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### Pantry Party: Recipes From Hendricks

Crystal Hawley

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Pantry Party: Recipes From Hendricks

A Capstone Project Submitted in Partial Fulfillment of the  
Requirements of the Renée Crown University Honors Program at  
Syracuse University

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and Renée Crown University Honors  
Spring 2018

Honors Capstone Project in Advertising

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## Abstract

*Pantry Party: Recipes from Hendricks* is a series of shareable videos created to aid Hendricks Chapel Food Pantry in marketing their operation to the Syracuse University community. By increasing awareness, Hendricks Chapel Food Pantry can approach its full potential by helping more students and increasing donations. Hawley combines her studies in Advertising and Marketing with her passions for giving back to the community which has become her home over these last few years. She then advises the Pantry on what programs it should implement in the future to reach its full potential.

### **Hendricks Chapel Food Pantry**

[https://www.youtube.com/watch?v=fO5dQw\\_Hb54&t=12s](https://www.youtube.com/watch?v=fO5dQw_Hb54&t=12s)

### **How to use Hendricks Chapel Food Pantry**

<https://www.youtube.com/watch?v=RsUOgWB6Zik&t=1s>

### **Southwestern Style Soup**

<https://www.youtube.com/watch?v=FsbHT6v2wo&t=1s>

### **Celery Root Fries**

[https://www.youtube.com/watch?v=wDJeg8v\\_3BQ](https://www.youtube.com/watch?v=wDJeg8v_3BQ)

## **Executive Summary**

More than a third of college student are food insecure, meaning they report not being certain they will get enough to eat (Goldrick-Rab). Hendricks Chapel Food Pantry offers food and personal care items to Syracuse University and SUNY ESF students. Lack of awareness of this valuable resource hinders it from reaching its full potential of helping students in need. The pivotal first step is beginning to advertise to increase awareness both within the student body and with donors.

“Pantry Party: Recipes from Hendricks” is a series of shareable videos created to aid Hendricks Chapel Food Pantry in marketing their operation more effectively to the Syracuse University Community. The videos cover technical information—from where the Hendricks Chapel Food Pantry is located to how it is used. Other videos depict dishes that can be prepared from the food items found in the Pantry, to encourage Pantry users to try new recipes.

The methods used to create this content involved strategic choices, from selecting filming times that painted the Pantry in its best light to using iPhone videography that can be readily replicated in future videos. The goal of the vidoes was to be both informative and relatable to students.

By increasing awareness, Hendricks Chapel Food Pantry can more effectively assits the estimated 36% of college students who face food insecurities at some point—and thereby contribute to both the student experience and completion rates of degrees among many groups of students (Goldrick-Rab). The measure of my success would be if these educational and engaging videos increase traffic to the Pantry and inspire more growth in the future.

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## **Advice to Future Honors Students**

The best advice I have for future honor Marketing and Advertising Duals in the Martin J. Whitman School of Management and the S.I. Newhouse School of Public Communications is to devote your Honors Capstone to a topic that inspires passion. The other two major Capstones you will complete will involve extensive group work and collaboration. While this will result in tremendous learning opportunities, it will also involve a lot of compromise to create a final group Capstone. That said, your Honors Capstone is a chance to make something just for yourself. Find a way to tie in your personal passions with your academic strengths. I have always loved community service, so I found a way to use my skills in advertising and marketing to make a difference for a food Pantry. I combined my creative side with my desire to give back to the community. If you are doing this one to support your passions, it will make all the hours juggling three Capstones worthwhile in the end.

## **Chapter 1**

### **Introduction**

I have always been passionate about philanthropic engagement with the community as expression since I was a child. I used to spend my summers at the local library as a “Book Buddy” teaching children to read, because I wanted others to experience the joy of reading a great book. In high school, I spent my Sundays volunteering at a hospital, answering patient call buttons and assisting the nurses on duty. I also tutored at-risk youth of second-generation Southeast Asian refugees and first-generation immigrant families in the Albany Park area of Chicago every Thursday after school. I felt I was making a difference in other people’s lives.

