

NACUFS (2025)

Outreach & Education Program of the Year

Manhattan U Eats - Outreach & Education Program of the Year

Manhattan University

Introduction:

"Cooking with Kevin" stands out as a unique dining initiative by blending culinary education with cultural exploration. This hands-on program goes beyond traditional dining experiences, offering students the opportunity to engage in authentic cooking techniques while connecting with the cultural roots behind each dish. Led by General Manager Kevin Henriquez, the program brings students together in a fun, interactive environment where they can develop new culinary skills. By fostering deeper connections between students and the dining team, Cooking with Kevin enhances the overall campus experience in a meaningful and educational way.

Essay:

"Cooking with Kevin" distinguishes itself from other dining operations by offering an interactive, educational experience that goes beyond simply serving meals. The program provides students with a unique opportunity to learn culinary skills directly from our General Manager, Kevin Henriquez, in a hands-on environment. This connection allows students to deepen their understanding of food preparation while engaging with the cultural aspects that shape traditional dishes.

The first class, Manhattan University Takes on Italy!, focused on the art of pasta-making, showcasing not only culinary techniques but also the rich history and cultural significance behind the dish. By participating in the class, students gain practical skills that they can apply beyond the classroom, fostering a sense of empowerment and creativity in the kitchen.

This program offers more than just cooking lessons—it builds stronger connections between students and the dining team, creating an inclusive and community-driven environment. It also complements the traditional learning experience, providing a new way for students to engage with their campus. “Cooking with Kevin” enhances the student experience by offering fun, educational opportunities that promote cultural awareness, skill development, and a deeper appreciation for the craft of cooking.

Introduction:

The “Cooking with Kevin” event was expertly marketed across multiple platforms to maximize student engagement and participation. Social media, flyers, and word of mouth played key roles in promoting the event, with visually engaging and cohesive materials reflecting the event’s Italian culinary theme. The promotional campaign showcased the hands-on learning experience and highlighted the cultural aspects of the class, ensuring the event reached a wide audience and generated excitement. This multi-channel approach effectively captured the program’s unique blend of education and fun, creating buzz around the experience.

Essay:

The promotion of “Cooking with Kevin” was designed to reach students through a variety of channels, ensuring maximum visibility and engagement. Social media played a central role in the marketing strategy, with Instagram posts and event recaps featuring vibrant visuals of the students’ cooking experience. These posts not only highlighted the joy and enthusiasm of the participants but also conveyed the event’s educational and cultural significance. The touch added by showcasing the event through the eyes of students further amplified its success.

In addition to social media, printed flyers and posters were distributed throughout campus. These materials were carefully designed to reflect the Italian culinary theme, featuring clean, modern visuals that communicated the hands-on nature of the class. The cohesive, polished aesthetic helped make the event feel both professional and inviting.

Word of mouth was also an essential marketing tool, with students eager to share their excitement and experiences, helping drive sign-ups. Overall, the marketing strategy was both creative and effective, creating buzz and attracting a large number of students eager to learn new skills and connect with the dining community. The combination of diverse promotional methods ensured that “Cooking with Kevin” was a standout event on campus.

Introduction:

“Manhattan U Eats” “Cooking with Kevin” program has had a profound impact on the campus experience by offering students a unique opportunity to engage in hands-on culinary education. Under the guidance of General Manager Kevin Henriquez, the program fosters skill development and cultural exploration in a fun, interactive environment. The first class, “Manhattan University Takes on Italy!”, introduced students to the art of pasta-making, creating a sense of community while enhancing their connection to the dining experience. With glowing feedback and growing participation, the program is becoming a cornerstone of the dining operation’s outreach strategy.

Essay:

The “Cooking with Kevin” classes have significantly impacted the campus experience by providing students with unique opportunities to learn essential cooking skills while fostering a deeper connection to our operation. Designed as both an educational and social experience, the program brings students together in a hands-on environment where they can explore new culinary techniques and cultural traditions. The first class, “Manhattan University Takes on Italy!”, received enthusiastic feedback from participants, many expressing how fun and accessible the class was. Students particularly appreciated the interactive nature of the event, allowing them to bond over a shared love of food.

