May 17, 2012 - Faculty Meeting Address Re: Coca-Cola Educational Partnership Funding

The Kitchen Cabinet, President Ohle and Vice President Westphal are pleased to announce a seven year beverage service provider and educational funding partnership with Coca-Cola Refreshments, Midwest Region. The contract becomes effective on July 1, 2012. It represents the culmination of sixteen months of campus-wide conversation, consultation, consideration, reflection and deliberation about potential beverage providers that ranged across topics including taste preferences, cost, environmental impact, social justice, and health. On the basis of those conversations, we submitted a request for proposals to potential beverage providers that challenged them to engage with the college creatively to support our stated Educational Mission and Core Values. Coca-Cola embraced this portion of the RFP and has committed to the following:

1.) Annual financial support for direct college operations ($ amount contractual public non-disclosure)
2.) Scholarship Funding in the amount of $10,000.00 annually to be disbursed at the discretion of the Vice President for Enrollment Management.
3.) Sustainability/Health Education Program Funding in the amount of $20,000.00 annually to be solicited by college programs, departments, or initiatives on an annual basis and awarded as prioritized by a yet-to-be-established committee of interested Gustavus faculty, staff, and students and coordinated with representative/s from Coke.
4.) A first-of-its-kind student ‘Live Positively Education Research Grant Program’ in the amount of $1000.00 annually. This research funding to be managed concurrently with the committee mentioned above and will relate to Coca-Cola’s seven ‘Live Positively’ commitments:
   a. Beverages for every lifestyle
   b. Active Healthy Living
   c. Community
   d. Energy Efficiency and Climate Protection
   e. Sustainable Packaging
   f. Water Stewardship
   g. Workplace diversity, safety, respect of international human rights

We look forward to engaging Gustavus Faculty and Program Directors to help these novel and exciting possibilities take shape. 

We invite you to send your suggestions to Steve Kjellgren. If you would be interested in serving on the selection committee, or in developing the criteria for disbursing these funds, contact him. Work will begin over the summer.