

Marley DeRosia



YVAndQAb

Entry details

Entry Name: One Core

Institution Name: SUNY Brockport

Entry Completed By (*name and position*): Marley DeRosia, Marketing Manager

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Introduction:

The Brockport Auxiliary Service Corporation's (BASC) One Core dining event celebrated NYS apples and the remarkable people who grow and enjoy them. Thanks to collaborations with on- and off-campus partners, vendors, and students, the BASC dining services team constructed a successful dining event akin to an autumn apple festival at Harrison Dining Hall on Oct. 22, 2025.

One Core's theme had three goals: culture, community, and future. These values are intrinsic to SUNY Brockport, and BASC hoped to inspire students to enjoy a taste of NYS culture, engage with their local community, and think about the future of food.

Essay:

Our event highlighted apples in every aspect of the menu, from apple-themed entrees to cider-inspired glazes to chutneys and apple pineapple pico. Tying into our goals, we acquired local apples from Brockport- and NYS-based farms and vendors, including Kirby's Farm Market, who also attended our event and offered information about NYS farming practices. Locally sourced Bozza pasta fusilli from Greece, NY made for a wonderful accompaniment with our baked trout with apple and blood orange chutney.

We featured NYS favorites like baked apple crisp and fried apple fritters for sweets lovers and offered roasted butternut apple soup for guests to warm up on the cold October day.

While everyone loves the classics, we presented apples in unique ways, too: a giant charcuterie board dominated the dining room for students to graze; guests enjoyed sweet and spicy cider glazed chicken, parsnips with a cider glaze, and bangers and mash from Performance Food Group's (PFG) guest chef crafted on the spot with locally sourced apple sausage from Pettinari's in Hilton, NY; and other items on serving lines were steamed, broiled, roasted, and sauteed.

Vegetarian, vegan, made-without-gluten, and halal certified proteins were featured throughout.

(trout_apples_bloodorange_chutney_bozzapasta; local_bangers_mash_entree; applecider_chicken_tempeh_stuffed_apples_entree; Onecore_custom_apple_cups; kirbys_farm_local_farmer)

Introduction:

While One Core's central focus was on celebrating NYS apples, there were three primary components to the event's mission: culture, community, and future. These elements encapsulated what it means to be a student at SUNY Brockport and encouraged students to think about NY foods on a grander scale.

As such, our goals inspired our planning; many elements drew upon NY favorites you'd see at an apple festival. Most of the decorations were crafted by the BASC team to promote sustainability and offer a handmade feel one might see at a local farm.

Essay:

Students were welcomed with hand-crafted décor in the form of signs and awnings. Guests could meet with our community partners, who provided giveaways and valuable information on local farming thanks to local Kirby's Farm Market and the NYS Apple Association.

The menu chosen featured local apples in almost every recipe and in a variety of serving methods, including carving stations with apple glazes and chutneys, and a large charcuterie table with cheeses, meats, and apples carved into swans. Students enjoyed easy-to-grab options like pre-made plates of apple bangers and mash from a PFG guest chef; self-serve apple cider stations and slushies; make-your-own apple cup stations; and donuts from Dainty Donuts.

To get their meal, guests passed beneath giant, handmade paper trees decorated with painted wooden apples drawn by team members. More signs like "Ellsworth's Orchard" and "Harrison's Harvest" tied our apple orchard into Brockport. Apple-shaped paper lanterns and twinkling lights extended the theme through the serving area and branched into the dining area where flag banners painted with apples by our staff were hung. Centerpieces made with fall leaves and tea-lights dotted surfaces, creating a warm ambiance and apple backdrops transformed walls into orchards.

(one_core_entrance_employee_participation; one_core_dining_room_decor; pfg_guestchef_bangers_mash_entree; carving_station_beef_winesauce; One_core_menu_large_with_decor; charcuterie_display_lantern_swan_onecore)

Introduction:

Engagement before and during our event was an essential part of marketing; our team strove to highlight One Core in a variety of formats, both in-person and online via printed posters and flyers, direct student engagement, digital messaging boards with campus partners, and photos and videos on social media. By relying on resilient campus partnerships, customers were engaged in activities in downstairs Harrison while the meal portion of the event was held upstairs in the dining hall. As the central dining hub on campus, it was the ideal location with plenty of room for our collaborators.

Essay:

Printed menus highlighted recipes with local apples and were decorated with greenery. This design was carried out through print media including posters in dining units, napkin dispenser ads, and flyers which were directly handed

to students on National Apple Day by a marketer in an apple costume. Apple-themed bulletin boards thanked our partners.

