

# Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

**Focus Area:** Auxiliary Services & University Housing

**Leader(s):** Betsy Joseph

**Implementation Year:** 2015-2016

**Goal 6:** Establish a comprehensive dining and catering program on the campus that meets the needs of students and GSU employees.

<b>Objective 1:</b>	Implement a comprehensive marketing and communication program to increase participation and build brand awareness in the GSU café and c-store.
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Specialized website</li> <li>2. Database of nutritional information</li> <li>3. Interactive kiosk</li> <li>4. Strong media presence Café</li> <li>5. Digital signage to showcase menu items and specials</li> <li>6. Loyalty Program</li> <li>7. Social media promotions – C Store</li> </ol>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ol style="list-style-type: none"> <li>1. Increased visibility/knowledge of program, offerings in café</li> <li>2. More informed customers</li> <li>3. More informed customers</li> <li>4. Increased traffic/sales</li> <li>5. Increased awareness and willingness to try different products</li> <li>6. Increased patronage</li> <li>7. Increased traffic/sales</li> </ol>
<b>Achieved Outcomes &amp; Results</b>	<ol style="list-style-type: none"> <li>1. General Stats: <ul style="list-style-type: none"> <li>• GSU Café Menu has been downloaded over 1220 times</li> <li>• /gsudining.html has 6327 unique page hits</li> <li>• /gsucomments.html has 200 unique page hits</li> <li>• /gsudining.html has been directly linked from a govst.edu link 1413 times Feb-May</li> <li>• Arena distributed approximately 500 social media and website ‘calling cards’ in the fall semester and distributed an approximate 500 more cards in the spring semester.</li> </ul> </li> <li>2. Nutritional database – unable to implement in 2015/2016 due to technical issues, data integration issues or other pressing issues. Deli/Salad Bar and Grill stations are live and have been tested by Arena. Links to bottled beverages and Starbucks have been approved and are live. Arena will begin marketing the availability of this information by June 1. <a href="http://www.arenafoodservice.com/nutritioninfo.html">www.arenafoodservice.com/nutritioninfo.html</a> Arena plans to work towards identifying a proper location for the information to be stored on the server with a implementation timeframe of fall semester start.</li> <li>3. Additional signage; frequent user cards; improved dining website</li> <li>4. We have a Facebook and Twitter account to promote activities within the Campus Café. We post daily menu updates, when school is in session as well as showcase special meals and offerings. While we feel that the social media efforts have thus far been successful, this is always a work in progress. General stats: <ul style="list-style-type: none"> <li>• Facebook: Food Service at GSU, 139 Likes</li> <li>• Twitter: @Food_GSU, 13 Followers – 203 tweets as of 5/12/16</li> </ul> </li> <li>5. 4 digital monitors installed; 2 of which are updated daily. We have had some technical issues with the digital signage but Arena is working to correct those issues and also to make the system more robust.</li> <li>6. In the spring 2016 semester, Arena provided punch card frequent purchase cards for Starbucks</li> </ol>

	<p>purchase as well as frequent purchases of the Salad Bar and Hot Entrée station. Implemented table tent policy for advertising in the café. This has been moderately successful, with over 100 'free' items provided thus far.</p> <p>7. Facebook pages for café and c-store created; twitter accounts created for both; limited success with c-store social media so decision made to discontinue the c-store accounts and merge any efforts for social media interaction to one set of accounts, the Food Service at GSU Facebook page and @food_GSU Twitter account. Arena tried coupons in the c-store as a promotion. Four coupons were offered; only 1 was redeemed.</p>
<b>Analysis of Results</b>	<ol style="list-style-type: none"> <li>1. Website has been well received this year and provides more information than in previous years.</li> <li>2. The nutritional database objective did not move along as quickly as we had hoped. This will be a goal that will continue into FY17.</li> <li>3. Arena will continue do look for ways to grow customer loyalty</li> <li>4. Social media (Facebook and twitter) has had limited success. On the satisfaction survey customers were asked their primary source for learning about the daily offerings in the café. Over 75% of respondents indicated the menu board when they walk in; Twenty-one percent identified the website; just under 20% said Facebook and less than 2% said twitter. When asked what their preferred method to learn of the daily offerings and happenings in the café, 40% said printed signage; 30% said email; 37% said website; 21.5% said Facebook/social media and 7.6% identified something else.</li> <li>5. The technical issues with the menu boards have been concerning. It appears that the problem is related to lights going off in the café overnight. Continued discussion with FDM needs to occur to either change what circuit the menu boards are connected to or to leave the lighting on.</li> <li>6. Efforts to grow customer loyalty need to continue.</li> <li>7. Arena plans to revisit how to improve marketing in the c-store to highlight weekly specials. They will also investigate an alternate vendor for the c-store products.</li> </ol>