Since starting at Syracuse, this passion has grown, and I have found ways to incorporate my studies when giving back to the community. The summer after freshman year, I interned for the American Association of Public Health Dentistry, which aims to raise awareness and educate people on the importance of good dental hygiene. My experiences in communication studies allowed me to help redesign their corporate web page to communicate technical information to a wider audience in easy to understand terms. The next summer, I interned for a subscription tea company that donates 25% of all proceeds to support mental health care in the U.S. Again, I combined my studies in marketing and advertising to create digital marketing campaigns and ads that combined advocacy with product sales, while also identifying potential strategic partnerships for the company.



As a senior, I now volunteer three days a week at the Ronald McDonald House and have incorporated not for profits into my Whitman Capstone Project. My team found that while there are 1.1 million not for profit organizations in the United States, they were losing out on almost 30 million people between the ages of 19 and 25 who wanted to donate but were scared away by high minimum donation amounts. We created the Key to Giving with LeKey; a platform that connects donors with certified charities to allow for a seamless donation of any amount on a secure platform. Our project matched potential new donors with a mechanism that allowed them to contribute an achievable amount to their favorite charities. This leads to systemic change—increasing the proportion of 19-25 year olds regularly contributing to philanthropies.

For my Honors Capstone, I combined my studies with my passion for giving back. In helping others, I have helped myself become a more well-rounded individual. Contributing to the community which has become my home for these last four years became my focus. Syracuse University offers so many great resources for students, yet a lack of awareness prevents community resources, such as the Hendricks Chapel Food Pantry, from reaching their full potential. I have created shareable content for Hendricks Chapel Food Pantry, to improve marketing their operation on campus to both potential student consumer and future donors.

## **Chapter 2**

### **Influences**

The spring semester of my freshman year, I took the S.I. Newhouse School of Public Communications course Multimedia Storytelling with Assistant Professor Corey Takahashi.

This class taught me to work in a team setting to write, design and produce videos. I created a short documentary, a fictional PSA (Public Service Announcement), and a fictional story using digital media. I often took on the role of videographer, but I also learned the basics of editing videos on software such as Final Cut Pro. While I did not have the video editing software or the camera that I had access to in this course, I could still apply the fundamental elements I learned through the class to this project.

Through the course Social Media for Communicators, I learned to evaluate both my own personal social media use and that of companies in order to better understand the dynamic between consumers and companies. I found this knowledge helpful in considering what content users of the Pantry would want to engage with on social media platforms. Syracuse Students on campus at Syracuse are big Instagram users. Twitter and Snapchat are also popular and while most students do have a Facebook account they don't use it in the same way as they utilize other platforms. In their minds, Facebook has evolved over the years from being a trendy social platform where people wanted to be to one where users feel they had to be. Many keep Facebook because it is the easiest way for people who don't have their number to contact them. Facebook

is most convenient as a messenger service and a data storage center which allows for convenient logins to other apps without having to reenter data. Facebook may not be the best place for the Pantry to reach its target audience. It is, however, the only social media site on which the Pantry has a profile, so this is where the videos will be shared.

My Advertising emphasis in Account Management has been applicable to this project as well. This role acts as a liaison between the client and the agency team. One must understand both the client's needs and the skills of the team, to best execute those needs. While normally I would work with a team to strategize, develop and execute client requests, in this case, I am the team. I work both with the client, Hendricks Chapel Food Pantry, in an account capacity and also act as the creative in executing the deliverables. It is entirely up to me to ensure that the creative executions are in line with the client's requests. This presents challenges in both creating and critiquing the work. I mitigated this by asking for independent, third party feedback on my creative work to ensure it was achieving the client's goals. In an account role, one must also think critically, as I have here through my recommendations for the Pantry moving forward.

