

Associated Students
Annual Program Review of Performance and Quality
2004-05

FOOD SERVICE

2004-2005 Objectives & Outcomes

- *Increase revenue for cash operations.*
Outcome: Food Service as a whole saw a 6.11% increase in income in 04-05 over 03-04 with a net profit of \$200,930. All cash operations saw an increase in revenue mainly with Catering and Convenience stores. An agreement was reached with Craig Hall to allow their students to eat on campus. We continue to work on the Museum project and a convenience store in University Village projects. (Goals 2, 5)

- *Develop a new marketing plan.*
Outcome: We conducted several surveys on campus, one of which was available on our Food Service website. The surveys allowed us to market our areas more efficiently, thus increasing our sales. Through our website, we offered downloadable coupons for all of the various Food Service locations. This marketing effort provided an incentive for customers to visit our locations. We produced a campus map, highlighting all of our locations. The map was designed for new Fall 2005 students and offers them dining information on our food service locations. (Goals 1 & 5)

- *Increase staff development and training.*
Outcome: We implemented cross-department evaluations which resulted in some restructuring in responsibilities and management for this coming academic year. We have successfully converted all areas of Food Service to an online ordering system. The new system has proven to be beneficial for maintaining organized and accurate records of food orders and inventory, as well as aiding in the reduction of food costs. (Goal 3)

- *Continue to implement 5 year (2002-07) Food Service Master Plan.*
Outcome: We presented the ASBC and BOD with semi-annual updates on our plan and the 04/05 results exceeded our projected goal by \$140,000. (Goal 5)

2005-2006 Goals

- Concentrate on new concepts in Marketplace Café to reduce its loss by at least \$30,000. (Goals 1, 5)
- Prepare another Business Plan for ASBC which will reflect food service expansion and result in positive net assets as well as an increase in food service reserve as required by policy. (Goals 1, 2, 5)
- Provide cross training for management and supervisory staff. (Goal 3)
- Increase net income by 15%. (Goal 5)