



Sweets
& more



Keeping it Sweet since '75

- ▶ Sweets & More was founded in 1975 by the Center for Student Business to provide students an opportunity for extracurricular education
- ▶ In 1995 the business transitioned to the cooperative model and has never looked back
- ▶ We are the smallest student business on campus, usually comprised of less than 15 students



...I scream, you scream, we all scream for Ice Cream.
Sophomore Jeff Murphy enjoys serving the Orchard Hill area
by working at the Sweets n' More Snack Bar.
- photo by Joseph Minkus



The Cooperative Model

- ▶ A way of business in which each worker/member engages in equal collective, democratic ownership and representation
- ▶ In a cooperative, the workers of the business OWN the business
- ▶ While that is not *exactly* the case in the student business format, everyone at Sweets pulls their own weight and is equally and collectively responsible for the successes of the business



The 7 Cooperative Principles

- ▶ Rules set forth by the Rochdale Pioneers (founding mothers and fathers of co-ops) in 1844 that continue to guide co-ops today in all operations and decision-making





A Community of Co-ops at UMass

- ▶ UMass is lucky enough to have 7(!) student-run co-ops providing a variety of services
- ▶ In order to have some coordination between the student businesses themselves and maintain a working relationship with the University, the Center for Student Business was founded in 1975
- ▶ The CSB provides valuable resources and consulting to all the student businesses to help them maintain their success and longevity



What to expect from us!

Working at a collectively run business provides a lot of opportunities for learning and fulfillment! Here are a few of the skills you will pick up during your time here

- ▶ Teamwork
- ▶ Valuable business experience
- ▶ Decision making
- ▶ Conflict resolution
- ▶ Sense of responsibility and accomplishment
- ▶ Some of your new best friends



What Sweets expects from you

- ▶ Accountability
- ▶ Commitment (~10hrs a week)
 - ▶ Co-managers take on two shifts in store per week and attend weekly all-staff meetings
 - ▶ Must be a member of at least one committee
- ▶ A good attitude



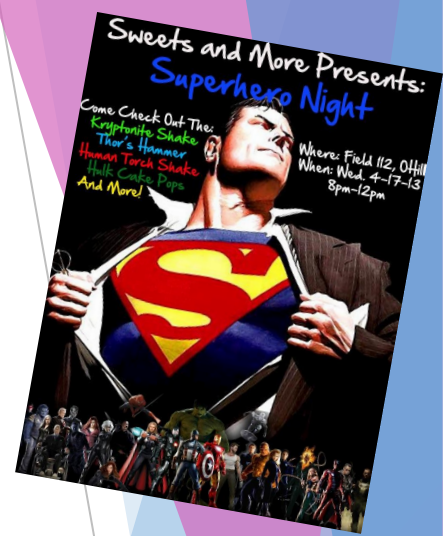
Committees

- ▶ **Marketing**
- ▶ **Catering**
- ▶ **BoSB**
- ▶ **Bookkeeping**
- ▶ **Purchasing**
- ▶ **Community**
- ▶ **Human Resources**

Marketing



- ▶ Marketing plans in-store events throughout the semester to drive in additional profits
 - ▶ These events contain limited edition menu items
- ▶ Manage Social Media (Twitter, Facebook, Instagram, Snapchat) & interact with customers over the interwebs
- ▶ Advertise the greater UMass Community through posters, promotional events
- ▶ Help create a fun environment at Sweets & more with fun things in the store whether it be decorating or creating Shakes of the Month



Catering



- ▶ Catering provides about 5-7% of Sweets and More's overall revenue
- ▶ The Catering Team bakes and delivers a majority of the catering orders; however, assistance from other co-managers is often appreciated and required
- ▶ We take great pride in the quality of our catering orders



EMAIL CORRESPONDING

Much of the job is emailing RSOs and coordinating event times, menus, and ensuring customer satisfaction



INVOICING AND SIGNING

Once we have a customer's order, we take the information that they provide us with and put it on an invoice to be electronically signed via AdobeSign. Once its been signed it can be sent to the business center and we can get paid.

EVENTS AND MARKETING

We also provide speciality baked goods for in store events and make them to attract customers the store.

BoSB

- ▶ BoSB stands for Board of Student Businesses
- ▶ Here at UMass there are 7 student run co-ops and two members from each business meet weekly to talk how to better everyone's business
- ▶ Work on events such as Student Business Week, Co-Op Collab, BoSB Ball, End of the Year Dinner & fundraising for all of the businesses



Bookkeeping

- The bookkeeping committee is responsible for keeping track of the cash in's and out's of Sweets
- We organize and file invoices so that we can pay our vendors
- We organize and file our nightly cash-outs to keep track of revenue
- Watch sales and their trends through our nightly revenue
- To keep track of these records, we use Quickbooks software



Purchasing

- ▶ Purchasing is responsible for keeping all of our inventory in the store well-stocked so it can be sold during hours of operation.
- ▶ We traditionally have it so each person in purchasing have their own area/distributor to work with:
 - ▶ Drinks - Polar
 - ▶ Ice Cream - Barts and Snows
 - ▶ Breakfast food, cleaning supplies, etc. - Performance Foodservice Group
 - ▶ Local purchaser for produce, toppings, etc.
- ▶ We are diligent about regularly tracking all of our products in the store so that we do not run out. This keeps our customers happy to have all of their favorite choices in stock and our employees happy that we can provide this service.



community

- ▶ Community focuses on giving back to the UMass Community as well as organizations in Western Mass.
- ▶ We collaborate with other student organizations, such as Sisters on the Runway, volunteer our time, and make donations to organizations like Craig's Doors.
- ▶ Community consists of two paid community members, and any other co-managers willing to donate their time.



Human Resources

- ▶ The Human Resources navigates employee relations when situations get tense between co-managers.
- ▶ HR organizes bonding events so that we may become closer and better understand each other.
- ▶ HR is a relatively new committee within Sweets but co-managers are already seeing the benefits of the group!

