

# Dining Advisory Committee Agenda

November 19, 2015

## E153 Student Union (Cambiar Room)

- I. Call to Order, Roll Call and Introductions
  - A. Opening Remarks
- II. What Has Been Happening Since Last We Met?
  - A. Customer Service Satisfaction Surveys are Underway!
    - 1. Total Survey Goal is 1660
    - 2. All Venues are included in the surveys
    - 3. Using Ipad technology or the students can do the survey online
  - B. Halloween Hoopla at The Nutter Center
  - C. Associate Pumpkin Carving Contest—Student Judged
  - D. Associate Costume Contest
  - E. Starbucks Red Cup Launch
  - F. Produce Stand at the Union Market
    - 1. Promoted local farms
    - 2. We plan to make this a monthly event in the Spring
  - G. LTO's in October
    - 1. Pavo Mexicano Turkey Burger at Grill Nation
    - 2. Grilled Reuben at Fresh Melt
  - H. NEW Vertical Broiler installed at Za'Tar
    - 1. Fresh, authentic Shawarma!
  - I. Omelets at the Hangar on Weekends
- III. Looking Ahead
  - A. Thanksgiving Hours of Operation
  - B. Extended Hours of Operations at Starbucks for Finals
  - C. Late Night Breakfast—Monday, December 14 at the Hangar
  - D. November/December LTO's
    - 1. Buffalo Chicken Pizza at 2Mato in the UM
    - 2. Caramel Brulee Latte and Frappuccino at Espresso Lane
    - 3. Peppermint Mocha and Gingerbread Latte at Espresso Lane
- IV. Questions/Discussion
- V. Wrap Up—Next Meeting Thursday, January 21, 2016

**University Dining Services Advisory Committee**  
**Minutes for October 15, 2015**

**Attendees:** Lori Cope, Haitham Shtaieh, Jim Shadburne, Amber Reading, Jamie Henne, Dan Bertso, and Koty Johnson

**Unable to Attend:** Gheretta Harris, Susan See, and Carol Rader


**Introductions**

As this was our first meeting of the year, attendees introduced themselves. Representing Chartwells- Amber Reading, Marketing Coordinator; Haitham Shtaieh, Senior Director; Jim Shadburne, Director of Operations. Representing Resident Services and Student Government- Koty Johnson. Dan Bertso, Director of Residence Life and Housing. Staff representative- Jamie Henne, CSAC representative and Lori Cope, Administrative Specialist from Campus Auxiliary and Business Services.

**Opening Remarks**

Haitham Shtaieh discussed that the goal of the Hospitality Services Advisory committee was to meet and present problems and ideas and work to improve the dining services here on campus. He acknowledged Amber Reading, Marketing Coordinator for Chartwells. Amber is currently a student here at Wright State and she is graduating in December.

**What's New for Fall 2015?**

1. ReyRey Café in the Raj Soin School of Business- This is a joint venture between the College of Business and Chartwells. Students who are a part of the business school, while under the guidance of Hospitality Services, will manage and run the café. The funding for the project was made possible with a \$300,000 grant from Reynolds and Reynolds. The Grand Opening of the café is scheduled for December 2<sup>nd</sup>. The Rey-Rey Café serves Boston Stoker Coffee, pastries, sandwiches, and salads.
2. Weekend Buffet at the Hangar- This is a new "All-You-Care-To- Eat" dining option for students. A brunch menu is offered from 11:00am-3:00pm. The dinner menu runs from 5:00pm-7:00pm. The students pay once at the door and can experience an "All-You-Care-To-Eat" option instead of buying items ala carte. It is very popular with the students. Chartwells is working with Dan Bertso, Director of Residence Life and Housing, to provide special events in conjunction with the weekend buffet.
3. On The Go program replaces Outtakes Campus wide- The new On the Go items offer new packaging which includes nutritional information and ingredients. There are also new recipes.
4. New Chartwells Logo- "Where Hungry Minds Gather" 
5. Tapingo has been expanded. The full menu is now available at Tim Hortons. Starbucks has added food items to the Tapingo menu. Also, two new venues, ReyRey Café and the Lake Campus Boathouse, have been added. Hospitality Services is looking at possibly adding Union Market venues to the program.
6. Special Tapingo promotion for Faculty and Staff- Any faculty or staff who places an order using the Tapingo app between Oct.15-30 will be entered into a drawing for an iPad. It was suggested that flier be sent out to committee members to be posted in offices for faculty and staff.
7. Union Market Additions and Changes- 2Mato is offering baked pasta and breadsticks every day. Homestyle has a new menu rotation which includes a vegetarian item daily and more healthy options.

Fresh Fusions also has a new menu rotation. They partnered with the Office of Latino Affairs to create a special menu rotation for Hispanic Heritage Month in September. They are also offering wings and a baked potato bar.

Grill Nation is offering new chicken tenders and curly fries are available every day!!

There is a new menu rotation at Za'Tar. This area continues to be very popular with students.

The bakery options have been expanded and are made fresh daily. Items include brownies, "brookies", cupcakes, cereal bars and pies.

