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.

<table>
<thead>
<tr>
<th>Action Items</th>
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<tbody>
<tr>
<td>1. Develop marketing strategies to increase customer traffic to the dining services website.</td>
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<td>2. Maintain online database of nutritional information for items in the café and vending operation</td>
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<td>3. Develop marketing of café nutritional information so guests can make informed nutritional choices.</td>
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<td>4. Increase awareness of existing healthier options;</td>
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<td>5. Implement additional healthier options in the café;</td>
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<td>6. Increase social media presence for promotion and awareness of options with the café and c-store</td>
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<td>7. Develop strong social media presence for promotion and awareness of options within the café and c-store;</td>
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<td>8. Expand the loyalty program to reward repeat visits and brand awareness;</td>
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<tr>
<td>9. Develop a strong social media presence for promotion of awareness of options within the c-store;</td>
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<td>10. Foster community awareness by participating in community and charitable activities;</td>
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#### 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
- 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)

- Arena Food Service Management

#### Milestones
(Identify Timelines)

- Midyear report (by Dec 20)
- Spring report (by June 1)

#### Desired Outcomes and Achievements
(Identify results expected)

- 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** | 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) | • 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) | • 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  
• 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** | 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) | • 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) | • Arena Food Service Management  
• Betsy Joseph, Director Auxiliary Services |
| **Milestones** (Identify Timelines) | • December 2016 (mid-year report)  
• May 2017 (spring report) |
| **Desired Outcomes and Achievements** (Identify results expected) | • 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; |
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<tr>
<th><strong>Objective 4:</strong></th>
<th>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</th>
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| **Action Items** | 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:  
   • Communication plan to university community;  
   • Alternative dining program for summer dining needs and catering events; |
| **Indicators and Data Needed** | 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** | Betsy Joseph |
| **Milestones** | October 2016  
January 2017 (RFP released for summer renovation) |
| **Desired Outcomes and Achievements** | 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 |