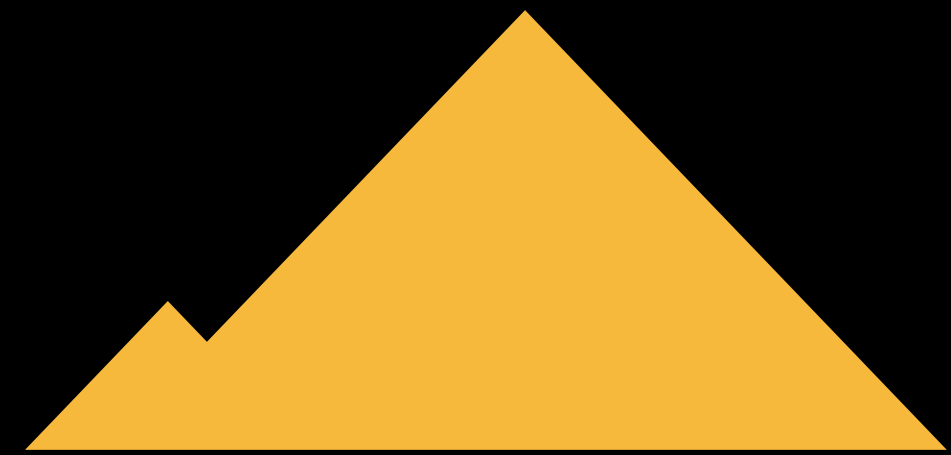


Questions, Wonderings, Ideas?

brand@coloradocollege.edu

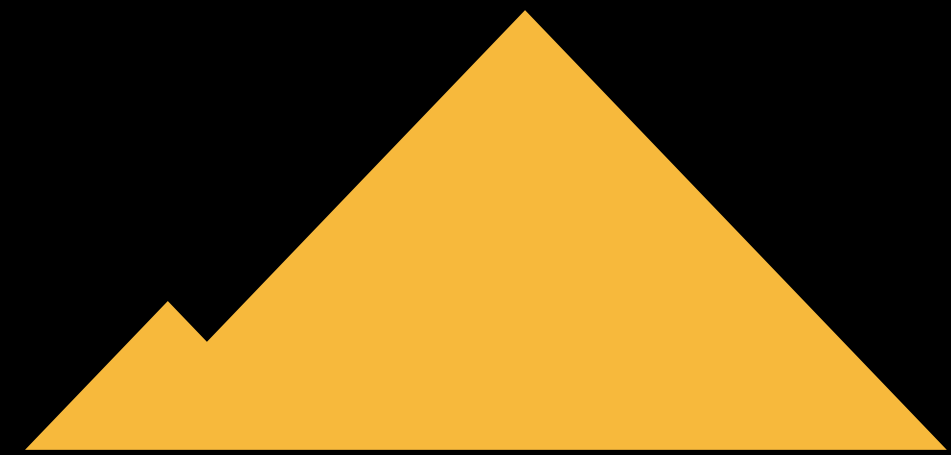


Upcoming Opportunities to Learn More



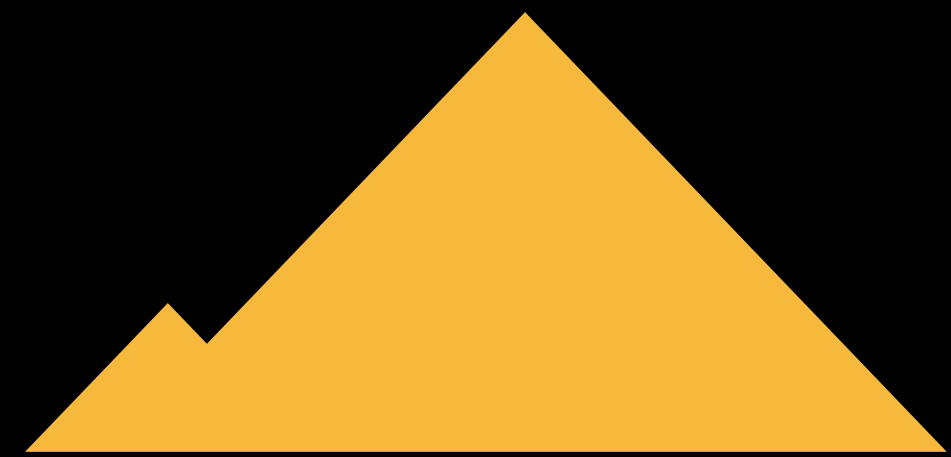
Upcoming Opportunities to Learn More

**The Work of the College:
Brand Microseries**



Upcoming Opportunities to Learn More

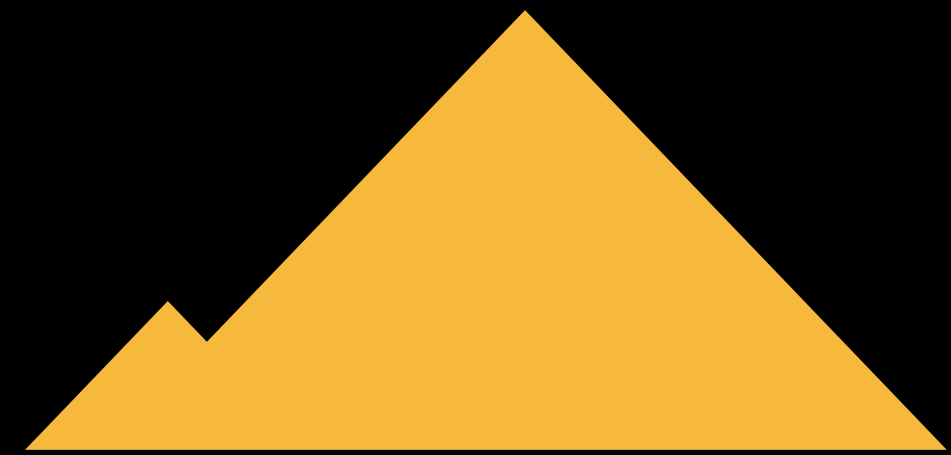
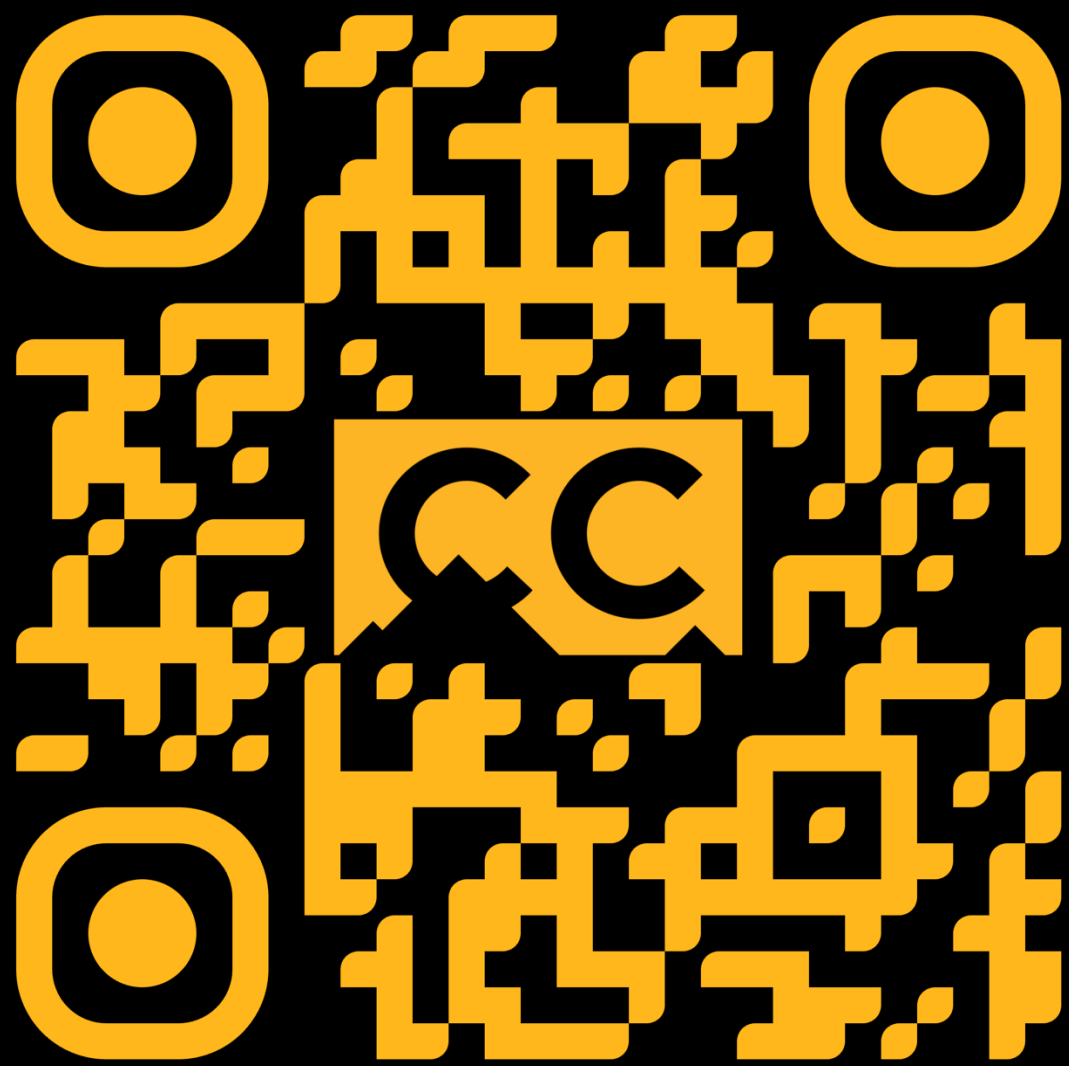
Sneak peeks, real-time asset releases, and useful information intended to help you understand and utilize the brand with confidence and clarity.



