

## NACUFS (2025)

### Outreach & Education Program of the Year

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Cal Poly Self-Care Fair

Cal Poly

#### Introduction:

Cal Poly Campus Dining aims to provide students with nutritious and innovative meals, along with inviting spaces where they can eat, relax, and study. To enhance this experience, the team regularly introduces new events and activities designed to create lasting memories.

#### Essay:

According to a recent study by MentalHelp, 89% of college students were stressed at least 2-4 times per semester, and 30% said they were stressed almost the entire semester. 31% said that finals were the biggest source of their stress. Students exposed to chronic stress can suffer long-term side effects, such as depression or academic burnout. This is why planning events such as our Self-Care Fair is critical to the health and well-being of our students.

In conjunction with Finals Week of Fall Quarter 2024, the Campus Dining team hosted a Self-Care Fair in the 1901 Marketplace Pavilion, a dining hall centrally located in the heart of campus to reach as many students as possible.

#### Introduction:

To get the word out, Campus Dining utilized several digital marketing campaigns, including email newsletters, social media posts, and digital signage, as well as posters. We utilized relationships with campus partners as well to promote the event.

On the day of event, posters were placed throughout the campus, and associates spread the word in person.

Essay:

This program was innovative in that it prioritized not only physical health through food but also the mental health and well-being of our student body. Many of the activities offered were not what you would expect from a campus dining program. We thought beyond our conventional role as a dining program to provide a unique and engaging student experience.

Introduction:

Being able to host events like these is so important to the campus culture. Because it was so well received by attendees, that allows us to create future events like this.

Essay:

Our Campus Dining strategy centers around enhancing the student experience. A pillar of this is creating opportunities for students to mingle and build community. This event was no exception. Students are sometimes apprehensive to walk up to tables at an event and interact. We arranged the tables at this event in such a way as to create a less intimidating and more welcoming environment. Inside the circle, tables and chairs were set up where students could sit and participate in the crafts and activities without feeling rushed. We found that this layout was key to the high level of engagement achieved at the event.

Introduction:

Finding the appropriate space for our first ever Self-Care Fair was a crucial aspect of the planning. Ultimately we landed on a perfect space attached to one of our centrally located dining halls.

Essay:

The Cal Poly Partners Pavilion space was thoughtfully chosen for the event. Its abundant natural light, ample space, and lounge-style seating created the ambiance we were after. Additionally, it provided sufficient space for several stations to be set up, allowing students to visit each table and have an interactive experience. The space was transformed with a variety of interactive food and activity stations. Two skilled massage therapists provided 24 ten-minute massages. Fifty pillar candles were painted, over 400 wellness tonics were enjoyed, and 100 custom tea blends were created. Participants savored 350 Peppermint Brownies, strung 175 orange garlands and assembled 200 beeswax wraps.

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