



# UNITY COLLEGE

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## SKY LODGE

UNITY COLLEGE: SKY LODGE MID-YEAR REVIEW  
GOALS & ACHIEVEMENTS TO DATE 2018-2019

# ENHANCE CURRICULAR AND CO-CURRICULAR EXPERIENCES

## Flagship academic experiences



**Sustainable Eco Tourism Course**  
initiated draft enterprise plan using Sky Lodge as a case study



**Adventure Leadership Course**  
acted as consultants in program development suggestions after conducting extensive research both on-site and through tourism resources



**Interpretive Methods Course**  
reviewed auto museum and drafted info panels for guest education about a variety of transportation assets in the museum



**January Term Snowmobile Skills course** hosted over 5 days and partnered with four community organizations to enhance student experience, provide hands-on experience, and add a state safety certification to their college credits for the course

**Flagship co-curricular experiences** have included students coming to reopen recreational trails as part of their Nova first year experience

**Other institutions:** Academic leadership staff from Merici College, Quebec City, visited to explore partnerships for mutual benefit and growth of educational opportunities

**Local education:** Forest Hills School students are utilizing the Moose River Valley Center for intergenerational and community enhanced learning



## DEMONSTRATE SUSTAINABLE TOURISM



**Ribbon Cutting Event**, September 7, 2018, was carbon neutral thanks to sustainable food choices, low-impact giveaways, electronic invitations, and carbon offsets

**Implementation of the Enterprise-level Green Cleaning Policy** protects the historic nature of the lodge, staff, guests, and the environment

**Local products** are used in hospitality and in retail to highlight regional businesses and goods

## ENGAGE LOCAL COMMUNITIES

### Moose River Valley Center (MRVC)

**Maine Partnership for Environmental Stewardship**, hosted at Unity College and five other colleges in Maine, held a Window Build event at the MRVC that provided 18 families with 150 free or low cost energy-saving window inserts

**Expanded activities at MRVC for all ages**, including occasional evening programs

**Additional participants have been attracted** to existing programs thanks to better promotion

**Evening Bingo has been expanded** to serve working age community members

**The MRVC provides space to gather** for birthday parties, 4-H club, Red Hatters, Women's Auxiliary and Destination Development committee

**MRVC digital newsletter** supports communication and offers community news to all ages

**Unity College students** volunteered a day of service in the Jackman area in September

**Holidays at Sky Lodge** event delighted the community and offered an opportunity to create new memories of the Lodge

**Recreational trails are now open to all**, supporting the community, guests of Sky Lodge, and area businesses

**Successfully earning grants and external funding** to support programs, operations, and exploration of future services

**Maine Health Access Foundation:** funding for an AED

**Maine Community Foundation Lifelong Communities Mini-Grant:** funding for staff and program materials to explore



## DEVELOP BUSINESS OPPORTUNITIES

### Marketing efforts:

Website: <https://skylodge.unity.edu/>

Facebook: <https://www.facebook.com/unitycollegeskylodge>

Instagram: <https://www.instagram.com/skylodgemaine/>

Postcard and other collateral to tell the next chapter of the Sky Lodge story

### Opened new lodging rooms (Annex and Cottage)

**Thanksgiving event** welcomed 25 guests to share a meal around a communal table, engaging in conversation, delicious food, and thanks

**Corporate retreats** enjoying the warmth and relaxing atmosphere in the lodge, with 4 companies already scheduled

**Nine holiday parties** hosted at the lodge to rave reviews of the meal and the experience

**Merici College visit** to explore new services and tap into the Canadian market

**Developing resources and advocates** in St. George to better serve French Canadians, including staff learning Quebecois

**Professionalizing the team** by providing customer service training and by augmenting existing positions such as Guest Services Coordinator and Culinary & Hospitality Manager



## INVEST IN THE GIFT



Rachel Crater, Director

### Hired a Director of Sky Lodge

Improved and branded signage at the roadside and interior spaces

Emergency lighting and signage enhances guest safety while on-site, and backup generator power was expanded to additional buildings

Septic system and kitchen at the Lodge has been upgraded to meet required health and safety codes for meals and lodging; septic upgrade to the Country House is scheduled for spring

High speed internet at Lodge and MRVC: Sky Lodge and MRVC are now connected to the Consolidated Communications fiber ring and NetworkMaine, with secure and fully operational link back to campus resources and easy to use guest WI-Fi that provides excellent coverage throughout the main lodge, annex and MRVC. The foundation has been laid for future service expansion.

Deployed three managed desktops and a managed copier/printer, bringing the satellite site that much closer to being seamlessly integrated and supported by central services.



## UPCOMING

■ **Equipment rentals** are being explored to offer the fleet of outdoor adventure equipment to all who desire access

■ **Training jamboree** to support enhanced professional development to area businesses

■ **Summer Solstice SwimRun** introducing an up and coming sport that will drive tourism for the region and celebrate the incredible assets of the Moose River region

■ **May Term classes** will provide the next opportunity for students to experience a Unity College course conducted on-site at Sky Lodge.