Upcoming Opportunities to Learn More

Next Session:

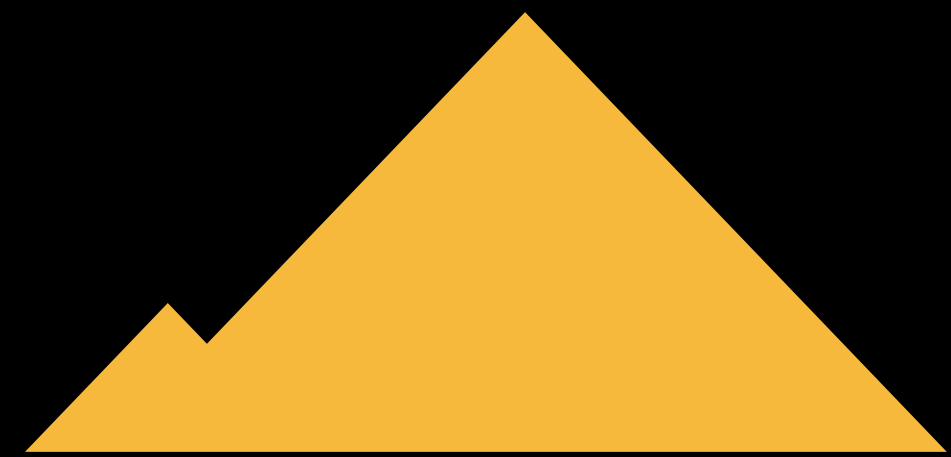
- Brand Mechanics for Everyday Users | Dec. 8



Upcoming Opportunities to Learn More

New Year Sessions:

- CC's Messaging Framework | Spring 2026
- Brand Strategy—what now and what next? | Spring 2026
- Brand Steering Committee Plan | Spring 2026
- Brand Mechanics for Advanced Users | Spring 2026
- Telling CC's Story | Spring 2026



A photograph of three young adults sitting on a black metal park bench outdoors. On the left, a person with long, wavy brown hair is looking towards the center. In the middle, a person with dark, wavy hair and glasses is wearing a blue t-shirt with a Harley-Davidson logo and is eating from a blue cup. On the right, a person with dark hair is wearing a black t-shirt with a graphic and is eating from a white cup. They are all smiling and appear to be enjoying their time. The background is a green lawn. A yellow geometric pattern is visible on the left side of the image, partially obscured by a white banner containing the text.

CC.edu Web Refresh

Scope: what it is / what it isn't

The web redesign will result in a new look and user experience for the entire site:

Completely new college homepage

Refreshed top-level landing pages (e.g. About CC, Academics, Admission, Campus Life, etc.)

A new global/sitewide header and footer

For existing pages: a new "theme" including new templates + brand visual styles to align with our updated brand

The web redesign project itself does not include:

- **A content refresh, except for the new college homepage and top-level landing pages.**
- **A comprehensive Search Engine Optimization (SEO) strategy.**
- **Planned content redesigns:**
 - **Admission website (new content and information architecture)**
 - **Academic department homepage redesigns, started pre-brand refresh and will continue post-website refresh.**

