

University Dining Services Advisory Committee
Minutes for January 21, 2016

Attendees: Lori Cope, Gheretta Harris, Jamie Norris, Haitham Shtaieh, Jim Shadburne, Nikki Interiano, Amber Reading, Jamie Henne, Dan Bertson, Jacob Byer, Koty Johnson, Katherine Simpson, Grant Kramer, Susan See, and Carol Rader

Opening Remarks

Gheretta Harris welcomed everyone.

What Has Been Happening Since Last We Met?

1. **Customer Service Satisfaction Surveys**- The customer satisfaction survey results are in (see attached). The total survey goal was 1660. There were 1604 actual surveys taken. The survey looked at all of the venues on campus. The survey found that the overall the food quality, cleanliness, speed of service, the friendliness of the staff all rated in the very good range (3.5-4.4). The survey indicated that the value for the money spent was in the good range (3.0-3.4).
Gheretta suggested that there was a need for transparency with the results of the survey. Haitham agreed and stated that the results could be put on the Dine On Campus website so that faculty/staff and students could view them.
Gheretta also suggested that in the future, Chartwells reach out to more people to complete survey. Not everyone can complete the survey on Ipad at the various dining venues across campus. She suggested sending out post cards or emails on the Announce website to encourage staff/faculty and students to go online and complete the survey.
2. **Late Night Breakfast**- The late night breakfast was a success. This semester, 270 students turned out to enjoy breakfast items including pancakes, scrambled eggs, sausage and more. There were also games and prizes. Chartwells also lowered the price to \$7.00 or 1 WrightSwipe.

Looking Ahead

1. **Spring Semester Enhancements**

Hangar

- New Brunch Price on the Weekends- Brunch now costs \$6.50 or 1 WrightSwipe. Chartwells hope to increase student turn out for Brunch buffet.
- Omelet station- The omelet station is open both Saturday and Sunday at the breakfast buffet.
- Action Stations – Action stations have been added to dinner meals on weekends. Fun stations with activities such as decorating your own cupcakes or dyeing Easter eggs have been added to encourage student participation.
- Carving Station- A carving station has been added to the buffet line on Sunday nights.
- FreshMelt- New look includes a new menu, graphics and new sandwiches. Gheretta suggested a Faculty/Staff tasting event that would provide the opportunity to sample new sandwiches.

Union Market

- Monday-Thursday Happy Hour at Grill Nation- From 2:00-5:00 pm, Grill Nation features a value item. Items like tacos, snack wraps, chicken nuggets can be purchased for \$2.00. Several members of the committee noted that they were not aware of the promotion. Gheretta suggested that it needed more publicity. Several suggestions were made on how to get the word out to faculty/staff and students about special promotions.
- New Limited Time Offers are available in the Union Market. These items include Bruschetta Chicken Pizza, Bacon Avocado Turkey Sub and the “Burnin’ Love Burger”.

Starbucks

- New winter menu featuring the Latte Machiato and new foods including the Vermont Maple muffin. Also, coming Feb. 15th, two new decadent beverages.

Lake Campus

- New refreshed menus
- Starbucks frequency cards

2. Campus Wide Promotions

- Faculty/Staff frequency cards- Post cards were sent out to all faculty/staff inviting them to try all the great food options on campus. It included a frequency card that is marked every time a purchase of at least \$6.50 is made at any dining venue. Once 6 purchases are made, the next one is free (up to a \$6.50 value). Gheretta asked if additional cards were being made available to faculty/staff who have misplaced card or need a new card because they completed their cards. Amber stated that more have been printed and they will be available at the cashier’s stands.
- Valentine’s Day- Special cupcakes and sweet treats will be available in the Hangar and Union Market.
- Mardi Gras- Special menus featuring Cajun favorites.
- Black History Month- Partnering with Bolinga Black Cultural Resources Center to create menu.
- Chinese New Year- Special menus will be featured.
- Fresh Produce Stand- Is becoming a monthly event. Locations will vary month by month. The first one is on February 11th in the Union Market. The produce stand will feature locally grown produce. Chartwells is partnering with on campus livingWell program.
- Beach Week- Coming in March.
- April Craze- Date to be announced

3. Freshens Focus Group

Jamba Juice is not performing well. Chartwells is looking at possible replacements for this venue. They are considering Freshens Fresh Food Studio. Freshens Fresh Food Studio is a healthy “fast casual” concept, which offers prepared to order food inspired by fresh ingredients. Menu items include crepes, salads, rice bowls, as well as blended smoothies and frozen yogurt. In order to determine if this would be a viable option, Chartwells will be having several focus group meetings on February 23rd in room 156

SU. Participants will include Faculty/Staff, Residential students, and Commuter students. Freshens will hold three sessions with 10-12 people per session. Each session will have a food tasting and a feedback/discussion period.

Questions/discussion

Katherine Simpson, Director of Public Relations for the Campus Residency Association, discussed that she would be willing to assist Chartwells Marketing Coordinator, Amber Reading, by sending out emails regarding promotions to all the residents in campus housing.

Dan Bertso talked about the delicious sliders that the RAs had at get together. He said that the roasted vegetable sliders were a big hit.

Gheretta Harris spoke about the WSU secret shopper program. There are currently 236 registered faculty, staff and students registered. The surveys will provide feedback to Chartwells managers regarding any issues that need immediate attention.

**Next Meeting Thursday, February 18, 2016 at 2:00 PM
153 Student Union (Cambiar Room)**