

FOOD SERVICE ADVISORY COMMITTEE MEETING
4/10/2024
Reitz Union, Room G320
MINUTES

Attending:

Daryl Bish	Kaylee Kedroski – incoming IRHA representative
Sarah Brunnig	Courtland Thomas – CHE
Eddie Daniels	Greg Moran - CHE
Solange Douglas	Paulvos Fuller – Pepsi
Jessie Furman	Luis Ortega – Pepsi
Beth Gankofskie	Derrick Thompson - Pepsi
Brian Kelley	Ernie Oorbitg – Canteen
Riley Brazeau	Diego Castillo - Canteen
Dwayne Isaacs	Danette Loyd
Matthew Mueller	Bill McGinn
Chad Roth	Jenn Banfield
Kara Sammetinger	Hana Prudilova McNeal
Anna Bernstein	Robin Stewart

I. Call to Order

Jessie called the meeting to order at 11:53am following lunch provided by Palm & Pine Catering.

II. Review/Approval of Minutes

The minutes of the March 20, 2024, meeting were approved as submitted by unanimous vote.

III. Director of Food and Beverage Services report – Matt Mueller

Matt welcomed everyone to the last meeting of the Spring semester and gave brief overview of his director’s report including highlighting the following openings this past year:

- Halal Shack and Baba’s Pizza in the Reitz Union
- Cabo Mexican Grill in the Reitz Union – averaging 230 customers per day
- Blenz Smoothies opened in Little Hall. Early sales exceeding expectations.
- Beans & Bytes at DSIT featuring Oceana Coffee
- Sidebar Bistro at Levin College of Law
- Cravings Campus Kitchen at the Racquet Club

Broward dining renovations are moving forward. Expected to add approximately 200 additional seats.

Pepsi supports many events across campus including Dance Marathon and the Orange and Blue football game.

Canteen has been increasing their support, particularly during Preview as well as donations to the Field & Fork Pantry.

IV. Old Business

Matt M. thanked everyone for the great feedback during last month's meeting and wanted to address some concerns around Chick fil a. The Chick fil a on campus serves about 80% of a traditional Chick fil a menu. There is a .10 to .20 cent difference between the cost of some items on campus vs. the same items at off campus locations.

Solange asked if the recent articles regarding the use of antibiotics in chicken used by Chick fil a have caused a drop in sales. Matt M. responded there have been no decrease in sales. Continuing strong.

V. New Business

- Committee Vouchers

Jessie asked the group if they were provided with dining vouchers for specific locations if they would be more likely to visit more dining locations? In return, you would be asked to provide feedback via a Qualtrics form or other survey.

Tina stated she likes the structure. Daryl mentioned it is a good incentive especially for those who typically bring their lunch. Beth mentioned it would be great to receive vouchers prior to the first meeting of the semester.

Jenn mentioned the surveys would be similar to the ones used for our current secret shopper program. We ask for feedback in areas such as cleanliness, food quality/quantity, speed of service, and overall customer service.

Kaylee asked if the vouchers would be provided throughout the semester. Jessie mentioned the thought would be to provide vouchers for specific time periods and locations.

Matt M. asked if you have a single voucher for yourself, would you be comfortable going alone or would you prefer to bring a guest?

Jessie mentioned she has brought her partner in the past, which was helpful to receive an outsider's opinion. Solange mentioned she would like to be able to bring a student.

- Florida Fresh Dining Survey Data

Courtland with FFD gave a brief overview of the Florida Fresh Dining Survey. A copy is attached. Some highlights included:

- The annual survey gives a baseline across all universities nationally.
- 40 tabling events were conducted across campus.
- First year students are the majority of those who completed the survey.
- There were a total of 2148 respondents.
- Year 2 data is a baseline for going forward. Previous survey was conducted six weeks into new contract.
- Students are enjoying other coffee options other than Starbucks.
- Adding Mexican food option, bubble tea, etc. Specific choices students asked for.
- Increase in satisfaction with dining events.
- Next steps include OSI (On-Site Insights) April 16-17, 2024
 - Hours, Barriers, Residential Experience

- Neighborhood Assessment Presentation, May 7, 2024

Matt M. commented that UF scored higher than several other Chartwells accounts across the country.

Beth asked how we are engaging with students who live off campus?

Courtland stated we look at various options including keeping certain locations, such as Starbucks, open later to study. Looking at marketing unique experiences to off campus students.

Matt M. asked about the mobile ordering app statistics.

Courtland said there are approximately 10,000 users of the mobile ordering app. New locations are continuing to be added. Not all locations require a check-in. The app provides real-time updates on order status and notification when order is ready.

Matt M. stated students are still learning where they can grab quicker options.

Matt M. mentioned data and commentary help with where we need improvements.

Beth asked if there is a way via technology, to determine where wait times are not long?