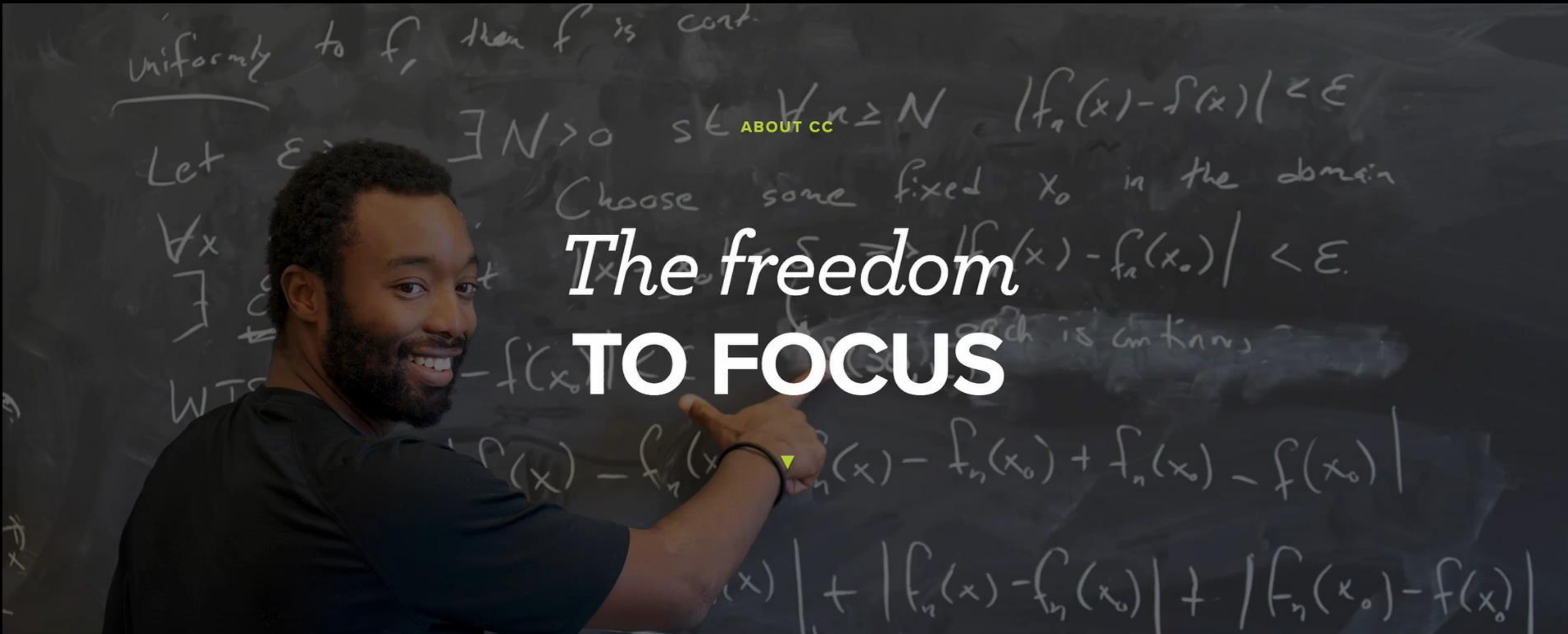
Hallmarks of the Design

- **Strong headlines and highly readable copy**
- **Beautiful, purposeful imagery**
- **Clear, measurable CTAs and user pathways**
- **Elegant, unobtrusive motion**
- **Spacious, modular reusable components**

Accessibility & Performance

- **Improve WCAG AA compliance**
- **Improve overall performance and speed**
- **Will be providing web author guidance to keep pages fast & accessible**

ABOUT CC

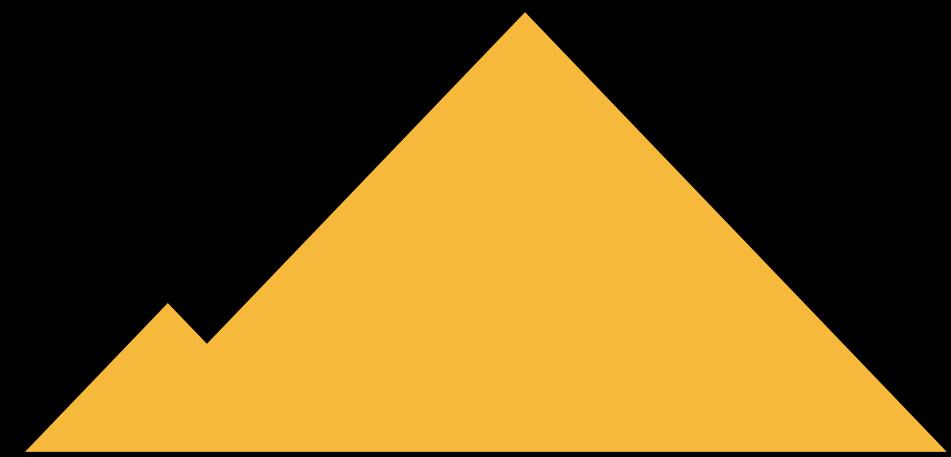


The freedom **TO FOCUS**

Timeline (high-level)

- **Design & technical prep (complete)**
- **Implementation (in progress)**
 - Development (July-Oct)
 - Testing/QA (Oct–Nov)
 - Final review & launch prep (Nov–Dec)
- **Launch → Post-launch optimize**

THANK YOU!



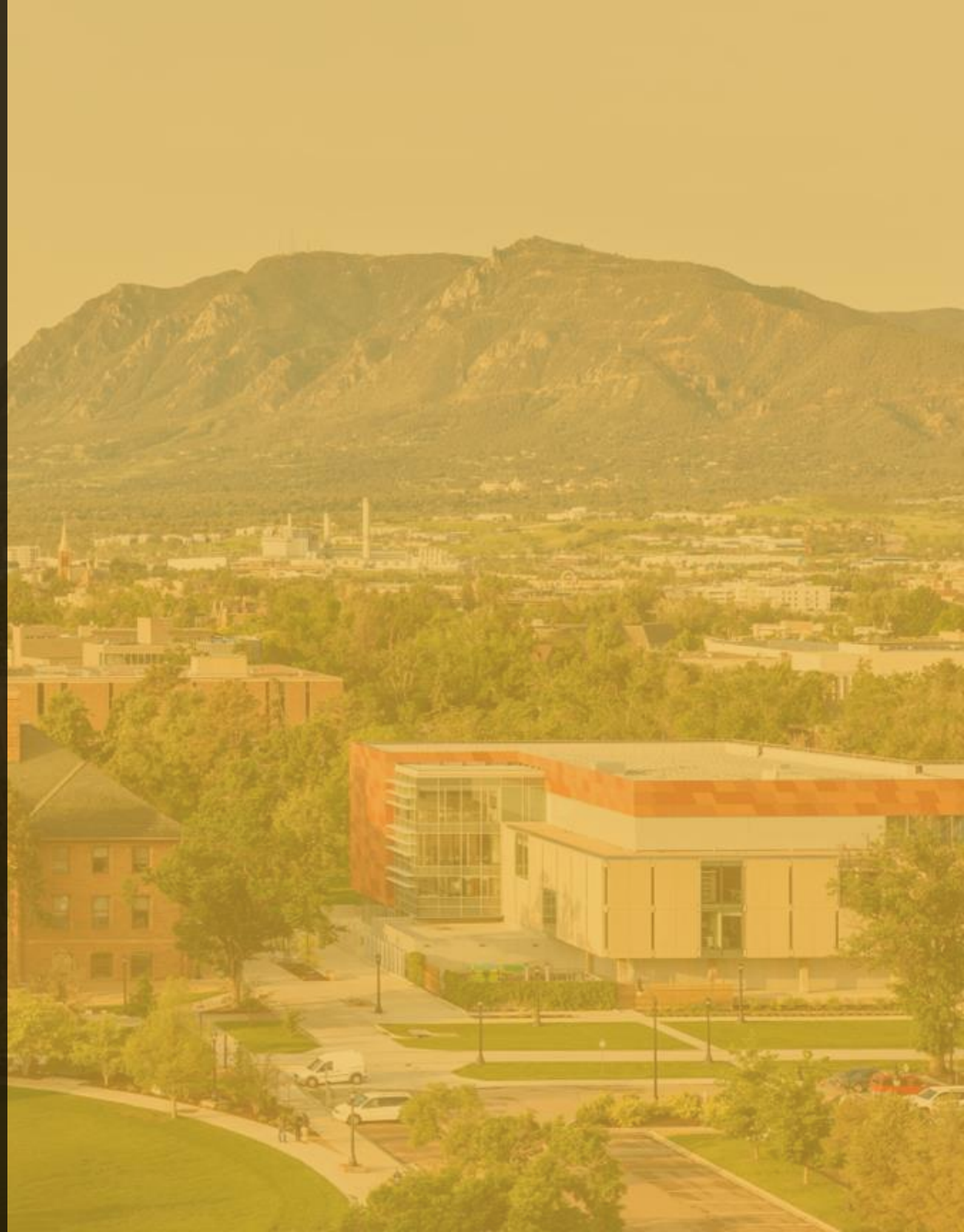
DEPARTMENT OF HEALTH & WELLBEING

Engagement Opportunities

Janelle Taylor, AVP of Wellness

In the Loop

November 13, 2025



Sexual Assault Campus Climate Survey

- Who** Employees & Students
- When** Now - November 24th
- Why** Learning & Feedback
- Where** Online: email or QR code



