

Alison Moppett



RwnkjaNq

Entry details

Entry Name:	Savvy Chef Series
Institution Name:	Babson College
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Introduction:

The Savvy Chef Series was a three-part experiential learning initiative designed to equip students with practical food literacy skills that supported wellness, affordability, and long-term independence. Developed by Babson College Dining in collaboration with campus partners, the program intentionally met students where learning was most effective—the teaching kitchen, the grocery store, and the classroom. Through applied cooking, guided shopping, and budgeting practice, Savvy Chef reduced barriers to food education and transformed everyday food decisions into transferable skills that extended beyond the dining hall.

Essay:

Savvy Chef delivered three interconnected skill-building experiences that students could attend individually or as a series, reinforcing progressive learning while accommodating varied schedules and needs. The first session, led by the Executive Campus Chef in the dining hall teaching kitchen, focused on building cooking confidence using a budget-friendly, versatile ingredient. Students practiced roasting, mashing, and preparing cauliflower rice while learning how to adapt a single ingredient into multiple meals to reduce cost and food waste. To support continued application, participants received reusable kitchen tools—including an insulated shopping bag, food storage containers, a basic cooking utensil, and a Healthy Meal Prep cookbook—reinforcing practice beyond the session.

The second session, led by Babson Dining's Registered Dietitian at a nearby Trader Joe's, moved learning into the retail environment where real purchasing decisions occur. Students practiced label reading, price comparison, and selecting affordable staples. Campus Life provided Uber vouchers to remove transportation barriers, and participants received a Smart Shopper's Guide developed by Babson Dining's Registered Dietitian for continued use.

The series concluded with an interactive budgeting workshop led by a campus professor. Students applied concepts through hands-on meal-planning and grocery-budget exercises, reinforcing connections between cooking, shopping, and budgeting as integrated, lifelong skills.

Introduction:

Babson College Dining implemented a coordinated, multi-channel marketing strategy to ensure the Savvy Chef Series was visible, approachable, and accessible to students across campus. Promotional efforts were intentionally designed to reduce participation barriers and clearly communicate learning outcomes rather than event logistics alone.

Essay:

Marketing for Savvy Chef paired a consistent visual identity with outcome-focused messaging highlighting confidence-building skills related to cooking, shopping, and budgeting. Custom graphics with bold typography and vibrant color created a recognizable brand across posters, digital signage, emails, and web content.

Print and digital signage were placed in dining locations and high-traffic student areas to reach students during daily routines. Campus-wide emails included concise descriptions of session learning outcomes alongside direct registration links, reducing friction and simplifying access. A dedicated webpage served as a central information hub.

Social media reinforced approachability through short-form videos featuring session hosts and hands-on previews. Across platforms, messaging emphasized flexibility, affordability, and real-world relevance, positioning Savvy Chef as an accessible learning opportunity embedded in everyday campus life.

Introduction:

The Savvy Chef Series strengthened the campus experience by addressing food literacy and affordability as essential, interconnected components of student wellbeing and success. By pairing structured instruction with real-world application, Babson College Dining supported students in developing confidence cooking, shopping, and budgeting beyond traditional dining settings while reinforcing dining's role as an educational partner invested in long-term independence and food security.

Essay:

Savvy Chef translated wellness and affordability goals into actionable, student-centered learning. Across all sessions, students practiced skills collaboratively by asking questions, comparing strategies, and learning alongside peers and campus educators. This consistent, applied approach reduced intimidation and normalized skill development related to food preparation and purchasing.

Student feedback reflected increased confidence and immediate applicability. Participants reported greater comfort cooking independently, navigating grocery stores effectively, and managing food budgets. One student shared that the grocery store tour improved their ability to compare prices and prioritize spending, while another noted that preparing meals felt achievable on a student budget.

Savvy Chef was intentionally designed to remain accessible to students whose food decisions often fall outside traditional residential dining structures. Through flexible participation, off-campus learning environments, transportation support, and practical take-home resources, the series supported engagement from graduate students, first-generation students, and undergraduates living off campus without required meal plans. By meeting students where food decisions occur, the program reduced barriers and positioned dining as a trusted partner in student success beyond meal service.