8. C-Store is offering more Gluten-free options for students. These items are selling well.

### **New Commuter/Faculty/Staff Meal Plans**

Chartwells is offering several new flexible options that provide significant savings. The WrightSampler plan has 5 meals per semester and \$20 dining dollars and only costs \$49.99. Also, they are offering the CREATE YOUR OWN PLAN which allows the commuter/staff/faculty to pick the number of meals and Dining Dollars they want and create a customized plan. There are over 40 different combinations of plans so they can create a plan that is perfect for their needs.

Hospitality Services is also looking into developing a Faculty/Staff frequency card that would reward users with discounts/free items when they purchase items at the various dining venues across campus.

### **Looking Forward**

1. Dining Dollar Recharge- Big push to make students aware that now is the time to add Dining Dollars to their Wright1 cards. Amber is putting fliers in the tunnels and reminders on social media sites.
2. Customer Satisfaction Surveys (October 21-November 19) - Students in the various dining venues can complete the brief survey on a tablet. They can also complete the survey online
3. Halloween Hoopla (October 28 @ Nutter Center)
4. Associate Pumpkin Carving Contest (October 29 & 30) – Chartwell associates will carve pumpkins and the students will vote for best pumpkin.
5. Associate Costume Contest October 30
6. Hunger Awareness Week "Share a Meal" program November – This promotion very successful last year and Chartwells is going to do it again this year. During this week, students/staff/or faculty can donate a swipe to help the less fortunate. Proceeds will go to the on campus food pantry and a local food pantry/homeless shelter
7. Veterans Day celebration (November 10)
8. Veterans Day (November 11) - University is closed. Chartwells will have limited dining services that day.
9. Starbucks holiday "Red Cup" Launch (November 12)

### **Open Discussion**

Dan Bertso, on behalf of Carol Rader, asked a question. Carol expressed concerns about the lack of nutritional information available. Jim Shadburne noted that the FDA recently passed a law. This law requires calorie information be on menus and menu boards in chain restaurants and other places selling restaurant-type food and on certain vending machines. This new calorie labeling will be consistent nationwide and will provide easy-to-understand nutrition information. The new labeling on Hospitality Services "On The Go" items include this nutritional information. Also, all menu boards in the dining venues will have calories listed by them by 12/1/15. In addition, the nutritional information for menu items will be available on line. A person will just need to click on the menu item and the nutritional information will be shown. Chartwells is also discussing having a kiosk, chart, or book available with nutritional information for various food items. These changes must be in place by December 1, 2016.

Dan also suggested some ways to reach out to students and parents about events/changes in Hospitality Services. He commented that the Residence Life and Housing department has gone back to using printed materials as a way to communicate with students. He recommended, in addition to social media, a flier be sent out to students once a week featuring special items or promos. Also, sending an email or postcard to parents with highlights of things going on in Hospitality Services would be beneficial. He felt that reaching out to parents could help generate conversations about dining services with their children.

Koty Johnson, Residential Senator for Student Government, commented on how much the students enjoy the All-You-Care-To-Eat weekend buffet. He really appreciated the fact that Jim Shadburne was there and talking to students about what they liked about the buffet and what changes they would like to see. Koty said he commented that he would like to have brown sugar to add to his oatmeal. Jim went and got a bowl of brown sugar and put it out on the buffet. He asked about the use of comment cards to get additional feedback. Haitham mentioned that there is a comment area on the Hospitality Services website under the Be Heard tab. The comments posted go immediately to Haitham, Jim and the other managers in the various venues. Also, students can leave their email address if they want a direct response from Chartwells. He also asked about the Satisfaction survey that will be conducted by Hospitality Services beginning October 21, 2015. He wondered if students/staff could have input on the survey questions. Haitham explained that the survey is company generated for all Chartwells locations and is not specific to Wright State. He stated that questions can be suggested to their corporate headquarters and might be added to future surveys. Jim also added that there is a comment section on the survey and that he personally looks at all of the comments. He added that the results of the survey will be shared with the committee once they are tallied.

The final concern that Koty discussed was the excessive mark up of products at the C-Store. He presented a cost comparison of several items (Tide, Healthy Choice Soup, cereal and graham crackers). He compared the prices from the C-Store to that of Meijers. Haitham explained that Chartwells does not have the buying power of large retailers like Meijers, Wal-Mart, Krogers, etc. The C-Store is a convenience store, more like Speedway, Circle K or UDF. Every year, Chartwells does a market basket comparison of items. They go to convenience stores and compare what they charge to the cost of items in the C-Store. Chartwells then looks at their prices and adjust them accordingly. Koty stated that he will do some further price comparisons using the convenience stores. Haitham noted that a few years ago, students did a price comparison and determined that the cost of Gatorade was higher at the C-Store than other convenience stores. Chartwells made adjustments to the price at the C-Store based on the findings.

Jamie Henne, the Classified Staff Advisory Committee representative, pointed out that there are still some issues regarding the daily soup selections. She has received complaints that the daily soups listed on the website do not match what is actually being served. Jim noted that he has been trying very hard to resolve this issue. He said that the website has a rotation of soups that are programmed into the system. Sometimes there is a glitch in the system and the rotation will get off by a day. He also wondered if people might be confused because the daily soup choices in the Hangar are different than the ones offered in the Student Union. He told Jamie that if there was ever a problem with the soup menu to please contact the manager immediately so that it could be corrected.

**Next Meeting Thursday, November 19, 2015 at 2:00 PM  
153 Student Union (Cambiar Room)**