

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Auxiliary Services & University Housing

Leader(s): Mushtaq & Shaun Moore from Arena Food Service Management

Implementation Year: 2018-2019

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

Objective 1:	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. Expand online database of nutritional information for items in the café and vending operation 3. Expand marketing of café nutritional information so guests can make informed nutritional choices. 4. Increase awareness of existing healthier options. 5. Increase variety of healthier items within the café. 6. Increase social media presence for promotion and awareness of options with the café and c-store 7. Expand the loyalty program to reward repeat visits and brand awareness; 8. 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 • Food Service at GSU Facebook likes • 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 15) • Spring report (by May 30)
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> • 15% increase in customer counts in c-store and café; • 10% increase in revenues generated by customer purchases; • 20% increase in social media engagement; • \$300/semester raised in café for Make a Difference Campaign (donation to GSU food pantry)
Achieved Outcomes & Results	<p><u>Update reflecting June 1, 2018 – May 31, 2019</u></p> <ul style="list-style-type: none"> • 3501/gsudining unique page hits • 238/gsucomments unique page hits

	<ul style="list-style-type: none"> • 1558/nutritioninfo unique page hits • 2575/gsudining links from govst.edu site • 756 GSU Café menu downloads • 172 Food Service at GSU Facebook likes (increase of 14) • 148 Loyalty card usage were redeemed • 853 catering events • \$148.50—Amount of money raised in Make a Difference campaign (\$0.25 donation – GSU food pantry program) • Café Sales have increased by 2.1% over similar reporting period 2018 • C-Store Sales have increased by 4.6% over similar reporting period 2018
Analysis of Results	<p>We have seen appreciable increases in overall sales in both the café and c-store even though overall transaction counts have realized a slight decrease. Analysis of the purchasing trends of our guests indicate overall participation in special meals as well as more complete meal purchases (entrée, side item, beverage) and slight decreases in single-item transactions (beverage or snack only). This leads one to conclude that guests are trending towards seeing the GSU café as a meal destination.</p> <p>C-store sales indicate a desire for more complete meals as well. While the specific needs change from year to year due to the small demographic of potential users of the c-store, we will continue to follow this trend and plan accordingly.</p> <p>While we see a slight increase in loyalty card redemption from last year, we feel this program is under-utilized. We are still utilizing a paper loyalty card program. Perhaps an electronic program would be more beneficial however, concerns surrounding transaction time and space issues near the registers lead us to not recommend a change in program at this time.</p> <p>Facebook engagement and social media growth continues to be lacking in targeted growth (8% growth). This is reflective of the continued results of the Food Service Satisfaction survey indicating that customers ranked social media as their LEAST preferred method of receiving food service related updates.</p> <p>Significant increases in usage of the GSU specific urls on the Arena controlled website (+25%) indicates that guests are aware of the sites and find the information convenient to access.</p> <p>We continue to fall short of the \$300/ semester Make a Difference Goal. Arena continues to provide GSU Food Pantry/Student Life with fresh fruits and vegetables at cost for the monthly giveaway programs. In addition, Arena has participated in numerous food demonstrations focusing on healthy and affordable home cooked meal options.</p>

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. With the assistance of GSU, work to effectively convey proper scheduling and booking procedures. 2. Advocate for strong communication between event planners and food service; 3. Encourage increased participation in the catering event feedback system. 4. Streamline the existing catering guide to provide for more efficient ordering and execution of events; 5. Market Advanced Booking rate to reward customers who submit catering requisition 2 weeks prior to event; 6. Develop a revised student organization catering guide to more effectively accommodate the needs of student organizations.

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 2018/2019 • Implementation and usage of the student organization catering guide
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 • Increase in student organization catering guide • Increased participation of the catering feedback program. • Increased satisfaction in the usefulness of the general catering guide.
Achieved Outcomes & Results	<p><u>Update reflecting June 1, 2018 – May 31, 2019</u></p> <ul style="list-style-type: none"> • 853 individual catered events held in reported time period • 41.1% of events qualified for ABR • 27.2% of events were executed with 3 days advance notice or less • 5% of events were executed with 1 day or same day notice • There were 0 student budget caterings • 46 catering feedback forms were received
Analysis of Results	<p>Effective event planning communication starts with appropriate amount of notice and time to plan an event. The stated goal of 50% of events submitted will qualify for the advanced booking rate was not met. Short notice events have increased from year to year as well.</p> <p>Arena has many avenues in which to communicate effectively with clients by utilizing in person conference, telephone conference and extensive use of email. Arena has recently (January 2019) employed an on-site catering sales coordinator to further enhance the booking and planning experience. Arena feels the current program is effective in meeting the needs of the client.</p> <p>Arena’s internal goal of sending initial proposals to clients within 48 hours of inquiry has been met with approximately 93% with deviations of the goal primarily due to larger events and the training of new staff.</p> <p>Arena has received 46 catering feedback forms reflecting approximately the same number, by percentage of events, as previous years.</p> <p>The number of events Arena provided services for increased by 20% from similar reporting period. Note should be taken that we changed our tracking method resulting in approximately half of the increase being due to the change in tracking.</p>

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. 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 2018 food service survey; 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 2018 semester to solicit feedback on the dining program 5. Increase awareness of the different avenues to provide feedback; 6. Increase participation in the existing catering feedback program; 7. Increase satisfaction of core product offerings by evaluating products used and offerings. 8. Evaluate revolving menu cycle to increase satisfaction and participation based on offering client wants. 9. Evaluate current customer traffic flow to increase efficiency and reduce customer transaction time.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> • Action plans for 2018/2019 shared with committee members • 25% increase in number of online comment card program; • Food Service Survey administered in March 2018;
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"> • December 2018 (mid-year report) • May 2019 (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 2018/2019 satisfaction results (by 5%) • Action Plans from 2018/2019 data will be fully implemented; • Satisfaction in core products will increase by 10% • Participation in revolving menu (hot-line) will increase by 10%
Achieved Outcomes & Results	<p><u>Update reflecting June 1, 2018 – May 31, 2019</u></p> <ul style="list-style-type: none"> • Arena has continued electronic acceptance of catering feedback forms with success. • Arena has received 4 electronic café feedback forms. • Arena has received 238 unique hits to /gsucomments indicated that guests are using the options to provide feedback and generally make contact with Arena Management. • Arena has accepted feedback directly from students at Prairie Place via GSU-administered surveys regarding C-Store and Cafe. • Arena Actively seeks feedback with faculty/staff individually and via food committee. • Arena actively seeks feedback with students individually and via food committee.
Analysis of Results	<p>Arena continues to show commitment to continuous improvement both in product and service. Arena on-site management as well as corporate management actively participate in advisory committee meetings and act on constructive feedback that is provided. Arena</p>

	<p>management actively looks for areas of improvement in data trends as well as anecdotal feedback.</p> <p>Action plans created for the 18/19 academic year based on responses to the dining survey were implemented.</p> <p>Results of the spring 2019 dining survey like or increased satisfaction.</p> <p>New action plans based on the spring 2019 survey have been developed for review. These will be incorporated into the overall operational goals for the upcoming year.</p>
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