

## **Food Service**

### **2003-2004 Objectives & Outcomes**

1. *Increase revenue for cash operations.*

Outcome: Food Service as a whole saw a 0.9% decrease in income in 03-04 over 02-03. Fewer sales in Vending, Catering and the Convenience Stores incomes prevented Food Service from meeting its objective.

2. *Develop a new marketing plan.*

Outcome: Customer service surveys were completed at Creekside Coffee and Common Grounds. Ongoing surveys continued at Marketplace Café. Advertising efforts were streamlined to coordinate newspaper advertising, marquee messages and e-mail announcements. Coupons and frequent-buyer cards were implemented into marketing efforts. Meal plans were advertised off campus through the distribution of a brochure. The online opinion board was sidelined pending the new AS Web site.

3. *Increase staff development and training.*

Outcome: Cross-department evaluation and review was developed. Evaluation and review will be implemented in 2004-2005. The majority of ordering and inventory was converted to an on-line system providing more accurate management of goods. Career staff were trained on the Gold Card system, computer programs and food handling procedures.

4. *Continue to implement 5 year (2002-07) Food Service Master Plan.*

Outcome: Master Plan was implemented and continually used as a guide for budgets, goals and daily decisions.

### **2004-2005 Goals**

1. Increase revenue for cash operations. (Goal 5)

- Explore potential of the museum project.
- Enter a relationship with Craig Hall to allow their meal plans to be used at AS Food Service locations.
- Explore opening a convenience store at University Village.

2. Develop a new marketing plan. (Goal 1, 5)

- Conduct customer preference surveys at all Food Service locations in spring 2005. The survey will be designed and implemented by Chico State nutrition students.
- Create a plan to integrate the new Associated Students Web site into all marketing and advertising efforts.

3. Increase staff development and training. (Goal 3, 4)

- Implement the internal cross-department evaluation & review using current Food Service management team.
- Convert all ordering and inventory to an online system that will provide better order tracking and more accurate inventory reports.

4. Continue to implement 5 Year Food Service Master Plan (02-07) in order to meet Food Service's 2004-2005 income expectations of \$56,000.

- Present semi-annual updates to ASBC and BOD. (Goal 1, 2, 4, 5)