

spark

IGNITING CAMPUS CONNECTIONS



Trending #Now

in Student Socialization

Emphasizing dining services' role as a hub of socialization.



What is SPARK?

SPARK is Sodexo's new engagement strategy to showcase our commitment to creating positive student outcomes through activities and programs that nurture relationship-building.

What Does SPARK Do?

SPARK aims to communicate to our clients all the exciting things we do daily to further student socialization.

Why Create SPARK?

Research shows that the stress, anxiety, fatigue and isolation students experience are increasing.

Will Students Be Aware of SPARK While Dining?

NO. SPARK will be seamless to students and will only be used as a symbolic identity in our communications with clients to showcase the relationship-building events hosted on campus throughout the year.

How Will Students Experience SPARK?

While the SPARK identity will be transparent to students, the programs, promotions and events we offer throughout the year will incorporate relationship-building activities whenever possible. A few examples of these include:



53% of
47% feel isolated.

Respondents to *Sodexo's 2022-23 Student Lifestyle Survey* ranked **making new friends** the third-most-difficult hurdle to overcome during their first month, just below **time management** and **increased pressures**.

51%
of current college students surveyed are somewhat or extremely concerned about their ability to maintain social relationships.

87%
of students say **eating together = socializing**. Sharing meals is the glue that connects campus communities and is the most typical way students socialize with friends.

A strong social circle provides students – especially those away from home for the first time – a sense of support and stability that helps them navigate any challenging circumstances that may arise during college life, a crucial linkage to their overall resiliency.

SOURCE: Sodexo's 2022-23 Student Lifestyle Survey

For More Information On SPARK, Please Contact:

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