Kara stated she appreciates the mobile ordering app and the convenience it provides.

Solange asked why 47% are asking about Indian food options. Courtland responded the percentage was related to the number of graduate students who completed the survey.

Anna commented on cost increases and inflation. Courtland stated there are several factors to consider when determining price increases including food quality, safety, and portion size. We are always looking for value items, providing coupons, etc.

VI. “Last 5 Minutes”

Eddie took a moment to acknowledge the members of the committee. Thank you for the great discussion and feedback this year. Eddie also thanked Jessie for a great year of leadership and Danette for organizing the meetings and lunches.

Thank you to the students who served this year. Your input is always appreciated and valuable. Thank you for representing your peers.

We have three staff rotating off, Jessie Furman, Beth Gankofskie, and Solange Douglas. Thank you for your service. If interested, please consider reapplying to serve on the committee.

We also want to thank our Business Partners!

Jessie thanked Eddie for his continued support and leadership.

Kara gave a shout out to the Adopt a Veggie Event. Beth commented 350 vegetables were adopted.

Dwayne mentioned there are some fun events coming in the Fall. More to come. The Reitz Union hosted a Grad Night Program (including a cash bar). RSVP opened to 200, however, 300 have already RSVP'd. Also secured funding for an E-Sports Lounge connected to the Game Room. This is a Student Life initiative.

Courtland reminded everyone of the Thoughtful Event tomorrow, April 11th and the April 17th Farm to Table Dinner.

VII. Adjournment

After no additional questions, comments, or concerns, Jessie adjourned the meeting at 12:58 p.m.

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Fall 2024 dates TBD

VOICE TO VISION

Florida Fresh
— DINING —
AT THE UNIVERSITY OF FLORIDA



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2023 Campus Survey

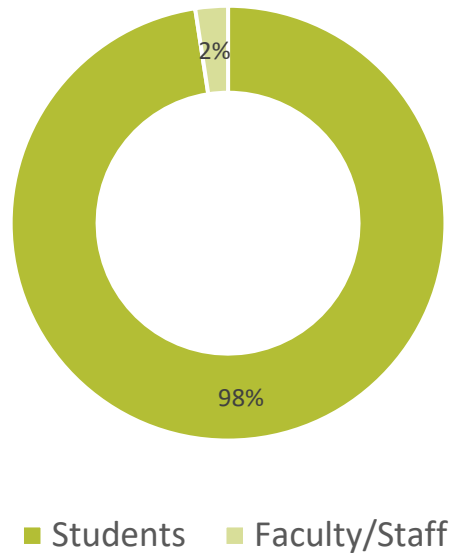
University of Florida – Gainesville

Food Service Advisory Committee – Wednesday, April 11

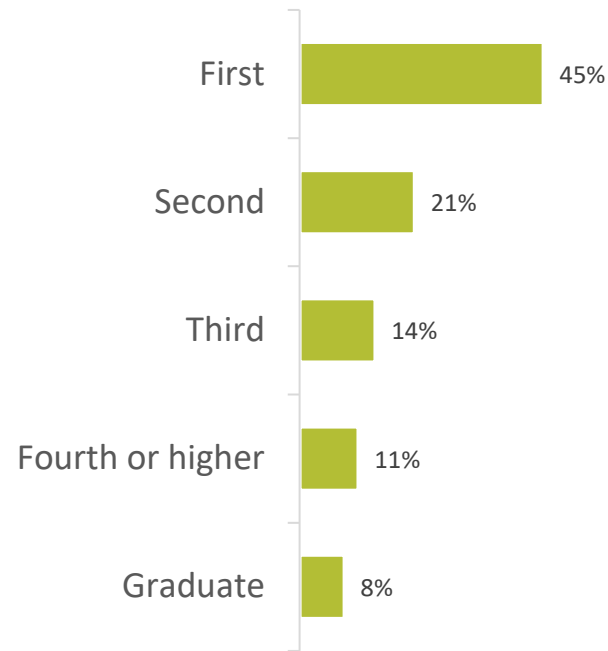
Survey demographics

Total Respondents: **2148** +548 from '22

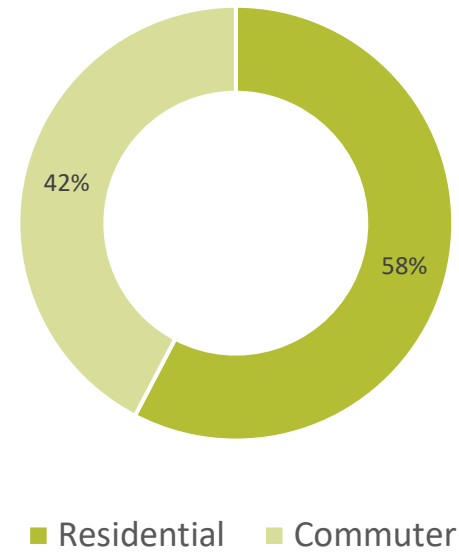
Students Versus Faculty/Staff



Year of Student



Residential Versus Commuter Students



- 79% First Year have a meal plan.
- 61% Upper classman did not have a meal plan
- 75% Graduate did not have a meal plan.