Through my New Product Management and Entrepreneurship courses in the Martin J. Whitman School of Management, I have learned the importance of the consumer's view of the product. While management may be tempted to make the decisions that benefit them, it is ultimately in their best interest to cater to the consumer. The customer determines how successful a product becomes. The company may sometimes be unaware of the product as viewed through the eyes of the consumer. During my time at an advertising agency, Organic Inc., I worked on the Quaker Oats account. Our team knew that in order to produce the best creative content, we needed to understand the consumer and the ways in which he/she uses the product. One might think that the main use of oats is for breakfast; however, we found an

increasing trend of oats being used in gluten-free recipes and in beauty routines. This information, in turn, had to be considered when thinking about how we would communicate with our customers. This applies when looking at the Pantry as well. The product is the Pantry and the customers are the students who use it. The management is unaware of the Pantry as viewed through the eyes of the constituency. It has focused traditionally on what is more convenient for Hendricks, as opposed to what appeals to the Pantry users.

### Chapter 3

#### **The Making of *Pantry Party: Recipes from Hendricks***

I filmed all of my videos on an iPhone, as this was the best camera I had at the time. While this might seem like an odd choice, iPhone videography and photography has become increasingly popular. Smartphones have evolved to have superb cameras and now allow everyone the opportunity to become a photographer. In an advertising agency, first drafts of video concepts are now often shot on smartphones with stand-ins. This allows a cheap way of visualizing the concept and making adjustments before creating a final storyboard and filming with real cameras, actors, and lights. The likelihood of me creating iPhone videos in the future is higher than me working a more complex camera; thus, I wanted to practice skills that would be applicable in my future. An iPhone video is also easy to film, so if the Pantry continues to make videos it can replicate the style without needing more complex equipment. Hopefully, this will encourage the Pantry to continue creating content.

Upon first looking at the Pantry one might mistake that they have taken a time machine back 80 years ago. The shelves are filled with dry grocery items and only a small selection of packaged bread is available, with occasional fresh produce on Fridays. Often the Pantry becomes bare. I had to keep this in mind when planning my filming because I wanted to paint the Pantry in its best light. I waited to film until after their biggest donation day so that the shelves were stocked and would show well. The Pantry doesn't advertise much, out of fear that people will take unfair advantage of free food [a concept from economics known as the free-rider problem];

however, by not advertising, it cannot reach the many members of our community who need food, intermittently or frequently.

Understanding your target customer is key in connecting with them. Given that the Pantry currently uses Facebook as its primary communication channel, there are no barriers to posting the content I created. Its target market is students at Syracuse University and SUNY ESF who are already on social platforms and are used to receiving events and updates from their Facebook feed. The Pantry must offer them more than just knowledge of its existence to capture their attention; engaging content encourages students to like the content but also stop by and use the Pantry.

I started by creating a video which shows where Hendricks Chapel Food Pantry is located and what it offers. Because the Pantry is located beneath a stairway in Hendricks, many people struggled to identify which door they should go through to access the Pantry. I decided to showcase a path to the Pantry from a well-known area, in front of the steps leading to Hendricks Chapel. In the next video, I explained how to use the Pantry. Students have to ask for access to the Pantry in the Deans office and then sign their name and email once they enter the Pantry. The Pantry itself is meant to have a grocery store feel to it, so plastic bags are offered so students can shop around as if they were in a traditional grocery store. Both of these videos I ended by showing the Pantry's hours so that viewers didn't have to go search for them.

I then created my favorite videos, which showed dishes that can be prepared from the food found in the Pantry. Pantry users might not think of trying new recipes that could be made with shelf-stable products. I thought incorporating some cooking ideas in a promotional video would be an engaging way to increase the Food Pantry's visibility. These videos were meant to inspire students with recipes that they could make at home with food they get from the Pantry. I

made one recipe using celery root because the Pantry would get lots of it in donations but given the odd look of the root, it would never leave the shelf. I hope to inspire students to get creative with their cooking and not be afraid to try something new even if it looks a little funny. In the second recipe video, I focused on creating a soup which combined many ingredients that could be found in the Pantry. I find that soups are versatile because cooks can add and subtract to their taste and I thought it would be a good fit for college students because one batch can last up to a week.

