Transforming Vendor Relations: Strategies for a Successful Tomorrow

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Are they a Vendor, Auxiliary, or Building Occupant?

- **Vendor**: a person/business who provides goods or services for money
- **Auxiliary**: individual/group assisting or functioning in supporting capacity
- **Occupant**: person/group that lives in, occupies or has space in something
Auxiliary Defined by ACUI

- Campus Services
- College Store/Bookstore
- Food Service (Catering, General, Kitchen)
- Multimedia Centers
- Reservations
- Conferences and Hotel Services
- Leases and Contracting
- Retail Operations
Student Union & Event Services

- Reservations
- Event Coordination
- Conference Housing
- Facility Operations
  - Information Desk
  - Game Room
  - Custodial Operations
- Event Operations
Auxiliary - Campus Services

• Rebel Card
• Student Involvement & Activities
• Diversity Programs & Services
• Orientation & Parent Programs
• Student Government
• Rebel Yell
• Computer Lab/Help Desk
• Game Room
Auxiliary - Food Service

- Starbucks
- Jamba Juice
- Pandini’s
- Taco Bell
- Sub Connection
- University Diner
- Panda Express
- Convenience Store
Auxiliary - Retail Operations

- UNLV Bookstore
- Sprint Retail & Service Center
- Kaplan Test Prep
- US Bank Banking Center
- Bank of America ATMs
Discussion

• Who do you consider to be auxiliary services in your Union?
• How many have existing auxiliary services?
• How many are looking to add new?
• Do you feel you have successful relationships?
Practical Strategies Used at UNLV

• Intentional Contracting
  • Expectations
• Interdependent Partnerships
• Relationship Building
• Support with Challenge
  • Future Initiatives
Intentional Contracting

• Contract vs. No Contract Philosophy
• Request for Proposal (RFP)
  – Operational Requirements
  – “Deals” for the University
• Contracting
  – Initial Contract Agreement
  – During Construction
  – Contract Management
    • Example: Weight Loss
Expectations

• Formal
  – Contract
  – Expectations Document
  – Procedural Documents & Forms

• Informal
  – Communicate with as Building Occupants
  – Contract as “back-up”
Expectation Conversations

- Access
- Cleaning
- Maintenance
- Emergencies
- Mail
- Marketing
- Campus Connections
- University Department Status
Interdependent Partnerships

• Understand THEIR Business
  – Educate yourself about vendor
  – Discuss their goals
  – Know their Mission & Target Audience
• Educate vendor on culture of university
  – YOUR Business
  – Student Focus
  – Emergencies vs. Daily Operations
  – Key administrators
Relationship Building

• Focus on respect
• Create team environment between facility staff & vendors
• Listen
• Communication
  – Face to Face vs. E-mail
  – Communication to Campus
    • Students, Faculty, Staff, Alumni, Donors
• Seek solutions that are “win – win”
  – Remove Road Blocks
• Choose grey vs. black & white
  – Problem solving
  – Phased solutions
  – Reasonable timelines
  – Innovation
Support with Challenge

- Give Options
- Find comfort in saying “no” if needed
- Keep student in mind
- Mediate when necessary
Future Initiatives

- Regular Auxiliary/Building Occupant Meetings
- Town Hall Meetings
- Marketing Forums
- Tie-ins with Foundation
- Event sponsorships with Campus Life departments
Presentation & Resources

http://studentunion.unlv.edu/acui

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