Base: 2148
Q: I am a...

Dining frequency by location type –by class year

%s represent the percentage of students in each class who are visiting each location at least five times per week	First Year	Upper Class	Graduate
All-you-care-to-eat dining hall	54%	21%	13%
On-campus national brand restaurants (e.g., Subway, Panda Express, Chick-fil-A)	17%	12%	11%
On-campus convenience stores/campus markets	20%	9%	8%
Other on-campus food locations (offering items like sandwiches, pizza, burgers, etc.)	7%	6%	10%
On-campus national brand coffee shops (e.g., Starbucks, Dunkin', etc.)	9%	8%	14%
Other campus coffee shops	5%	5%	13%
Off-campus national brands (e.g., restaurants, coffee shops, etc.)	4%	6%	10%
Off-campus local brands (e.g., restaurants, coffee shops, etc.)	4%	5%	8%
Greek housing	7%	6%	7%
Athletic dining facility	3%	2%	5%
Eat at home	22%	52%	57%

- 33% never ate in the dining hall
- 50% never dined at a coffee shop
- 26% prefer to eat at home

Base: 949 First year; 972 Upper class; 175 Graduate

Q: How many times per week do you dine or purchase from the following locations?

What diners love about resident dining year over year comparison

Average: **3.47** out of 5
-.11

Average Satisfaction with Dining Attribute (1-5 Satisfaction Scale)	'22 Campus Average	'23 Campus Average	Var.	'23 National Average	Var.	'23 Division Average	Var.
Dining atmosphere/space	3.85	3.81	-0.04	3.79	0.02	3.77	0.03
Speed of service	3.93	3.77	-0.16	3.77	0	3.72	0.04
Quality of service	3.83	3.71	-0.12	3.7	0.01	3.67	0.07
Sustainability efforts	3.55	3.57	0.02	3.53	0.04	3.48	0.12
Dietary/allergen accommodations	3.61	3.59	-0.02	3.52	0.07	3.5	0.11
Communication from dining management	3.59	3.49	-0.1	3.45	0.04	3.44	0.08
Promotions and events	3.5	3.45	-0.05	3.44	0.01	3.42	0.04
Hours of operation	3.79	3.31	-0.48	3.37	-0.06	3.33	-0.06
Healthy options	3.54	3.41	-0.13	3.4	0.01	3.4	0.05
Variety of food available	3.4	3.27	-0.13	3.25	0.02	3.24	0.07
Availability of on-trend food items	3.47	3.36	-0.11	3.3	0.06	3.3	0.09
Taste of food	3.47	3.4	-0.07	3.3	0.1	3.3	0.17
Food quality	3.42	3.31	-0.11	3.25	0.06	3.24	0.12
Value for price paid	3.57	3.47	-0.1	3.19	0.28	3.19	0.34
Availability of mobile ordering	3.24	3.11	-0.13	3.13	-0.02	3.11	0.05

- 40% surveyed at cravings at opening. (hours)
- Tapin2 not active yet

Q: How satisfied are you with the following aspects of resident dining (all-you-care-to-eat dining hall)?

