Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Auxiliary Services & University Housing

Leader(s): Arena Food Service Management

Implementation Year: 2019-2020

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	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)	• /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)	• Arena Food Service Management
Milestones (Identify Timelines)	• Midyear report (by Dec 15) • Spring report (by May 30)
Desired Outcomes and Achievements (Identify results expected)	• 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	**Update reflecting June 1, 2019 – May 31, 2020** **Tracking metrics are heavily influenced by COVID19, STARTING APPROXIMATELY 3/13/20** • 3684/gsudining unique page hits • 112/gsucomments unique page hits • 2613/nutritioninfo unique page hits

	• 1813/gsudining links from govst.edu site • 398 GSU Café menu downloads • 179 Food Service at GSU Facebook follows (increase of 7) • 80 loyalty cards redeemed. • 735 catering events • $261.16—Amount of money raised in Make a Difference campaign. • Café Sales have decreased by 26% over similar reporting period 2019 • C-Store Sales have increased by 21% over similar reporting period 2019
Analysis of Results	The COVID-19 pandemic has had a profound effect on participation and sales at GSU. We have seen significant decreases in café sales, FDC, catering and vending sales. We did see an increase in overall c-store sales. Analysis of the purchasing trends of our guests continues to see complete meal purchases to be increasing. C-store sales indicate a continued 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. Loyalty card usage continues. There is still continued growth in the implementation and usage of such a program to provide for greater value to the customer. Facebook engagement and social media growth continues to be lacking in targeted 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. Usage of the GSU specific urls on the Arena controlled website indicates that guests are aware of the sites and find the information convenient to access. We continue to fall short of the $300/ semester Make a Difference Goal. However, Arena has implemented a change in how these funds are collected and, once pre-pandemic levels of guest participation resumes, we expect a significant increase in collections.

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	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)	• 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	• Arena Food Service Management

collection, analysis reporting)	
Milestones (Identify Timelines)	• Midyear report • End of year report
Desired Outcomes and Achievements (Identify results expected)	• 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	**Update reflecting June 1, 2019 – May 31, 2020** **Tracking metrics are heavily influenced by COVID19, STARTING APPROXIMATELY 3/13/20** • 735 individual catered events held in reported time period • 45.6% of events qualified for ABR • 23.2% of events were executed with 3 days advance notice or less • 7% of events were executed with 1 day or same day notice • There were 8 student budget caterings • 53 catering feedback forms were received
Analysis of Results	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. Arena has many avenues in which to communicate effectively with clients by utilizing in person conference, telephone conference and extensive use of email. Arena's on-site catering sales coordinator has further enhanced the booking and planning experience. Arena feels the current program is effective in meeting the needs of the client. Arena's internal goal of sending initial proposals to clients within 48 hours of inquiry has been met with approximately 95% with deviations of the goal primarily due to larger events and the training of new staff. Arena has received 53 catering feedback forms reflecting an increase, as a percentage of total events, from previous years. While the number of catered events is significantly smaller than last year, the decrease is due to the onset of COVID-19. It is anticipated that the number of events would have been higher this year, than last. **Café/Servery renovation project** Arena on-site and executive management staff played an integral role in the planning and execution of transitional services during the GSU Servery renovation. These activities included: • Spec, source and act as liaison for procurement of a temporary kitchen. • Spec, design and organize setup of temporary servery • Plan and organize all movement of supplies and equipment related to load-out of and load-into the GSU Servery as it pertains to existing equipment and supplies. • Provide operation insight and planning for opening of the temporary operation and opening of the new servery. • Startup and inspection of the new servery equipment.

Objective 3:	Continue to foster a climate of continuous improvement with the dining, catering and vending program.
Action Items	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)	• 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)	• Arena Food Service Management •
Milestones (Identify Timelines)	• December 2018 (mid-year report) • May 2019 (spring report)
Desired Outcomes and Achievements (Identify results expected)	• 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	**Update reflecting June 1, 2019 – May 31, 2020** **Tracking metrics are heavily influenced by COVID19, STARTING APPROXIMATELY 3/13/20** • Arena has continued electronic acceptance of catering feedback forms with success, participation has increased year to year. • Arena has received 4 electronic café feedback forms. • Arena has received 112 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	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

	management actively looks for areas of improvement in data trends as well as anecdotal feedback. Action plans developed for the 2019/2020 were fully implemented. Traditionally, action plans for 2020/2021 are developed based on information provided through the annual satisfaction survey. Due to COVID-19, an annual survey was not performed. As such, Arena will codify our internal action plans to allow for reportable progress for the 20/21 academic year.