

BREWTON-PARKER COLLEGE

ACADEMIC & ADMINISTRATIVE SUPPORT SERVICES FOOD SERVICE DEPARTMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

DEPARTMENT PURPOSE

The purpose of the Food Service Department is to assist the division of finance and administration and the college by providing satisfactory student services, which support retention processes and financial viability.

OBJECTIVE 1

Our goal is to make your dining experience the best it can be by providing quality nutritious food with variety, in an enjoyable atmosphere.

ACTION PLAN

1. Remodel snack bar with 4-to-6 new concepts
2. Continually improve our service.

ASSESSMENT

Sales records and student participation surveys

RESPONSIBILITY

Food Service Director and Vice President of Finance and Administration

TIME FRAME

Fall Semester 2003

RESOURCES REQUIRED

Investment to be provided by Aramark FSS

RELATED TO

Institutional Goal No. 3

BREWTON-PARKER COLLEGE

ACADEMIC & ADMINISTRATIVE SUPPORT SERVICES FOOD SERVICE DEPARTMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2002-03

OBJECTIVE 1

Our goal is to make your dining experience the best it can be by providing quality nutritious food with variety, in an enjoyable atmosphere.

RESULTS

1. To improve service and student participation, the Food Court was remodeled with five new concepts, Bene Pizzeria, Montagues' Deli, Grillworks, Market Fresh Smoothies and Freshens Yogurt Treats.
2. A survey was conducted in April 2003. Survey participants-faculty, staff, students and administrators- were canvassed regarding the Food Service on a scale of one to six. The results showed a median score of 5 from faculty, staff and administrators and a median score of 4.47 from students on quality of food in Food Court. The overall service score from faculty, staff and administration showed a 5.30 and a score of 4.20 from the students.
3. The sales figures for year ending 2003 showed an average of 1556.06% increase over last year due to limited cash sales in the previous year.

RESPONSE

1. Concepts in the Food Court will be updated with new menu items for Fall Semester 2003.
Continue to train all food service personnel on menu items and customer service issues in all food establishments.
2. Remodel Residential Dining Hall Summer 2003, with new carpet, ceiling tiles and fresh paint.
3. Will introduce new action stations in Fall 2003, in Residential Dining, (Pasta, Stir Fry, and Breakfast Foods).

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RESULTS & RESPONSES—2003-04

OBJECTIVE 1

Our goal is to make your dining experience the best it can be by providing quality nutritious food with variety, in an enjoyable atmosphere.

RESULTS

1. The Food Court continued to function as a central location for student activities as well as a retail food service center.
2. The sales figures for the year ending June, 2004 showed an average of 13.7% increase over last year due to increase in students and additional items added to menu.
3. The Residential Dining Hall was painted and new action stations were placed in service in the Fall. The action stations added were: Comfort Foods, Pizza/Pasta, Produce and Exhibition.
4. An ARAMARK on-line survey was conducted in April 2004. The survey participants-faculty, staff, administrators and students-were canvassed regarding the services offered by the department. The results showed a median score of 4.9 (on a scale of 1 to 7) compared with the national average of 3.7 from colleges surveyed in Spring 2004.
5. Changes in the administrative division in 2003 have created a new reporting structure. The Food Service department is now reporting to the Academic and Administrative Support Services Division (A.A.S.S.) under the Office of the Provost.

RESPONSE

1. Continue to improve menu items and selections.
2. Real Food On Campus (RFOC) will be initiated on campus in August 2004. RFOC is a brand standard for residential dining. A retail-like food experience.
3. Continue to seek improvement in areas such as service, hours, and special events.
4. The Food Service Department will change its name to Campus Dining Services effective immediately.
5. The Director of Campus Dining Services will meet with the A.A.S.S. division as needed.
6. Continue to support the A.A.S.S. Division in its goal of service to the College.

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RESULTS & RESPONSES—2004-05

OBJECTIVE 1

Our goal is to make your dining experience the best it can be by providing quality nutritious food with variety, in an enjoyable atmosphere.

RESULTS

1. In an effort to continue to give students, faculty and staff more options in menu selections, six seasonal menus were added to the three stations in the Residential Dining Hall during the Fall and Spring Semesters. Seasonal vegetables and fruits were also added in an effort to provide healthy options.
2. Special events functions were added to the dining schedules. The events offered included midnight breakfasts, a steak night, a dessert night and a Valentine's dinner.
3. An air screen cooler was added to the Cyber Café in an effort to provide fast, fun, and fresh new choices with more variety. The "grab n' go" choices include but are not limited to freshly made sandwiches, fresh salads, snacks, and light desserts. The choices are ready for those that want a variety of healthy choices in a hurry and on the go.
4. An ARAMARK on-line survey was conducted in April 2005. The surveyed participant's – faculty, staff, administrators and students – were canvassed regarding the services offered by the department. The results showed a median score of 4.77 in overall experience (on a scale of 1 to 7) compared with the national average of 4.79. The overall rating was based on the following key attributes: price, options, variety, quality, atmosphere, and hospitality.
5. The sales figures for the year ending June 2005, showed an increase of 1.10 % over last year.
6. The Director of Campus Dining Services has partnered with the A.A.S.S. division as needed to become a solution provider to work toward the College's mission. The solution provider will work diligently to provide assistance in finding resources as needed for specialty camps and various other campus events.