<b>Objective 2:</b>	<b>Implement marketing and communication program to increase participation and build awareness of the GSU catering program</b>
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Specialized website for catering during transition from FSI to Arena</li> <li>2. Process to track all catering related activities</li> <li>3. Strong social media promotion – Catering operations</li> <li>4. Creation of special catering options for students organizations</li> </ol>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ol style="list-style-type: none"> <li>1. GSU customers will be able to schedule catering events and engage in catering planning prior to the official start of the new contract.</li> <li>2. Customers will be able to receive quote in advance and timely invoice at conclusion of event</li> </ol>
<b>Achieved Outcomes &amp; Results</b>	<ol style="list-style-type: none"> <li>1. As we transitioned from FSI as our food service partner to Arena Food Service, Inc. information was posted on the GSU Dining website explaining to the university community the change in dining partners and provided an email address for departments to contact to plan catering events. In addition, FSI shared information about the 10 or so events that that had been contacted about that would take place after the contract switched to the new vendor. Arena Food Services reached out to each department and was able to successfully manage their catering needs.</li> <li>2. New software package purchased which tracks events and generates timely quote and final invoice to customers. From July 2015 through May 2016 there were 662 catering bookings.</li> <li>3. Website presence improved; communication to departments about new dining vendor; article in GSU View about new vendor</li> <li>4. Created Student Budget Services catering program for enrolled students and student organizations; information shared with Student Life and posted on Jaguar Connection.</li> </ol>
<b>Analysis of Results</b>	<p>We made good progress in the first year of the new dining contract. However, there are several areas that we need to continue to focus attention on in 2016/2017. This includes:</p> <ul style="list-style-type: none"> <li>• Developing and producing marketing materials to effectively communicate scheduling and booking procedures including consideration of early booking reduced cost to help address the last minute catering requests that are common;</li> <li>• Streamline the existing catering guide to provide for more efficient ordering and execution of events</li> </ul>

	<ul style="list-style-type: none"> <li>• Increase participation in catering customers providing feedback about catered event once they receive the final invoice.</li> <li>• Improved marketing of student budget services catering option</li> <li>• Investigation on how to give Arena access to the Events Scheduling software so that they are aware of events being planned that will involve catering.</li> </ul>
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<b>Objective 3:</b>	Develop and implement a climate of continuous improvement with the dining, catering and vending program.
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Implement food service committees</li> <li>2. On line comment program</li> <li>3. Annual food service survey</li> </ol>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ol style="list-style-type: none"> <li>1. Feedback from key university constituents that will lead to higher satisfaction</li> <li>2. Feedback that will improve dining, catering, vending program</li> <li>3. Feedback that will support climate of continuous improvement</li> </ol>
<b>Achieved Outcomes &amp; Results</b>	<ol style="list-style-type: none"> <li>1. Completed – Student Advisory Committee and Faculty/Staff Advisory Committees appointed – monthly meetings (September – May) with minutes/notes distributed to all members after the meeting.</li> <li>2. On line comment program created (<a href="http://www.arenafoodservice.com/gsucomments.html">http://www.arenafoodservice.com/gsucomments.html</a>); to date 15 comments have been submitted; Suggestion boxes were installed at café and Prairie Place.</li> <li>3. Food Service survey launched on March 30; survey was available until April 12; Emails inviting participation were sent to: 5629 actively enrolled students; 1262 Faculty and staff</li> </ol>
<b>Analysis of Results</b>	<ol style="list-style-type: none"> <li>1. The two food service committees were extremely valuable and should be continued in future years. Although the student committee had limited participants and was primarily graduate students, the feedback provided helped Arena in adjusting the menu in the café and the offerings in the c-store. The Faculty/staff food service committee provided valuable feedback about catering, as well as vending operations. A decision was made to remove Red Bull from the café inventory based on the concerns raised by the faculty representative on the food service committee.</li> <li>2. Arena has demonstrated a real interest in receiving feedback from customers.</li> <li>3. Arena has provided a detailed analysis of the survey administered during the spring semester. The information garnered from this survey will inform decisions in the program for 2016/2017. An executive summary of the survey will be shared with both advisory committees at their September meetings.</li> </ol>

<b>Objective 4:</b>	Advocate for the prioritization of the renovation of the café, kitchen and seating area in the summer of 2016.
<b>Action Items</b>	<ol style="list-style-type: none"> <li>1. Raise visibility of physical plant and equipment issues</li> <li>2. Prioritize equipment replacement needs to address short term needs</li> </ol>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ol style="list-style-type: none"> <li>1. Support for moving forward with renovations (or portion thereof)</li> <li>2. Critical needs will be prioritized and equipment ordered that could be used once facility renovated</li> </ol>
<b>Achieved Outcomes &amp; Results</b>	<ol style="list-style-type: none"> <li>1. Because of state budget impasse, decision made to delay renovation of café. Once GSU has received state allocation, decision will be made on need for any immediate equipment purchases until full renovation can be rescheduled (likely summer of 2017).</li> <li>2. New ice machine purchased; conversation has started about critical equipment needs once a state budget has been allocated.</li> </ol>
<b>Analysis of Results</b>	The renovation of the café is a high priority. Once a state budget for FY17 is approved, conversations need to resume regarding getting this renovation set up for the summer of 2017.