CORAL Project & Collaboration

Who Staff & Faculty

What Study of arts experiences effects on stress

Art & Writing

When Blocks 6 & 7, Tues
4:30-6pm

Arts & Crafts for Wellness

When Blockly, 2nd Fri & 4th Weds
12-2pm

An aerial photograph of the Colorado College campus in Colorado Springs. The image is split vertically: the left half is darkened, while the right half shows the scene in full color. In the foreground, a large green lawn is visible. To the right, a modern building with a prominent orange-red facade and large glass windows stands out. Other campus buildings, mostly in brick, are scattered throughout the middle ground. In the background, a dense urban area of Colorado Springs is visible, followed by a range of rugged, rocky mountains under a clear sky. The overall lighting suggests a bright, sunny day.

Questions?

JANELLE@COLORADOCOLLEGE.EDU

CAMPUS DINING

Beth McKinney

Campus & Community Relations Manager

Marina Fella RDN

Wellness Coordinator

BON APPETIT MANAGEMENT COMPANY

Food Service for a Sustainable Future

This mission statement, called The Dream and written by our CEO and cofounder, Fedele Bauccio, has been Bon Appetit's guiding philosophy since we were founded in 1987:

Our Dream is to be the premier onsite restaurant company known for its culinary expertise and commitment to socially responsible practices. We are a culture driven to create food that is alive with flavor and nutrition, prepared from scratch using authentic ingredients. We do this in a socially responsible manner for the well-being of our guests, communities, and the environment.

BON APPETIT MANAGEMENT COMPANY

- **Meals cooked from scratch by our passionate chefs.**
- **Ingredients sourced in an environmentally and socially responsible manner.**
- **A dedicated dining website.** Menus, hours of operation, and much more are available 24/7 on our website.
- **A supportive and hands-on approach to allergies.** We're happy to work with any students with food allergies or other dietary restrictions to make sure everyone can enjoy plenty of delicious food, safely, with us.
- **Surprises!** We don't want you to get bored, so we're always trying out new recipes and ideas. And if you have ideas, please talk to us! Our doors are always open.

WHAT ARE THE DINING OPTIONS ON CAMPUS?

**Rastall Dining
Hall** in the
Worner Center

Benjamin's in
the Worner
Center

**Colorado
Coffee** in the
Worner Center

The Preserve in
John Lord
Knight

Susie B's in Tutt
Library on the
3rd floor

**Local Goods (C-
Store)** in
Mathias Hall

WE'RE HERE TO MEET YOUR NEEDS

We understand that many students are following special diets due to allergens, intolerances, religious dietary law, and other dietary needs.



CAREFULLY CRAFTED MEALS

Our chefs create menus that are not only full of fresh, seasonal ingredients, but also have ample options for guest with special diets.

TRAINED FOR YOUR SAFETY

All of Bon Appetit's chefs, managers, supervisors, and line cooks have annual allergen safety training.

• • • • •

Icons for the top-9 allergens and gluten can be found on online menus and daily café signage. Icons, recipes, and purchased products are regularly reviewed for accuracy by our culinary and wellness teams.



PEANUT



TREE NUT



EGG



MILK



SESAME



FISH



SHELLFISH



SOY



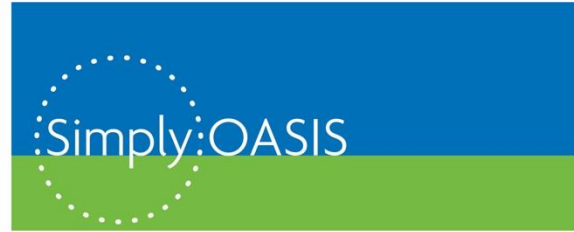
WHEAT/GLUTEN



ASK US

SIMPLYOASIS

The SimplyOASIS station includes meals prepared with fresh, whole ingredients and avoids all major allergens.

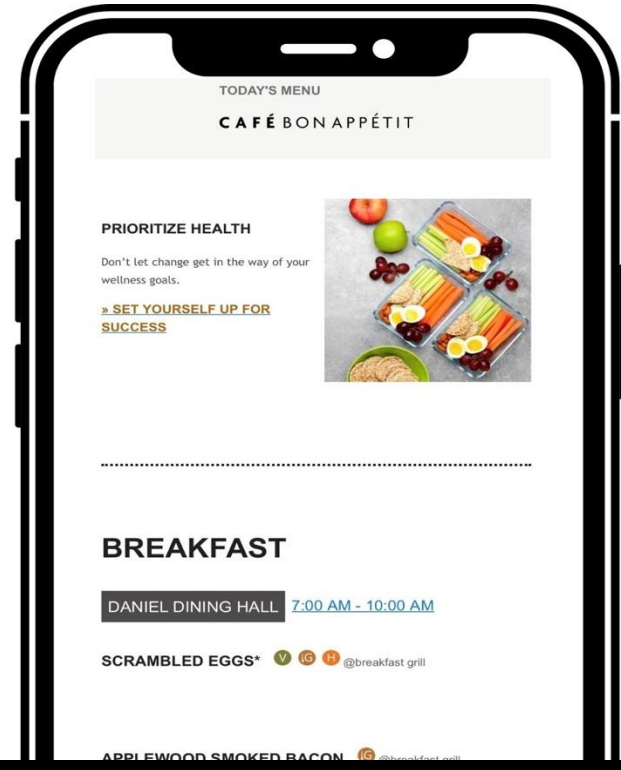


SIMPLE AND SAFE

SimplyOASIS meals are crafted with food-allergic guests in mind. All options are made without the use of top-9 allergens plus gluten. Meals are prepared solely from whole foods, resulting in tasty choices you can trust — that are **ready when you are.**

ONLINE RESOURCES & MENU MAIL

You can receive our daily menus directly in your inbox with Menu Mail, allowing you to peruse the menu before arriving at the café.





BON APPÉTIT IS PROUD TO PURCHASE SEASONAL, MINIMALLY PROCESSED INGREDIENTS
EXPERTLY HARVESTED FROM SMALL, OWNER-OPERATED FARMS OR RANCHES WITHIN 150 MILES.

FARM *to* FORK

Since 1999, Bon Appétit Management Company has required our chefs to buy a minimum of 20% of their food from owner-operated farms or artisans within 150 miles of their kitchens. We do this to strengthen the capacity of communities to produce food and to create an awareness of seasonal flavors. Farm-to-Fork is a critical element of our Flavor First Purchasing Strategy.

FARM TO FORK PARTNERSHIPS



SWITCHBACK
COFFEE ROASTERS



**EAST DENVER
FOOD HUB**



COMMUNITY ENGAGEMENT WITH LOCAL BUSINESSES

.....



Emerge Aquaponics set-up in Rastall's dining hall



Switchback Roasters coffee tasting in Susie B's



Provision Bread and regenerative agriculture trivia



Josh & John's Ice Cream and Clay event at the Fine Arts Center

- Springs Culture Kombucha mocktails pop-up in Rastall's for Valentine's Day
- Tequila tasting event with Sazerac representative at the Fine Arts Center
- Farm to Fork dinner at the Fine Arts Center that features speakers from businesses in the area and a four-course meal of locally sourced ingredients.

