

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Auxiliary Services & University Housing

Leader(s): Betsy Joseph/Arena Food Service Management

Implementation Year: 2016-2017

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

Objective 1:	Develop comprehensive marketing and communication plan to increase participation and build brand awareness in the café and c-store.
Action Items	<ol style="list-style-type: none"> 1. Develop marketing strategies to increase customer traffic to the dining services website. 2. Maintain online database of nutritional information for items in the café and vending operation 3. Develop marketing of café nutritional information so guests can make informed nutritional choices. 4. Increase awareness of existing healthier options; 5. Implement additional healthier options in the café; 6. Increase social media presence for promotion and awareness of options with the café and c-store 7. Develop strong social media presence for promotion and awareness of options within the café and c-store; 8. Expand the loyalty program to reward repeat visits and brand awareness; 9. Develop a strong social media presence for promotion of awareness of options within the c-store; 10. Foster community awareness by participating in community and charitable activities;
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> • /gsudining unique page hits • /gsucomments unique page hits • /nutritioninfo unique page hits • /gsudining links from govst.edu site • GSU Café menu downloads • Good Service at GSU Facebook likes • @Food_GSU Twitter Followers/number of tweets; • Loyalty card usage • Number of catering events • Amount of money raised in Make a Difference campaign (\$0.25 donation – GSU food pantry program)
Responsible Person and/or Unit (Data collection, analysis reporting)	<ul style="list-style-type: none"> • Arena Food Service Management
Milestones (Identify Timelines)	<ul style="list-style-type: none"> • Midyear report (by Dec 20) • Spring report (by June 1)
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> • Increase in number of meal plan contracts (20%); • 20% increase in customer counts in c-store and café; • 15% increase in revenues generated by customer purchases; • 15% increase in number of facebook likes; • Increase in number of healthy options offered in café and vending (10%) • \$300/semester raised in café for Make a Difference Campaign (donation to GSU food pantry)

Objective 2:	Work collaboratively with the GSU community to develop an efficient and effective catering program that accommodates the needs of all concerned.
---------------------	---

Action Items	<ol style="list-style-type: none"> 1. Develop and produce marketing materials and training program to effectively convey scheduling and booking procedures; 2. Advocate for strong communication between event planners and food service; 3. Streamline the existing catering guide to provide for more efficient ordering and execution of events; 4. Implement Advanced Booking rate to reward customers who submit catering requisition 2 weeks prior to event; 5. Increase awareness of options within the catering operation at GSU;
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> • Number of catering programs that qualify for Advanced Booking Rate • Increased numbers of catering evaluations submitted over 2015/2016 • Participants in catering training program will be able to submit requisitions in more timely manner;
Responsible Person and/or Unit (Data collection, analysis reporting)	<ul style="list-style-type: none"> • Arena Food Service Management
Milestones (Identify Timelines)	<ul style="list-style-type: none"> • Midyear report • End of year report
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> • 50 percent of catering requisitions submitted will qualify for Advanced Booking Rate • Number of catering events in 2016/2017 will increase by 10% over 2015/2016 number; • Student organization utilization of the Student Budget Catering Guide will increase by 25% over 2015/2016

Objective 3:	Continue to foster a climate of continuous improvement with the dining, catering and vending program.
Action Items	<ol style="list-style-type: none"> 1. Continue to meet monthly with the Student Advisory Dining Committee and the Faculty/Staff Advisory Dining Committee to discuss and review the dining and catering program with a focus on service and new products; 2. Implement Action Plan items devised from evaluation of the 2016 food service survey; (AC) 3. Increase awareness of online comment card program which allows customers to post comments, concerns and general questions about campus dining; 4. Administer an annual food service survey in the spring 2017 semester to solicit feedback on the dining program; (AC) 5. Increase awareness of the different avenues to provide feedback; 6. Increase participation in the existing catering feedback program;
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> • Committee composition will be identify by August 15; • Meetings for Fall in September, October, November, December • Meetings for Spring in February, March, April, May • Notes from meetings distributed within 48 hours of each meeting to members; • Action plans for 2016/2017 shared with committee members • 50% increase in number of online comment card program; • Food Service Survey administered by April 15, 2017;
Responsible Person and/or Unit (Data collection, analysis reporting)	<ul style="list-style-type: none"> • Arena Food Service Management • Betsy Joseph, Director Auxiliary Services
Milestones (Identify Timelines)	<ul style="list-style-type: none"> • December 2016 (mid-year report) • May 2017 (spring report)
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> • Overall satisfaction with café, c-store, vending and catering will improve over 2015/2016 satisfaction results (by 15%) • Action Plans from 2015/2016 data will be fully implemented;

Objective 4:	Advocate for the prioritization of the renovation of the café, kitchen and seating area once the university has received their state budget allocations for FY16 and FY17
Action Items	<ol style="list-style-type: none"> 1. Raise visibility of physical plant and equipment issues 2. Prioritize equipment replacement needs to address short term needs 3. If/when decision is made to move forward with the renovation, develop: <ul style="list-style-type: none"> • communication plan to university community; • alternative dining program for summer dining needs and catering events;
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ol style="list-style-type: none"> 1. State budget appropriation – amount and timing to move forward with renovation 2. List of summer catering and dining needs 3. Action plan for summer dining program 4. Communication plan to university community
Responsible Person and/or Unit (Data collection, analysis reporting)	<ul style="list-style-type: none"> • Betsy Joseph
Milestones (Identify Timelines)	<ul style="list-style-type: none"> • October 2016 • January 2017 (RFP released for summer renovation)
Desired Outcomes and Achievements (Identify results expected)	<ol style="list-style-type: none"> 1. Support for moving forward with renovations (or portion thereof) 2. Critical needs will be prioritized and equipment ordered that could be used once facility renovated