

KEY MESSAGES

Spartan Coffee Roasters is a student-powered, alumni-founded coffee company that partners with Michigan State University to create meaningful student career opportunities while advancing sustainability and community impact.

1. Student Workforce Development & Career Pathways

Spartan Coffee Roasters provides MSU students with hands-on work experience, leadership opportunities and a pathway to professional growth.

Proof Points:

- 15 MSU student employees
- Paid management internships
- Roles across operations, marketing and service
- Real-world experience tied to career development

2. Sustainability with Transparency

Spartan Coffee Roasters is committed to clear, measurable sustainability practices aligned with MSU standards.

Proof Points:

- Compostable cups and packaging
- Fair-trade, ethically sourced beans
- Dedicated sustainability coordinator
- Alignment with MSU sustainability benchmarks

3. Community & Local Economic Impact

Spartan Coffee Roasters supports the Lansing community through local partnerships and reinvestment.

Proof Points:

- Partnerships with 4 Lansing-area suppliers
- Locally roasted coffee beans
- 10% of profits support scholarships and sustainability initiatives

4. Ethical Sourcing & Responsible Operations

Spartan Coffee Roasters prioritizes ethical sourcing and transparency across its supply chain and business practices.

Proof Points:

- Fair-trade sourcing model
- Transparent supply chain approach
- Commitment to responsible operations

5. Spartan Identity, Connection & Well-Being

Spartan Coffee Roasters creates a welcoming, student-centered space that reflects Spartan pride and supports student well-being.

Proof Points:

- Alumni-founded, student-operated model
- Located in the MSU Union
- Designed as a space for connection and community

Tone Guidance

- Confident, not defensive
- Transparent and specific, not vague
- Student-centered and community-focused
- Professional and values-driven
- Avoid language that glorifies stress or overwork

TALKING POINTS

MSU President - Andrea Monroe

Event

- This partnership reflects MSU's commitment to student success beyond the classroom
- Highlights the university's focus on entrepreneurship and career readiness
- Creates meaningful, hands-on opportunities for students

Sustainability

- SCR aligns with MSU sustainability standards and expectations
- The university prioritizes transparency and measurable environmental practices
- This partnership strengthens campus-wide sustainability efforts

Student Employment/Labor

- Student employment is a key part of MSU's career development model
- SCR provides structured leadership and professional growth opportunities
- Positions are aligned with university employment standards

Spartan Coffee Roasters CEO - Jamal Rivera

Event

- Spartan Coffee Roasters is "by Spartans, for Spartans"
- Personal connection as an MSU alumnus returning to campus
- Focus on building something that reflects shared values

Sustainability

- Commitment to fair-trade sourcing and responsible supply chain practices
- Use of compostable materials and alignment with MSU benchmarks
- Focus on transparency and continuous improvement

Student Employment/Labor

- Students are central to the business model
- Emphasis on paid roles, leadership pathways and skill development

- Flexible scheduling that supports academic priorities

Community/Competition

- SCR is designed to add to the campus experience, not replace existing vendors
- Focus on collaboration, local partnerships and shared growth