

Auxiliary Services & University Housing: Strategic Focus Areas 2015-2016

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

Strategy # 1 : Implement a comprehensive marketing and communication program to increase participation and build brand awareness in the GSU café and c-store.

ACTION ITEMS	Responsibility Party	Other Staff Involved	Target Implementation Date	Expected Outcome/Goal	Reported Progress to Goal (Deadline)	Budget Needs	Notes/Status
Specialized website	Arena Management	Betsy	July 6	Increased visibility/knowledge of program, offerings in cafe	GSU dining website and Arena Websites created		
Database of nutritional information	Arena Management	Betsy	January 1	More informed customers;	Not yet implemented		
Interactive kiosk	Arena Management	Betsy	February 1	More informed customers	Not yet implemented		
Strong media presence Café	Arena Management	Betsy	November 1	Increased traffic/sales	Traffic/sales has increased over previous years but not because of increased media presence		
Digital signage to showcase menu items and specials	Arena Management	Betsy	July 6	Increased awareness and willingness to try different products	4 digital monitors installed		
Loyalty program	Arena Management	Betsy	November 1	Increased patronage	Not yet implemented		
Social media promotion – C-store	Arena Management	Betsy	November 1	Increased traffic/sales	Facebook pages for café and c-store; twitter accounts created		

Strategy # 2 : Implement marketing and communication program to increase participation and build awareness of the GSU catering program

ACTION ITEMS	Responsibility Party	Other Staff Involved	Target Implementation	Expected Outcome/Goal	Reported Progress to Goal (Deadline)	Budget Needs	Notes/Status
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			Date				
Specialized website for catering during transition	Arena Management	Betsy	June 1	GSU customers will be able to schedule catering events and engage in catering planning prior to the official start of the new contract.	Completed -		
Process to track all catering related activities	Arena Management	Betsy	October 1	Customers will be able to receive quote in advance and timely invoice at conclusion of event	New software purchased and being utilized		
Strong social media promotion – Catering operations	Arena Management	Betsy	November 1		Outreach to customers; faculty-staff advisory committee meets monthly		

Strategy # 3 : Develop and implement a climate of continuous improvement with the dining, catering and vending program.

ACTION ITEMS	Responsibility Party	Other Staff Involved	Target Implementation Date	Expected Outcome/Goal	Reported Progress to Goal (Deadline)	Budget Needs	Notes/Status
Implement food service committees	Betsy	Arena Management	Sept 15	Feedback from key university constituents that will lead to higher satisfaction	2 committees appointed; monthly meetings for fall scheduled; notes from meetings shared with committee members		
On line comment program	Arena Management	Betsy	August 1	Feedback that will improve dining, catering, vending program	On line comment program; suggestion boxes also installed at café and Prairie Place (October)		

Annual food service survey	Arena Management	Betsy	March 1	Feedback that will support climate of continuous improvement			
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Strategy # 4: Advocate for the prioritization of the renovation of the café, kitchen and seating area in the summer of 2016.

ACTION ITEMS	Responsibility Party	Other Staff Involved	Target Implementation Date	Expected Outcome/Goal	Reported Progress to Goal (Deadline)	Budget Needs	Notes/Status
Raise visibility of physical plant and equipment issues	Betsy	Arena Management	November 1	Support for moving forward with renovations (or portion thereof)	Cafeteria renovation scheduled for summer 2016; in process of identifying summer catering and dining program		
Prioritize equipment replacement needs to address short term needs	Betsy	Arena Management	December 1	Critical needs will be prioritized and equipment ordered that could be used once facility renovated	Repairs/maintenance being done as needed; renovation scheduled for summer 2016		