FARM TO FORK DINNER

Colorado College

The Bon Appétit team at Colorado College held their first annual Farm to Fork Dinner on January 24th at the Colorado Springs Fine Arts Center. The purpose of the dinner was to connect guests to Bon Appétit's Farm to Fork program and show where the food is sourced from.

The event featured a four-course meal created by Chef Justin Blayne with ingredients from the Farm to Fork partners list. This included Josh & John's, Emerge Aquaponics, Provision Bread, Ranch Foods Direct, and Valley Roots Food Hub.

The special guests of the night were John Krakauer from Josh & John's, Ture Riker from Emerge Aquaponics, and Brandon DelGrosso from Valley Roots Food Hub who all presented during the courses that contained their ingredients.



“

Thank you for such a fun, beautiful evening this past Friday! You did a wonderful job!

”



OBJECTIVES

- ✓ promote the Farm to Fork partners
- ✓ generate revenue
- ✓ create an immersive dining experience

TACTICS

- ✓ guest speakers
- ✓ informational presentation
- ✓ fine-dining experience



guests



revenue generated



meal courses

ADVENTURE | AT A GLANCE

“

Where in town can we go to buy Emerge's lettuce or Ranch Food's Direct meat?

”



the “AHA” moment

It was helpful to have a large Bon Appétit team there to lend a hand with the production. With all-hands on deck, it made for a fantastic event that ran smoothly.

To improve for next years dinner, they will add additional seating for late arrivals to ensure everyone can sit with their party.



[illegible]

- Pretzel making class with the German department and Chef Ed
- Trivia Tuesdays in Susie B's every 2nd and 3rd Tuesday of the block
- Sushi cooking classes with the freshmen PRIDDY groups and chef Allison
- Birthday meals in Rastall's dining hall

LOOKING BACK AT THE BLOCK

WITH BON APPÉTIT AT COLORADO COLLEGE

EVENTS OVERVIEW



sustainability events



community
engagement events



wellness tables

STUDENT EXPERIENCES

- ✓ Student engagement and interaction with the team and with each other
- ✓ Teachable moments for sustainability and wellness
- ✓ Monotony breakers

STAND OUT MOMENTS

1/21
Herb ID

1/23
Weigh the Waste

1/24
Farm to Fork Dinner

2/10
Fair Trade + Direct Trade

2/10
Black History Month

2/19
Imperfectly Delicious

3/4
Food Fight

3/26
Personalize your Plants

3/25
Pop-in From the Neighborhood

3/31
Culinary Connections

4/29
Drink, Refill, Repeat

5/6
Food Fight



Fellows Visit Recap: September 8th – 12th

FELLOWSHIP PROGRAM

Fellows are recent grads of colleges and universities served by Bon Appétit. Fellows work as traveling food systems educators to engage students with the story behind their food through a wide-ranging array of field trips, collaborative events, conversations, and presentations.

FOOD EDUCATION EVENTS

- ✓ Weigh the Waste Pop-Up
- ✓ Sustainability Info Tabling
- ✓ Pickling Pop-Up
- ✓ Bagel Sampling Table
- ✓ Sustainability Team Meeting
- ✓ CC Farm Meeting
- ✓ Elevation Coffee Tour



“*I had no idea that we had so much stuff from so many local farms in our café!*”



Events
Hosted



“*I can't believe I get to make my own pickle jar again, I loved this so much last year and they were SO GOOD.*”



Guests
Engaged



“*Thank you so much for hosting this tabling, waste is a huge issue!*”





EDUCATIONAL TABLES FOR THE STUDENTS

Host several tabling events to teach students about the Bon Appetit food standards, including but not limited to...

- Imperfectly Delicious Foods table to tell students about food waste and how we can repurpose “ugly” foods
- SimplyOASIS allergen tabling to promote allergen awareness and safety
- National Seafood Month trivia to teach students about our commitment to adhering to the Monterey Bay Aquarium's Seafood Watch when it comes to sourcing our seafood products
- BYO Protein Bowl tabling to get students thinking about how they can be plant-forward and live a more sustainable lifestyle through their food choices
- Composting tour tabling to inform students of our commitment to divert food waste from landfills
- Made from Scratch tabling to tell students we always prepare freshly made food from scratch on-site

STUDENT FEEDBACK QUOTES:



“I’m not an environmental studies major, but I think it is so awesome that you guys care about this type of stuff [compost]!”.

"I'm going to tell my friend about the Simply OASIS station because they have a gluten-allergy and so now they can finally come eat with me in Rastall's!"

"Thanks so much for meeting with us individually, it's great knowing that Bon Appetit cares about student ideas and wants to make CC a more sustainable place!"

ENGAGEMENT WITH COLORADO SPRINGS

.....



Healthy Kids in the Bon Appetit Kitchen!

- Hosted five Healthy Kids in the Bon Appetit Kitchen for D11 School District, the Meadows Park Community Center, and CC faculty kids
- Hosted nine cooking/tasting classes for Colorado Springs community members at the Fine Arts Center

A NOTE ON SUSTAINABILITY



Eliminated the surcharge of plant-based milks to make it more accessible to students. Also launched Plant Forward campaign to encourage students to eat plant-forward!



Conduct Weigh the Waste audits for Rastall's dining hall once a block to get data on food waste and educate students on waste sorting.



Brought compostable bamboo cutlery to campus after surveying students and consulting with the Office of Sustainability and Midway Landfill.



Submitted STARS report to the CC Office of Sustainability for 2022-2023 school year and represented CC at the 2024 national AASHE Conference in Anaheim.

WEIGH THE WASTE

Colorado College

On January 23rd, the Bon Appétit team at Colorado College held a Weigh the Waste Summary event in Rastall's dining hall. The team gave the students a summary report of the first semester Weigh the Waste results that included monthly data from September to December 2024. Waste Not 2.0 was also introduced to the students to teach them to take what they need, but eat what they take.

OBJECTIVES

- ✓ promote the sustainability values of Bon Appétit
- ✓ introduce Waste Not 2.0
- ✓ teach students about their waste from the previous semester

TACTICS

- ✓ educational signage with monthly data results
- ✓ social media sustainability promotion

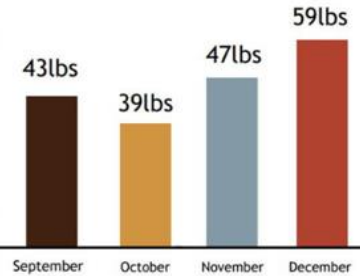
ADVENTURE | AT A GLANCE



“
Wow that's crazy that waste kept going up each month... really sad too.
”



WEIGH THE WASTE



Audits taken during lunch in Rastall's.
This is an average of 45lbs of food waste
PER LUNCH PERIOD.

wrap it up

Next time the team does a Weigh the Waste event or a summary, they will add more visual elements or a guessing game. A visual in addition to the poster make it easier to understand how much is being thrown away and a guessing game makes it interactive.