## Chapter 4

### Conclusions and Takeaways

Although Hendricks Chapel Food Pantry provides food for those who need it, it still feels as if it belongs in the 1940s. The best advice I can give for the future is to modernize. The Pantry has not changed since it first opened. While it gets donations of bread and produce on Fridays, it only has a small fridge to store the leftovers. If Hendricks invested in a larger fridge, it could keep fresher foods for longer than just one day and would not have to choose what they keep or throw away before it expires. Alternatively, it could use a social media platform to announce fresh food delivery so interested people could stop by. Maybe a student volunteer could run the Facebook page and update it throughout the week as donations come in.

We should also more deeply consider the net flow of food being discarded. Certain items may not be as popular at the Pantry, so they end up sitting on a shelf until they are thrown out. This provides an opportunity to learn more about the users in order to benefit the Pantry. If the Pantry keeps track of the most and least desired items, then it can cater more towards their users. This could be done by doing inventory at the beginning and end of each day. If certain products are not taken and thus are sitting on a shelf until they go bad, this is wasting both space in the Pantry as well as the product itself. These items could be given to the University United Methodist Church Food Pantry, located right down the road to serve the public in need. Just because students do not use the items does not mean that others could not benefit. This would



free spaces in the Hendricks Chapel Food Pantry for food applicable to its constituencies. Given that it is a small Pantry, space must be strategically allocated to optimize support to its users.

If the Pantry makes an effort to gain more visibility and hold more food drives, then it likely will enhance donations. Currently, it waits for Fraternities/Sororities to reach out instead of planning drives that could increase donations. There are also only two donation boxes on campus; one in Falk and one in Hendricks which limits the opportunity for donations. To expand opportunity, boxes should stand where people are likely to have food with them that thus could donate. Another option could be partnering with grocery stores, so customers can purchase produce or grains for the Pantry at check out, or have a donation box at the entrance, so they can donate on their way out. Student volunteers could do weekly pickups and stock the Pantry shelves with these donations.

Placing donation boxes in more visible locations could also increase traffic as donors will be more likely to take notice of the box and return with nonperishables to donate. To increase the perishable donations, the Pantry could set up a drop off for fresh items on a certain day. They would just have to advertise to increase visibility for the Pantry and the fresh produce days.

Lastly, if the Pantry is afraid of people who don't need the food taking advantage of them then it should do a better job of enforcing rules. Currently, people are allowed to come a total of twice a week; once during the week and once on Friday when there is bread and produce. They are supposed to sign in every time they use the Pantry, however, this rule isn't enforced. In the future, there could be an initial sign up where users of the Pantry must prove that they genuinely need the Pantry and then they can be granted access any time after their initial sign up. This would also make it easier to track who is coming to the Pantry when, so the rules would be easier to enforce. The Pantry could also approach the University about using the key swipe system that

the school uses in other buildings. This would create a log of who is entering the Pantry and how often. Everyone is used to using the keycard system, so it might be less of a social stigma than signing a book upon entering the Pantry due to the confidentiality of the keycard system.

My purpose with this project was to be a change agent to increase the visibility of this valuable resource on campus. I wanted to help Hendricks Chapel Food Pantry take the first steps in advertising in order to gain more awareness on campus. I created the videos and gave the finished products to Ginny Yerdon for the Pantry's Facebook page when she sees best fit. If my videos increase traffic to the Pantry and connect with users more closely, this Honors Capstone will have contributed directly to increasing food justice in the Syracuse University and ESF communities.

## Works Consulted

### Texts

Goldrick-Rab, Sara, et al. *Still Hungry and Homeless in College*. Wisconsin HOPE Lab, 2018, pp. 1–51, Temple University.

### Courses

MAR 445 Brand Management, Professor Kyu Lee

MAR 444 New Product Management, Assistant Professor Sue Smith:

COM 427 Social Media for Communicators, Assistant Professor Jennifer Grygiel

COM 117 Multimedia Storytelling, Assistant Professor Corey Takahashi

### Songs used in Videos

Jason Shaw. *Solo Acoustic Guitar*

Hyde. *Acoustic Folk Instrumental*

Nicolai Heidlas Music. *Morning Sun*

The 126ers. *Water Lily - Pop / Happy*