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: 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	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	
Analysis of Results	

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 collection, analysis reporting)	• Arena Food Service Management
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	•
Analysis of Results	

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 2017 (mid-year report) • May 2018 (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	
Analysis of Results	