Digital message boards advertised in residential halls, the student union, and the popular athletics center. Social media posts and videos spread the message. We used popular throwbacks, including a reference to the apple scene in Twilight and the Chef Boyardee commercial where our apple rolled to Harrison.

We transported guests to an orchard: staff members greeted students wearing apple-themed accessories by sustainable, paper trees. Even students who had never experienced an orchard would enjoy NYS culture.

Guests enjoyed prize wheels, talked with local farmers, enjoyed Donuts Delite, and received polaroids in our apple-themed face-in-hole boards. Residential Life educated guests on apples and raffled visits to a local farm, supporting NYS agriculture.

One Core punch cards encouraged students to interact with partners and doubled as feedback forms where students rated the event on a scale from 1-5.

(one_core_dining_room; one_core_trees_staff_entrance; student_partnerships_games_one_core; student_craft_painting_onecore; one_core_thankyou_bulletin_board)

Introduction:

SUNY Brockport Dining Services aimed to bring the campus community together as we celebrated with great food and festivities. With our goals of Culture, Community, and Future paving the way, the event was a resounding success: campus and community collaboration flourished, a bounty of local apples were purchased supporting NYS agriculture, and feedback forms proved customers learned about sustainable agriculture in NYS.

Essay:

SUNY Brockport Dining Services was proud to welcome 1,397 guests to our One Core event.

Our Feedback Forms, which doubled as punch cards to encourage students to visit our partners, asked students to rank various aspects of the event. Once students visited three or more booths, they could submit their form for an additional chance to win a grand prize of Apple AirPods. The student results are as follows:

4.39/5 said they are more informed about the benefits of eating local.

4.34/5 said they learned about NYS apple farming.

4.55/5 said the menu was delicious!

4.74/5 said they enjoyed this event.

Our commitment to supporting local agriculture was achieved: We purchased 1,300 apples from Kirby's Farm Market.

Décor was repurposed by team members and can be reused for future events, including glass jars, magazines, and wooden boards.

Students and student managers were a core aspect to its success; student employees helped construct sustainable décor. Students managed our face-in-hole boards to help make the event memorable for guests. Student guests breathed life into the event by singing along with our DJ, supporting Kirby's Farm Market and engaging with the snacks and activities our partners provided.

(student_craft_painting_onecore; onecore_feedback_slips_prizes; student_submission_onecore)

Log in to nacufs.awardsplatform.com to see complete entry attachments.

PDF

production_she... 589 KiB

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Temperature_lo... 805 KiB



trout_apples_bl... 1.5 MiB



local_bangers ... 4.9 MiB



applecider chic... 3.1 MiB



Onecore_custo... 347 KiB



kirbys_farm_loc... 1.6 MiB



one_core_entra... 1.7 MiB



one_core_dinin... 3.0 MiB



pfg_guestchef_... 100 KiB



carving_station_...504 KiB



One core men... 1.4 MiB



charcuterie_dis... 4.1 MiB



one_core_trees... 1.9 MiB



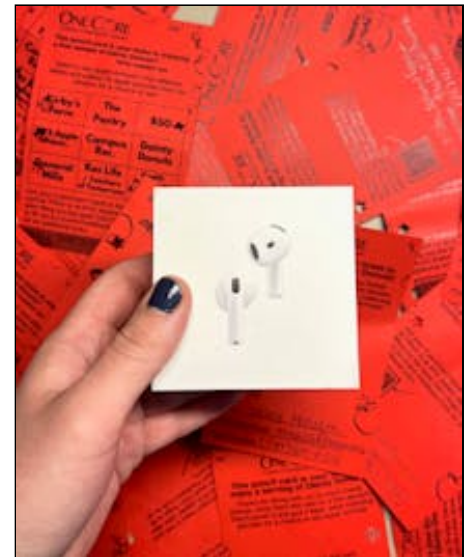
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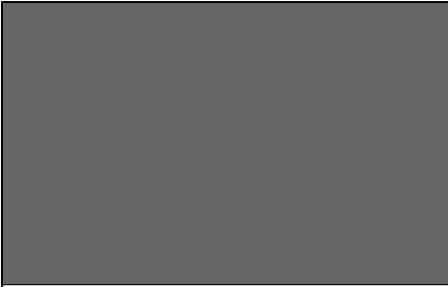
one_core_thank...91 KiB



onecore_feedb... 986 KiB



student submis...1.6 MiB



Attachment name
Enjoy a video montage ...

<https://www.youtube.co...>