



mWaAGmkD

Drew University

Entry details

Entry Name:	Pasta-Making Class with CIAO (Cultural Italian American Organization)
Institution Name:	Drew University
Entry Completed By (<i>name and position</i>):	Evan McMullen, Marketing Manager

The Teaching Kitchen pasta-making demonstration, hosted in collaboration with the Cultural Italian American Organization (CIAO), exemplifies an innovative outreach and education program that blends cultural engagement, culinary education, and community building. The program was designed to provide students with hands-on learning opportunities while strengthening campus partnerships and enhancing the overall dining experience.

Essay:

The primary goal of this program was to create an interactive, educational experience that connects students to food, culture, and one another. By partnering with CIAO, we aligned this initiative with a broader strategy of fostering student engagement through meaningful collaborations. Students learned to prepare pasta dough from scratch and shape a variety of pasta types—including farfalle, fusilli, fettuccine, ravioli, and tortellini—under the guidance of Executive Chef, Paul Repetti.

This program stands out by combining experiential learning with cultural exploration, offering students a unique opportunity not typically found in campus dining. It also provided CIAO with a cost-effective alternative to hosting off-campus events, eliminating financial barriers while increasing accessibility.

Through hands-on participation, peer collaboration, and shared dining, the program created a memorable and impactful experience. It reinforced the Teaching Kitchen's role as a hub for education and engagement, ultimately enhancing the dining program's ability to connect with students in meaningful and lasting ways.

Introduction:

The pasta-making demonstration was promoted through a targeted and collaborative marketing approach designed to engage both members of CIAO and the broader student population. Efforts focused on clear messaging, visual appeal, and highlighting the unique, hands-on nature of the event.

Essay:

Marketing efforts leveraged social media, campus communication channels, and direct outreach through CIAO to ensure strong visibility and participation. Promotional materials emphasized the interactive aspect of the Teaching Kitchen, inviting students to learn, create, and connect through pasta-making. Graphics were cohesive and visually engaging, with build cards and invitational flyers.

Pre-registration through digital platforms allowed for organized participation while building anticipation. Messaging clearly outlined what students could expect, including hands-on instruction and the chance to enjoy their finished dishes. Collaborative social media content was published throughout the event, along with a video recap, to gain traction to social media accounts and spread awareness to students, faculty/staff, and even other clubs about the possibilities of demonstrations that the Teaching Kitchen can offer.

Engagement was further enhanced through the collaborative nature of the event, as CIAO members actively promoted the program within their network, increasing attendance and awareness. This partnership-driven marketing approach not only ensured a successful turnout but also strengthened the visibility of both the Teaching Kitchen and CIAO as valuable campus resources.

Introduction:

The Teaching Kitchen demonstration had a meaningful impact on campus by fostering student engagement, supporting student organizations, and creating an inclusive environment for experiential learning and connection.

Essay:

The program significantly enhanced the campus experience by providing students with a unique, hands-on opportunity to learn culinary skills while building relationships. Participants worked collaboratively to create pasta, share techniques, and enjoy a meal together, fostering a strong sense of community.

The partnership with CIAO increased awareness of the organization and contributed to new member sign-ups, demonstrating the program's ability to support student groups. Additionally, hosting the event on campus eliminated the need for CIAO to seek external venues, reducing their club costs and increasing accessibility.

Student feedback highlighted the program's success, with participants sharing that it "allowed me to get more hands-on experience in the Teaching Kitchen and meet new people" and that it was "great for CIAO" in engaging both new and existing members.

By integrating education, culture, and collaboration, the program created a lasting impact and reinforced the role of dining services as a key contributor to student life and engagement.

Introduction:

The Teaching Kitchen was intentionally designed to support hands-on learning and interactive programming, making it an ideal setting for the pasta-making demonstration. The space promotes creativity, collaboration, and accessibility for all participants.

Essay:

The Teaching Kitchen's layout and design were central to the program's success. Individual cooking stations were fully equipped with bowls, utensils, and ingredients, allowing each participant to actively engage in the pasta-making process. Additional equipment, including pasta makers, rolling pins, and cutters, supported a variety of techniques and learning styles.

The space was arranged to encourage both independence and collaboration, enabling students to work at their own stations while also sharing ideas and techniques with peers. Chef-led instruction was easily visible and accessible, ensuring all participants could follow along and engage with the learning process.

The design fostered an immersive educational environment where students could confidently explore new skills. After preparation, the space seamlessly transitioned into a communal dining area where participants enjoyed their creations together, reinforcing connection and reflection.

Overall, the Teaching Kitchen exemplifies a purposeful learning environment that enhances outreach and education, making it a standout feature within campus dining.

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Pasta_Making_... 2.0 MiB



Pasta_Making_... 2.1 MiB



Pasta_Making_... 3.1 MiB



Pasta_Making_I... 2.9 MiB



Pasta_Making_P...2.0 MiB



Pasta_Making_S...2.2 MiB



Pasta_Making_S...2.8 MiB



Pasta_Making_S...1.6 MiB



Pasta_Making_S...2.6 MiB



Pasta_Making_S...2.3 MiB



Pasta_Making_S...3.7 MiB



Pasta_Making_... 1.9 MiB



Pasta_Making_I... 1.5 MiB



Pasta_Making_S... 1.8 MiB



Attachment name

<https://vimeo.com/1178...>