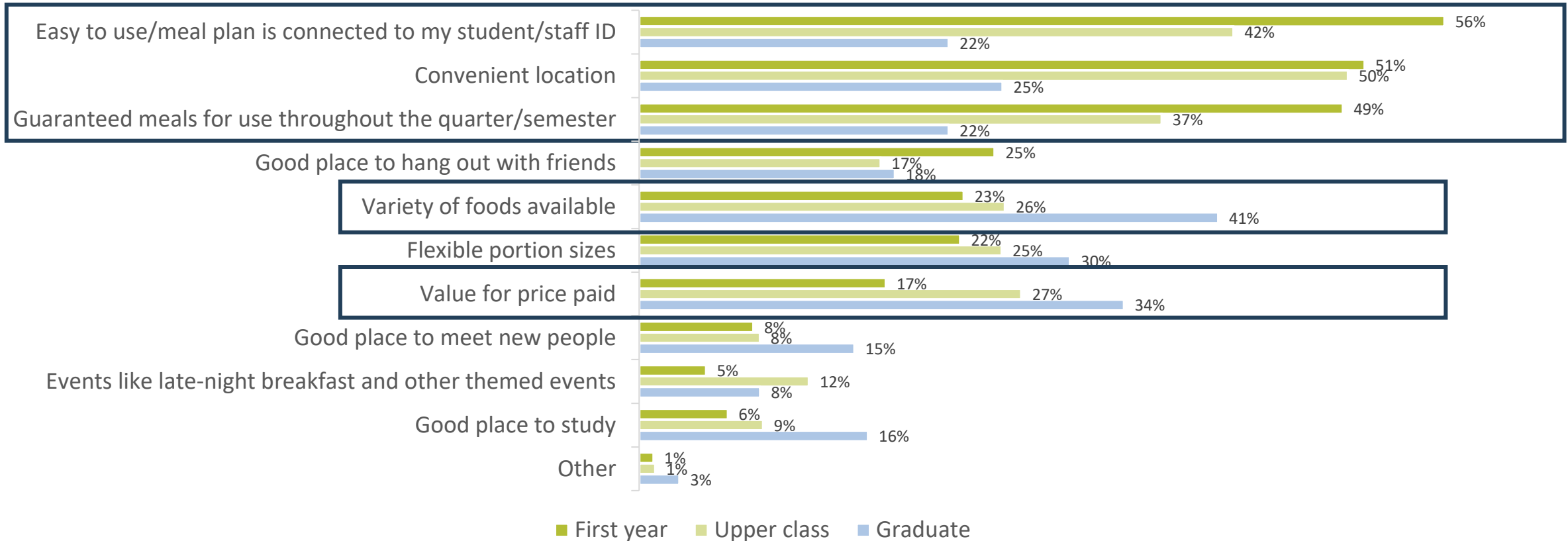
Satisfaction rating by class year

Average Satisfaction with Dining Attribute (1-5 Satisfaction Scale)	First Year Average	Upper Class Average	Graduate Average	Faculty/Staff Average	Meal Plan Holder Average	Non-meal Plan Holder Average
Dining atmosphere/space	3.8	3.77	3.99	3.82	3.78	3.95
Speed of service	3.72	3.84	3.92	3.71	3.74	3.91
Quality of service	3.65	3.73	3.95	4.07	3.67	3.94
Sustainability efforts	3.5	3.6	3.93	3.46	3.52	3.82
Dietary/allergen accommodations	3.48	3.67	3.92	3.96	3.54	3.82
Communication from dining management	3.39	3.55	3.92	3.79	3.42	3.83
Promotions and events	3.35	3.56	3.72	3.54	3.4	3.69
Hours of operation	3.2	3.32	3.9	4.0	3.26	3.6
Healthy options	3.28	3.49	3.93	3.93	3.36	3.7
Variety of food available	3.15	3.37	3.65	3.61	3.18	3.72
Availability of on-trend food items	3.22	3.46	3.89	3.64	3.29	3.73
Taste of food	3.28	3.51	3.8	3.71	3.34	3.74
Food quality	3.16	3.44	3.85	3.57	3.24	3.71
Value for price paid	3.4	3.49	3.84	3.82	3.43	3.69
Availability of mobile ordering	2.87	3.33	3.81	3.54	3.0	3.66

Base: 787 First year; 437 Upper class; 106 Graduate; 28 Faculty/staff; 1135 Meal plan holder; 223 Non-meal plan holder
 Q: How satisfied are you with the following aspects of resident dining (all-you-care-to-eat dining hall)?