The Sustainability Tracking, Assessment & Rating System



Overall Rating	Gold
Overall Score	67.61

Colorado College OP-8: Sustainable Dining

Status	Score	Responsible Party
✓	2.00 / 2.00	Ian Johnson Sustainability Director Office of Sustainability

Documentation Fields

Credit Info

"---" indicates that no data was submitted for this field

Does the institution or its primary dining services contractor host a farmers market,

A Brief description of the support for disadvantaged businesses, social enterprises, and/or local SMEs:

Yes, we view our procurement spend as a vehicle for amplifying our core values of inclusion and equity, and pursue these goals through Locally Crafted, part of our Farm to Fork local purchasing program, and our Supplier Diversity program. Locally Crafted vendors must be two of the following criteria:

Locally Sourced: At least 50% of the product's ingredients are from small, owner-operated farms within 150 miles of the Bon Appétit kitchen.

- Responsibly sourced: At least 50% of the product's ingredients are responsibly sourced as verified by an approved third-party organization, such as Certified Organic or Fair Trade.
- Humanely sourced: The eggs, dairy, and protein in the product meet all Bon Appétit's own sustainability standards.
- Traditional/artisan: The product is a staple of a specific cuisine, made in the traditional manner with a minimum of additives and preservatives, or in small batches by hand using traditional methods.
- Justice through ownership: The business is majority minority or woman-owned and -controlled.
- Justice through training: As a founding principle, the business seeks to provide job opportunities to a disadvantaged population.

Our Supplier Diversity program was inspired by best practices developed through Farm to Fork and Locally Crafted. Through this initiative, our regional network of Farm to Fork Foragers (the chefs and managers who are tasked with discovering and partnering with local farmers and food producers) now actively pursue the enrollment of small BIPOC-, women-, and LGBTQ+-owned businesses who meet Bon Appétit's standards. We communicate this program via a Supplier Diversity COR icon that appears on menu items containing products from vendors enrolled in the program. Additional materials in our cafés and online help tell the stories of these products and vendors to guests.

A brief description of the low impact dining events and/or plant-forward options:

Yes, we host a number of low-impact dining events, including an annual Eat Local Challenge, Through educational materials on each table, and in signage throughout the café, we share information about the benefits of prioritizing plant-based proteins for one's health and the environment, and offer plant-forward meals multiple times per week in each café

A brief description of the sustainability labelling and signage in dining halls:

We inform guests about low-impact food choices and sustainability practices in many ways. On guest tables and in signs around the café, we share information about pressing sustainability issues and relevant policies, including antibiotics use on animal farms, animal welfare issues such as gestation crate use, sustainable seafood, and farmworkers' rights. Using our Circle of Responsibility (COR) program, we communicate sustainability attributes of ingredients through our online and in-café menus. Menus are labeled with COR icons that denote the following (and more):

- if the dish includes local ingredients, and which farm they are from
- if the dish includes animal products from a farm with a third-party animal welfare certification
- if the dish includes seafood rated as Green or Yellow by the Monterey Bay Aquarium Seafood Watch program
- if the dish is vegetarian and/or vegan

QUESTIONS?

beth.mckinney@cafebonappetit.com

marina.fella@cafebonappetit.com



COLORADO COLLEGE
**Office of
Human Resources**

Performance Conversations

Valerie Gallegos

Associate Vice President, Talent
Acquisition and Development

Purpose

Quality feedback

Celebrating achievements

Employee support

Employee development

Creating performance goals

Performance Conversation	Documentation Timing
Winter (Required)	Documentation opens 12/8 and closes 1/26.
Spring (Recommended)	Documentation opens 3/1 and closes 3/31.
Summer (Required)	Documentation opens 5/4 and closes 6/8.
Fall (Recommended)	Dates TBD

Support

■ Employees

- Training session on setting goals
- Two labs for entering information in Bridge

■ Managers

- Two training sessions on performance conversations
- Two labs for entering information in Bridge



Register in Bridge. Sessions start 12/8.



COLORADO COLLEGE
**Office of
Human Resources**

Ali LaForce

Talent Development Specialist

OR

Valerie Gallegos

Associate Vice President, Talent Acquisition
and Development



COLORADO COLLEGE
**Institutional Equity
& Belonging**

P1 Sense of Place

the experiential and expressive ways places are known, imagined, yearned for, held, remembered, voiced, lived, contested and struggled over (Feld & Basso).



Overview

- Strategy for a More
w Just CC
- Sense of Place in
Action
- Join Us!





Strategy for a More Just CC

- 2019 Antiracism Implementation Committee
- 2023 *The Strategy for a More Just CC*
 - Strategic Themes and Goals
 - Metrics
 - Belonging
 - Sense of Place
 - Equitable Student Success
 - Institutional Justice
 - Engagement