By offering an engaging learning experience outside of the classroom, “Cooking with Kevin” is creating opportunities for student engagement that go beyond traditional dining services. It encourages students to be more involved in the dining community, enhancing their understanding of the culinary process and cultural diversity. As part of the broader strategy of the “Manhattan U Eats” program, it helps elevate the campus dining experience by turning meals into learning

opportunities. The program has also received positive testimonials, with participants eager for future events: "I never thought I could make pasta from scratch, but Kevin's class made it easy and fun!"

Introduction:

"Manhattan U Eats" is proud to present its innovative Cooking with Kevin program, designed to offer students an immersive culinary education. Under the guidance of General Manager Kevin Henriquez, the program brings hands-on cooking experiences that focus on both skill-building and cultural exploration. The specially designed teaching kitchen fosters a welcoming, interactive environment, providing students with the space and tools to learn essential cooking techniques. The program's first class, Manhattan University Takes on Italy!, showcased the art of pasta-making, combining culinary education with a fun, engaging learning experience.

Essay:

"Manhattan U Eats" programs, particularly its Cooking with Kevin series, stand out for its unique approach to culinary education and cultural engagement. Launched to provide students with more than just food service, the program brings General Manager Kevin Henriquez into the kitchen, offering a personal and engaging teaching experience. The specially designed teaching kitchen, which serves as the heart of the program, plays a key role in its success. It was thoughtfully arranged to ensure a functional and welcoming environment, making it an ideal space for interactive learning.

The first class, Manhattan University Takes on Italy!, focused on the intricate art of pasta-making. The facility was equipped with all the necessary tools for students to knead dough, shape pasta, and prepare an authentic Italian dish. The design of the space ensured smooth flow throughout the session, allowing students to work together while receiving individual attention. This thoughtful space and design, combined with a hands-on, culturally immersive curriculum, helped students gain practical culinary skills and foster a deeper connection to global cooking traditions. The program not only promotes culinary proficiency but also encourages cultural exchange, making it an exceptional addition to the experiences "Manhattan U Eats" has to offer.

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



The image is a promotional poster for a "HAND-MADE PASTA MAKING COURSE" held in "Locke's Loft". The poster features a yellow background with a pattern of various pasta shapes. At the top, it says "COOK WITH Kevin" with a chef's hat icon. Below that, the main title "HAND-MADE PASTA MAKING COURSE" is prominently displayed, followed by "in Locke's Loft". At the bottom, there is a small red banner that says "READ THE CAPTION TO LEARN HOW TO SIGN UP FOR FREE!". A small circular logo is visible in the bottom left corner.

Instagram-Post-... 536 KiB



The image is a menu card for the "COOK WITH Kevin" program. It has a yellow background with a pasta shape pattern. The title "MENU" is at the top. Below it, "HAND-MADE PASTA" is listed with ingredients: "2 eggs, 3 cups of flour, & a pinch of salt". The instructions are: "crack eggs into a flour volcano, add a pinch of salt, mix until dough is elastic". Below that, "HOME-MADE SAUCE" is listed with ingredients: "creamy tomato, basil, & Italian seasoning". The instructions are: "add ingredients to a pan, throw in freshly made pasta, cook until al dente, top with fresh grated parm & basil from the Babylon Micro-form". A small circular logo is visible in the bottom left corner.

Menu-Cooking-... 641 KiB



The image shows a group of people, mostly women, sitting around a wooden table in a kitchen, working on making pasta. They are wearing blue gloves and using a pasta maker. A testimonial card is placed on the table, which reads: "This was honestly such a fun experience! I've never really cooked much before, so getting hands-on and learning how to make pasta from scratch was a game-changer. Kevin's teaching style is so chill and easy to follow. Plus, the space was perfect for learning - lots of room to move around and all the tools we needed. It felt like a class, but also like a hangout with friends!"

Participant-Testi... 1.1 MiB



[Participant-Testi...](#) 1.1 MiB



[Participant-Testi...](#) 1.1 MiB



[GM-Kevin-Cooki...](#) 2.7 MiB



[GM-Kevin-Cooki...](#) 2.5 MiB



[GM-Kevin-Teachi...](#) 3.3 MiB



[Variety-of-Pasta-...](#) 3.0 MiB



Variety-of-Pasta-... 1.7 MiB



Table-Set-Up-Co... 2.7 MiB



Table-Set-Up-Co... 1.9 MiB



Participants-Coo... 2.5 MiB



Participant-with-... 3.1 MiB



Pasta-Cooking-... 2.5 MiB

Attachment name

<https://vimeo.com/1071...>