Strengths of campus dining halls –by class year

% of Diners Citing Attribute as Strength of Dining Hall

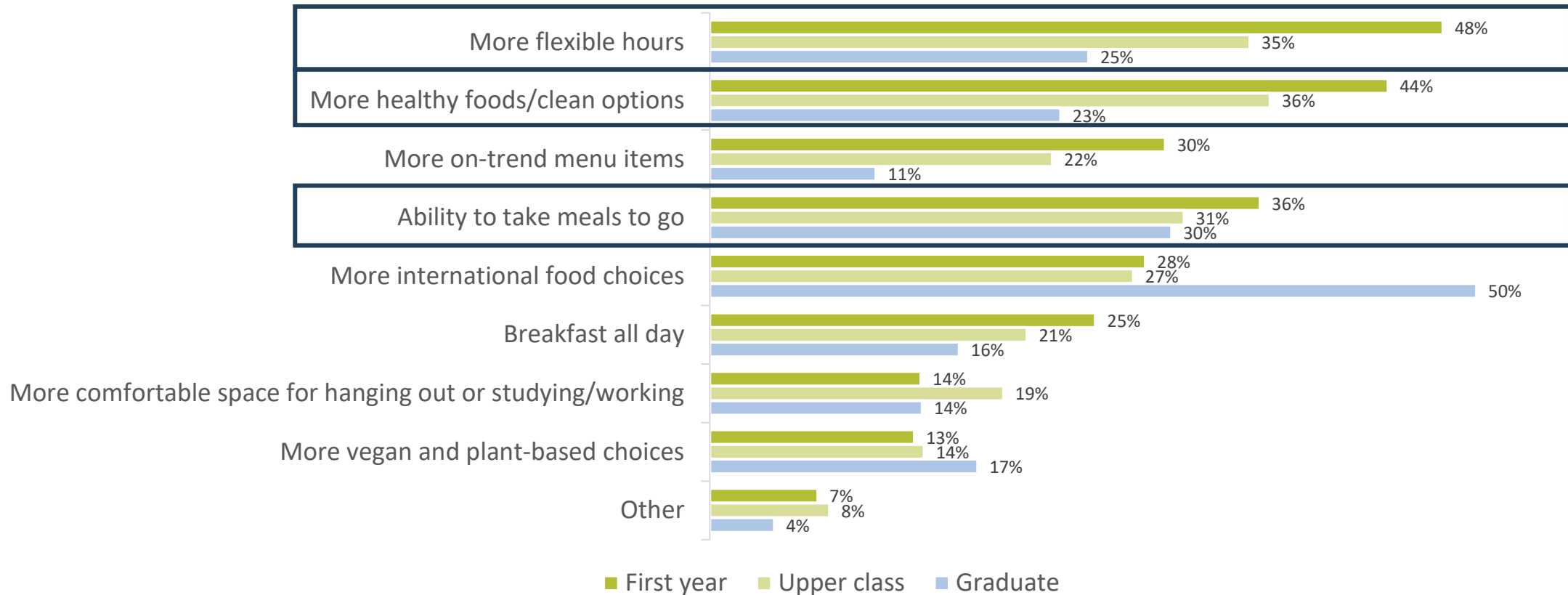


Base: 787 First year; 437 Upper class; 106 Graduate

Q: What do you like most about your all-you-care-to-eat dining hall? Select up to three.

Opportunities of campus dining halls – 2023 results by class year

% of Diners Citing Attribute as Opportunity for Improvement in Dining Hall



Base: 928 First year; 914 Upper class; 167 Graduate

Q: What improvements would you like to see in your all-you-care-to-eat dining hall? Select up to three.

Diner retail satisfaction on campus – year over year comparison

Convenience Stores:
3.7 out of 5 (0.06)

Other Food Locations:
3.6 out of 5 (0)

Other Coffee Brands:
3.65 out of 5 (0.05)

National Brands:
3.58 out of 5 (-0.12)

National Coffee Brands:
3.6 out of 5 (0.15)

Base: 210 - 699(2022); 398 - 833(2023)

Q: How satisfied are you with the following aspects of [INSERT OPTION] on your campus?

Cuisine preferences – 2023 by class year

Desired Cuisine/Item	First Year	Upper Class	Graduate
Mexican	19%	19%	9%
Bubble tea and smoothies	27%	23%	12%
Pho / Ramen / Noodles made-to-order	11%	16%	10%
Food trucks from local restaurants	12%	12%	10%
Partnerships with local restaurants	12%	12%	6%
Sushi	17%	12%	7%
Rotating international street food	16%	14%	15%
Made-to-order pasta	12%	9%	9%
Korean fried chicken	11%	11%	13%
Indian	13%	15%	47%
Fried chicken and biscuits	8%	9%	11%
Mediterranean	13%	13%	11%
Build-your-own charcuterie boxes	9%	6%	3%