RESPONSES

- 1.** Campus Dining Services will strive to increase food and service offerings in the Residential Dining Hall. Students attending BPC are considered Generation Y; students who are accustomed to eating fast food, not three regularly scheduled meals. Focus will be on creative methods to involve the population in positive and pleasurable dining experiences in both the Residential Dining Hall and the Cyber Café.
- 2.** The Food Court (Cyber Café) will continue to seek creative services and functions in order to serve as a central location for student activities in addition as well as a retail food service center with new menu items and Fast Track menu items added.
- 3.** The Food Service department will continue to align with the Academic and Administrative Support Services Division (A.A.S.S.) under the Office of the Provost.

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RESULTS & RESPONSES—2005-06

OBJECTIVE 1

Our goal is to make your dining experience the best it can be by providing quality nutritious food with variety, in an enjoyable atmosphere.

RESULTS

- 1.** We have initiated a nationally recognized training certification program called ‘ServeSafe’. We sent seven employees to training this year. A grade of eighty-five or better is required by Aramark. The state requirement is a grade of seventy-five or better.
- 2.** All special events had above satisfactory attendance. On April 25, 2006, there were 161 people in attendance for the Student Luau Dinner. On March 29, 2006, there were 180 people in attendance for the Assessment Dinner. On February 14, 2006, there were 193 people in attendance for the Steak Dinner. Midnight breakfast meals were held on December 12, 2005 and May 04, 2006. The attendance for both of these events was approximately 300 for each event.
- 3.** These additions were well received by the students and gained positive feedback. More flavor choices were provided for the Freshen Smoothies and individual ice cream retail such as Ben and Jerry’s.
- 4.** The sales figures for the year ending June 2006, showed an increase of 9.90%.
- 5.** We have been in constant communication with Lynn Addison to ensure that our goals are aligned with the College’ mission. We have enjoyed working with Lynn and appreciate her guidance.

RESPONSES

- 1.** Campus Dining Services will continue to work toward providing professional services that are of the highest quality. In addition, we will monitor student feedback and cater menus that provide dining that is pleasurable as well as appropriate.
- 2.** Special events will continually be added on a monthly basis according to the requests and needs of the Brewton-Parker campus in order to contribute to the community and fellowship aspect of the Brewton-Parker campus.
- 3.** We will actively continue to look for new and improved menu additions that provide the students with a sense of choice and change.
- 4.** Sales will continue to amplify through our active efforts with various marketing tools and promotional items.
- 5.** An open air of communication will be maintained between Campus Dining and Director of A.A.S.S in order to provide strategic advancement.

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RESULTS & RESPONSES—2006-07

OBJECTIVE 1

Our goal is to make your dining experience the best it can be by providing quality nutritious food with variety, in an enjoyable atmosphere.

RESULTS

- 1.** We have initiated a nationally recognized training certification program called ‘ServeSafe’. We sent seven employees to training this year. A grade of eighty-five or better is required by Aramark. The state requirement is a grade of seventy-five or better. Four Aramark Employees received a grade of 85 or better for ServeSafe Training.
- 2.** All special events had above satisfactory attendance. On April 24, 2007, there were 198 people in attendance for the Student Luau Dinner. On Assessment Day, there were 346 people in attendance for the lunch and dinner. On February 14, 2007, there were 212 people in attendance for the Steak Dinner. Midnight breakfast meals were held on December 11, 2006 and May 03, 2007. The attendance for both of these events was approximately 300 for each event..
- 3.** These additions were well received by the students and gained positive feedback. More flavor choices were provided for the Freshen Smoothies and individual ice cream retail such as Ben and Jerry’s.
- 4.** The sales figures for the year ending June 2006, showed an increase of 9.90%. Sales figures for June 2007, showed an increase of 1.16% .
- 5.** We have been in constant communication with Lynn Addison to ensure that our goals are aligned with the College’ mission. We have enjoyed working with Lynn and appreciate her guidance.

RESPONSES

- 1.** Campus Dining Services will continue to work toward providing professional services that are of the highest quality. In addition, we will monitor student feedback and cater menus that provide dining that is pleasurable as well as appropriate.
- 2.** Special events will continually be added on a monthly basis according to the requests and needs of the Brewton-Parker campus in order to contribute to the community and fellowship aspect of the Brewton-Parker campus. Four special events per month were added.
- 3.** We will actively continue to look for new and improved menu additions that provide the students with a sense of choice and change.
- 4.** Sales will continue to amplify through our active efforts with various marketing tools and promotional items.
- 5.** An open air of communication will be maintained between Campus Dining and Director of A.A.S.S in order to provide strategic advancement.