

## **Food Service Annual Objectives & Outcomes 2002-2003**

- Improve sales for all cash operation areas mainly the Marketplace Café.  
Overall revenue was up by 3.6% or \$ 200, 000 over last year and the Market place Café was up by 4.9% or \$66,341.
- Improve Marketing plan  
New methods of advertising include: Mini menus, coupons, email advertising and advertising in the Orion. Unable to hire a marketing person for food service due to fiscal constraints.
- Training and Staff development  
Hired three additional part time supervisors for the Marketplace Café improving training of staff and student employees
- Bring Food Service back to funding reserves  
Food Service was projected to be at \$ 9,600 at the end of 2002-03 and we ended the year with \$27,099.