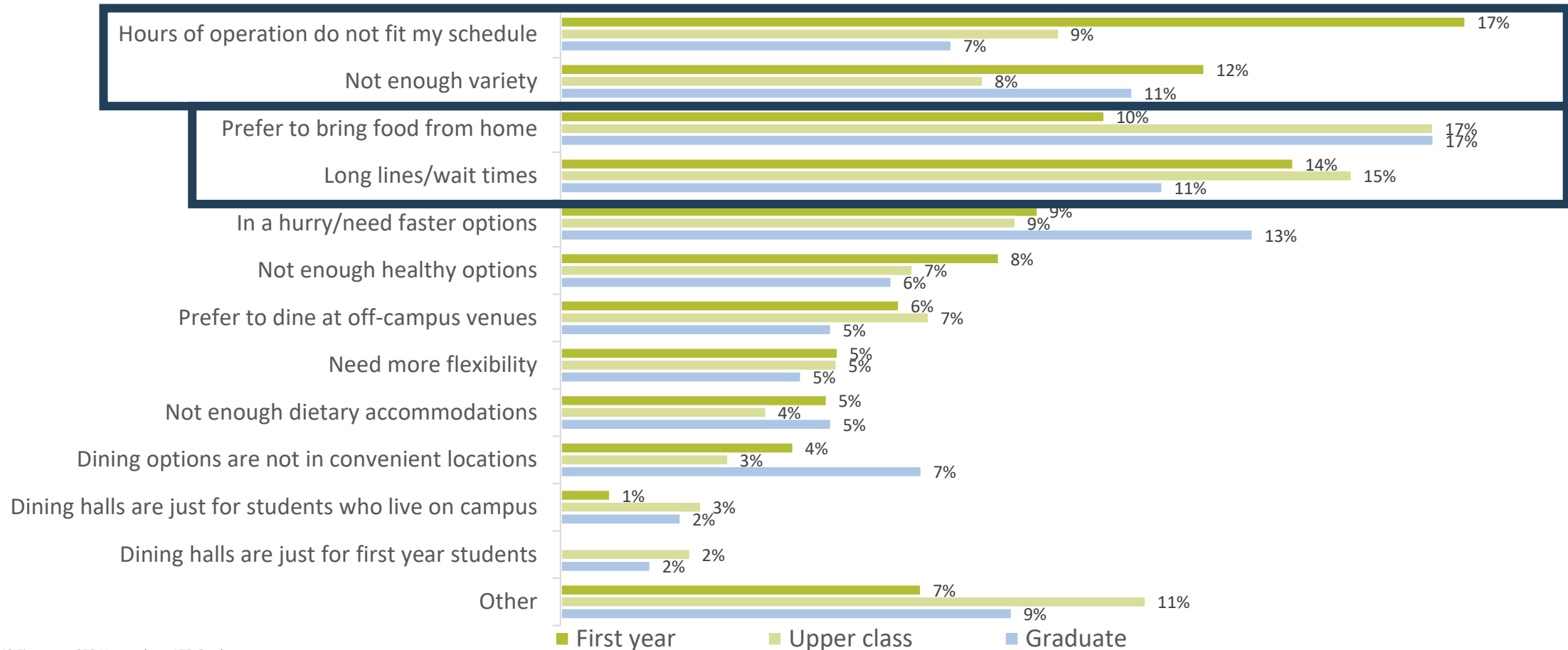
Desired Cuisine/Item	First Year	Upper Class	Graduate
Grilled cheese sandwich shop	8%	7%	7%
Poke bowls	14%	14%	7%
Thai	11%	13%	11%
Regional BBQ	8%	7%	9%
Made-to-order pizza	5%	5%	5%
Dim Sum / Bao buns	12%	10%	9%
Local coffee offerings	7%	6%	6%
Specialty burgers	5%	6%	7%
Made-to-order salad	7%	6%	5%
Fusion dishes	7%	9%	5%
Climate conscious meals	4%	5%	3%
None – I enjoy the current campus options	3%	3%	1%
Other	3%	2%	2%

Base: 949 First year; 972 Upper class; 175 Graduate

Q: Which of the following would you like to see more of on-campus? Select up to three.