Read the Strategy here



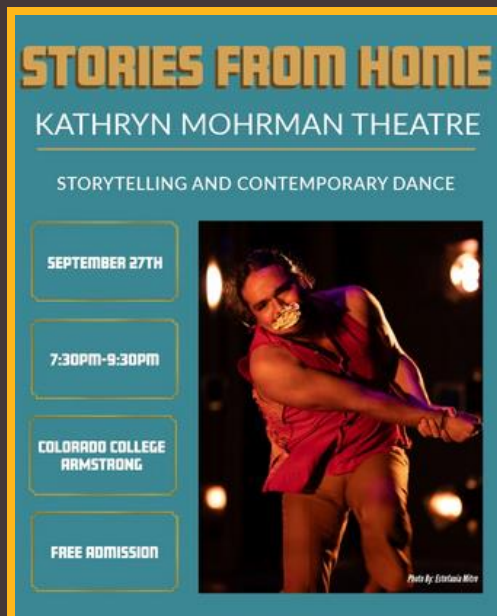
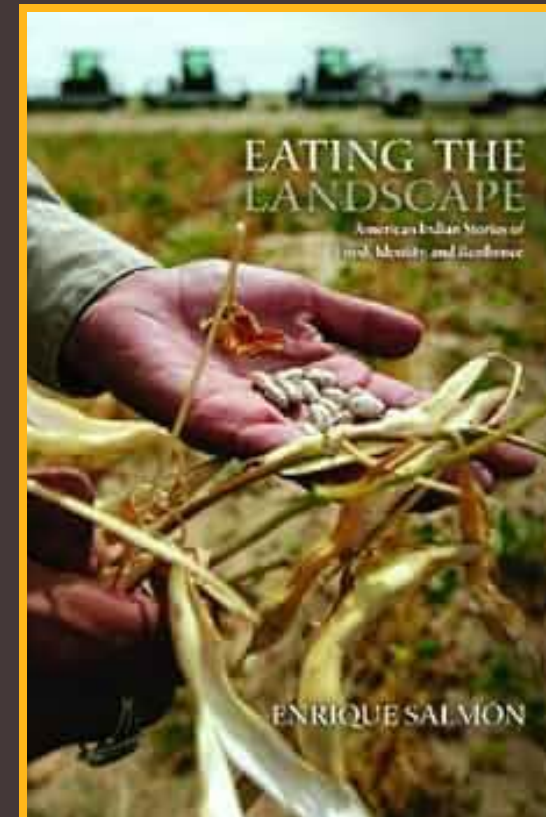
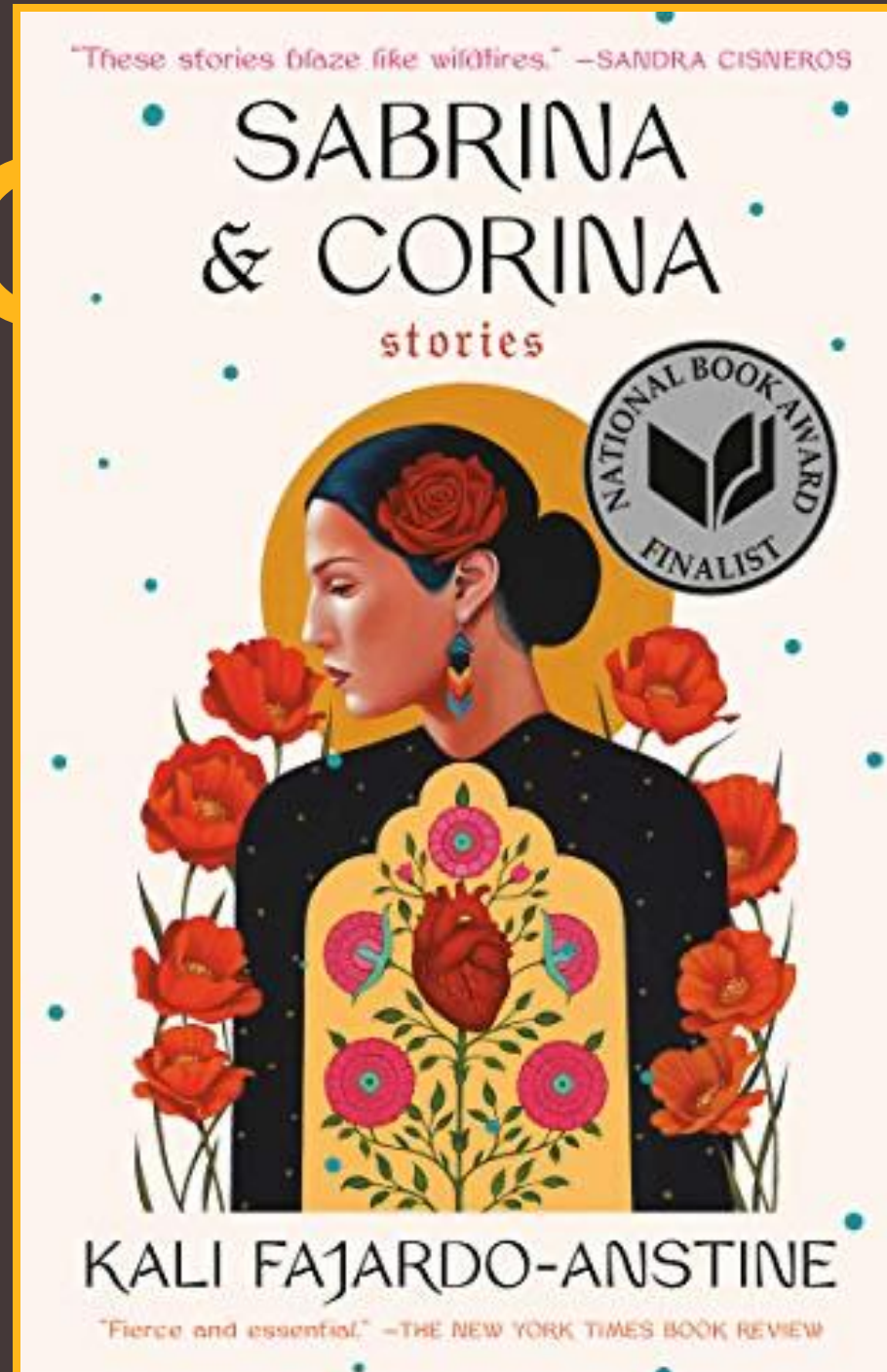
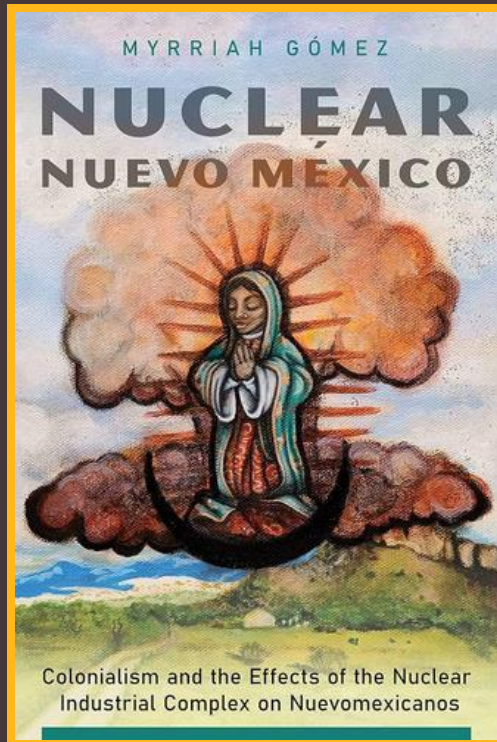
Sense of Place: *Locating Colorado*

College

- Hubert Center for Southwest Studies + Race, Ethnicity, and Migration Studies
- Programming
 - Book Club
 - Sponsorships + Collaborations
 - Field Engagements
- Orientation Modules
 - Staff and Faculty
 - Students