Introduction:

Intentional space selection was central to achieving the educational goals of the Savvy Chef Series. Each session was hosted in a setting aligned with the skill being taught, reinforcing learning through context while minimizing barriers to participation and supporting confidence-building through familiarity.

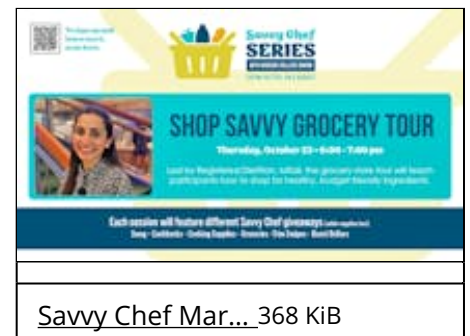
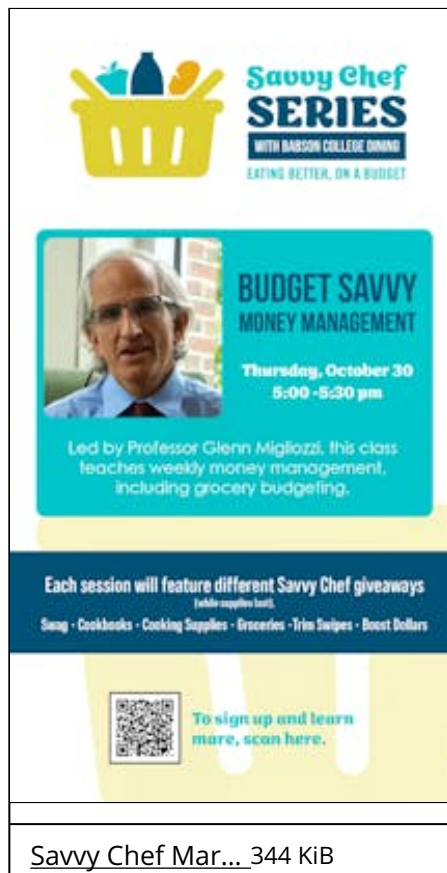
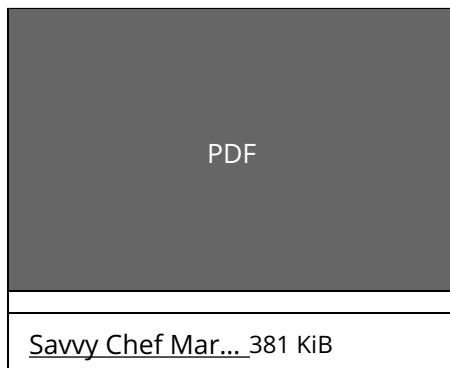
Essay:

The cooking session was held in the dining hall teaching kitchen, a visible and familiar space that supported demonstration, hands-on practice, and peer learning. Hosting the session within a dining environment reinforced the connection between everyday meals, practical culinary skills, and partnership with the dining team.

The grocery store tour took place at a Trader Joe's within ten minutes of campus, allowing students to practice label reading, price comparison, and meal planning in a live retail setting. Off-campus delivery strengthened real-world relevance, while Uber vouchers provided through Campus Life ensured equitable access.

The budgeting workshop was hosted in a familiar classroom setting, supporting guided, interactive exercises related to grocery planning and spending. Participants concluded the session with a shared meal in Trim Dining Hall, reinforcing reflection, conversation, and peer learning. Together, these purpose-driven environments functioned as extensions of the curriculum, anchoring new skills in the contexts where students make real food decisions.

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



PDF

Savvy Chef Reci... 285 KiB

PDF

Savvy Chef Rec... 1.0 MiB



Budget Class.jp... 1.1 MiB



Grocery Tour.jp... 2.0 MiB



Savvy Chef Setu... 161 KiB



Savvy Chef Setu... 181 KiB

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Savvy Chef Sma... 604 KiB

Attachment name Grocery Tour Video Rec...
https://www.instagram....

Attachment name Teaching Kitchen Recap ...
https://www.instagram....