Barriers to dining on campus –by class year

% of Diners Who Feel Attribute is a Barrier to Dining on Campus

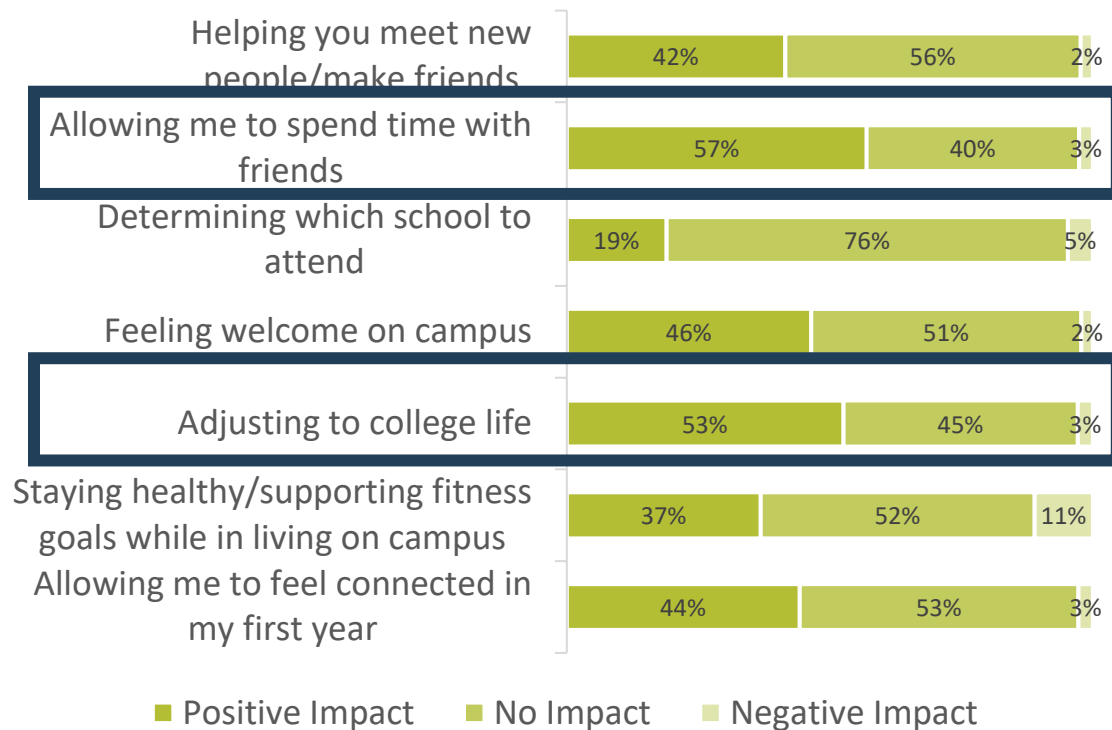


Base: 949 First year; 972 Upper class; 175 Graduate

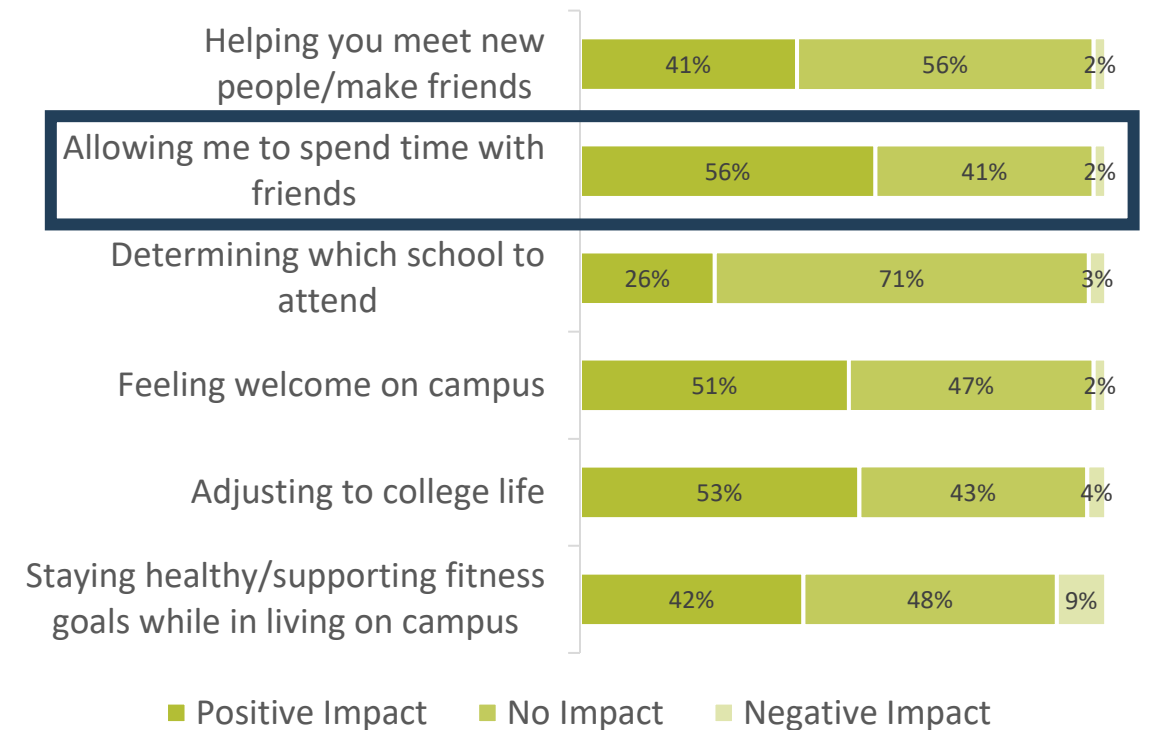
Q: When you don't purchase food and beverage on-campus, what is your main reason?

Impact of dining-related events results

Impact of Dining Events on First-year Students



Impact of Dining Events on Upper Class Students



Base: 949 First year; 972 Upper class

Q: Select the level of impact the dining program and special dining related events (e.g., such as late-night breakfast, Joy-Ful, or other events) have had on the following:

COMMUNICATION PLAN



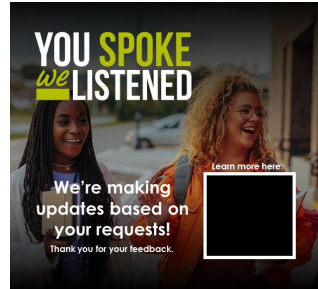
Print Collateral

YOU SPOKE <i>we</i> LISTENED		THANKS FOR YOUR FEEDBACK! Below Are The Top 3 Responses We Received, As Well As Our Plans Of Action To Those Responses.	
YOU SPOKE	WE LISTENED		
1 Student Response	Account actions or plan		
2 Student Response	Account actions or plan		
3 Student Response	Account actions or plan		