Sense of Place In

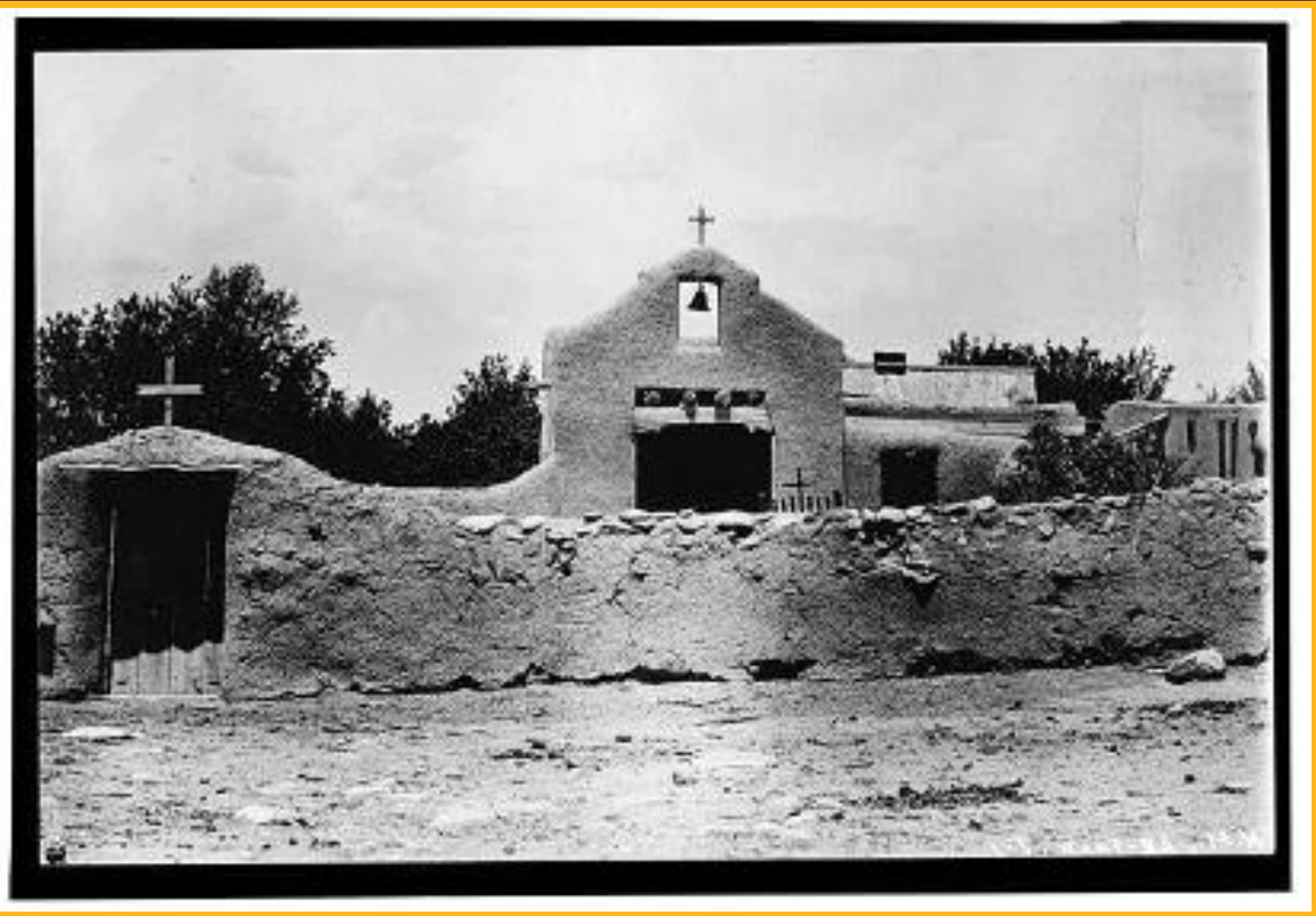


Sense of Place Field Engagements

- Open to the entire campus community
- Sometimes overnight
- Sponsored by IEB
- Pre Trip Learning Opportunities

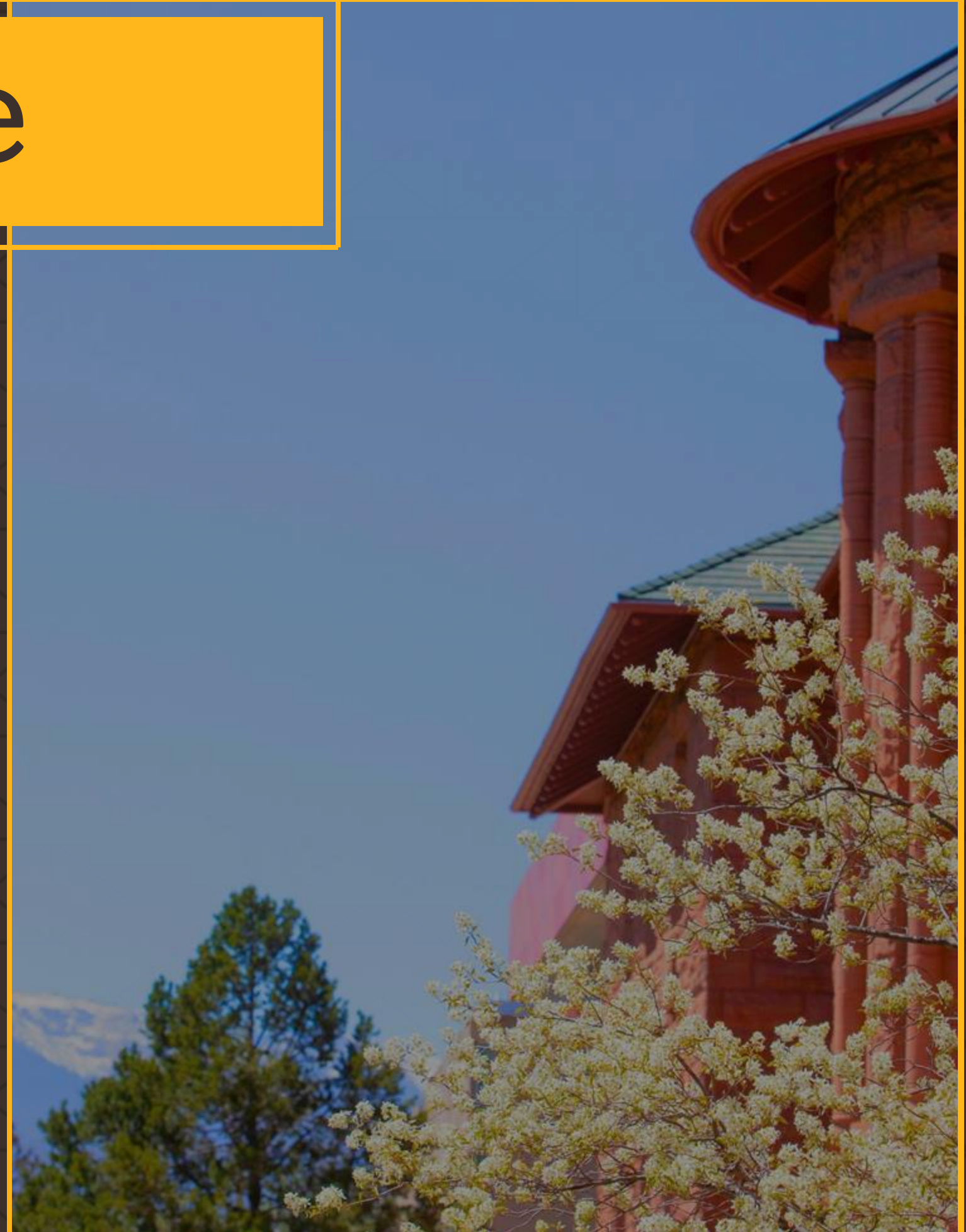
[illegible]

Sense of Place: FAC and the Duran Family Chapel; Talpa, NM



Looking to the

- Block 4 – Star Stories with Elder Debbie at Baca Campus
- Spring Semester – Colorado College Women's Soccer History
- *Join Us!*



Thank

Questions? Comments?

Contact nrios@coloradocollege.edu
you!



COLORADO COLLEGE
**Institutional Equity
& Belonging**



TIGER SERVICE AWARDS

October 2025 – December 2025

2 YEARS OF SERVICE

2 YEARS OF SERVICE



Wailana Hallam

*Assistant Director, Annual Giving
Marketing & communications*



David Jensen

*Assistant Vice President, Civil
Rights/Title IX Coordinator*

2 YEARS OF SERVICE



Matt Kennedy

*Associate Director, Athletics
Communications & Social Media*



Ashley LaCuesta

Financial Analyst - FAC

2 YEARS OF SERVICE



Bryre Malone

*Leadership Development &
Fraternity/Sorority Coordinator*



Caitlin Perkins

Interlibrarian Loan Coordinator

2 YEARS OF SERVICE



Andrew Rice

Athletic Field Specialist



Harris Varnum

*Athletic Field Specialist Director,
Ticket Operations*

2 YEARS OF SERVICE



Sarah Waddell

Fine Arts Center Communications Specialist

10 YEARS OF SERVICE

10 YEARS OF SERVICE



Matt Kelly

*Associate Director, Athletics
Development*



Tyler Koski

Assistant Director, Campus Safety



Karen Lee Smith

*Executive Assistant – Office of the
Dean of the College*

20 YEARS OF SERVICE

20 YEARS OF SERVICE



Jessica Bennett

*Assistant Athletics Director for Marketing
& Senior Woman Administrator*



Michelle Christiansen

Lead Academic Administrative Assistant

20 YEARS OF SERVICE



Scott Lowenberg

Senior Athletics Director for External Operations



Ryan Smith

Lead HVAC Mechanic



TIGER SERVICE AWARDS

October 2025 – December 2025