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8.5x11 at dining locations



Register headers

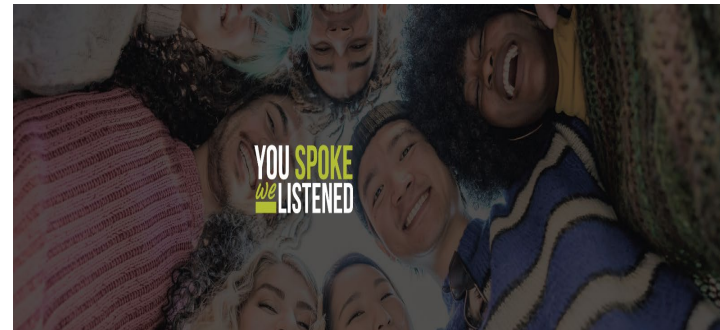


Our Social Media plan will consist of posting YSWL each time we address feedback with YSWL branding.

Digital Collateral



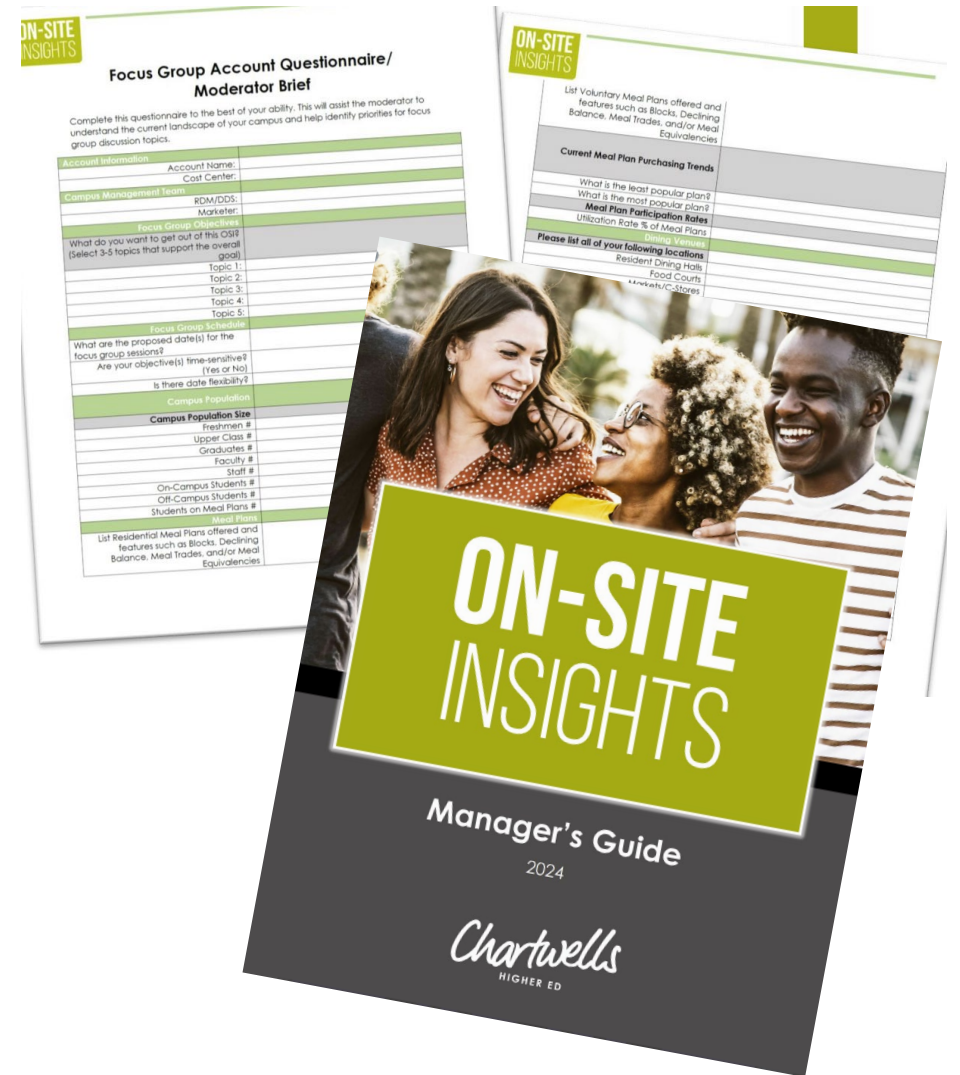
Digital Signage on TV Screens



DOC website with results and action items + home page banner with quick link

Next Steps

- **OSI (April 16-17, 2024)**
 - Hours, Barriers, Residential Experience
- **Neighborhood Assessment Presentation**
 - May 7th





THANK YOU

Florida Fresh

— DINING —

AT THE UNIVERSITY OF FLORIDA

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VISION