1. Expected Outcome: Students will be satisfied with Campus Dining Services.

Campus Dining assesses student satisfaction by utilizing online surveys, interacting with the students via social media, and revenue analysis.

Assessment Methods

Method: Online Survey

Since July 11, 2007 Auburn’s dining contractor has administers an online survey garnering 2375 student responses to date. Various surveys are used to gauge satisfaction in dining venues, choose new food offerings and to generate feedback.

Findings:

Survey Results - Village Dining Options

<table>
<thead>
<tr>
<th>Village Dining Options</th>
<th>Response</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. What is your favorite food venue at The Village Food Court area?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nathan's Nachos</td>
<td>3.2%</td>
<td>6</td>
</tr>
<tr>
<td>Home Plate</td>
<td>2.2%</td>
<td>4</td>
</tr>
<tr>
<td>Rye of the Tiger</td>
<td>36.2%</td>
<td>67</td>
</tr>
<tr>
<td>AU-Some Salads</td>
<td>23.2%</td>
<td>43</td>
</tr>
<tr>
<td>Plainsmen Pizza</td>
<td>11.4%</td>
<td>21</td>
</tr>
<tr>
<td>Plainsmen Pasta</td>
<td>23.0%</td>
<td>44</td>
</tr>
</tbody>
</table>

answered question 185
skipped question 2
Survey Results – Foy Survey

**Foy Survey**

We are considering moving Pizza Phlats to the current Gyro Pit spot and combining Take Five and Gyro Pit. This will open up a small spot next to AU Smokehouse. What would you like to see there?

<table>
<thead>
<tr>
<th>Made to order Pasta with toppings/mix-ins (similar to the village)</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>A burger concept</td>
<td>61.5%</td>
<td>32</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>15.4%</td>
<td>8</td>
</tr>
</tbody>
</table>

The most frequent feedback received (8% of respondents) indicated a desire for an increasing number of healthy options on campus.

Students also frequently indicated (5% of respondents) a desire for longer hours.

**How did you use the findings for improvement?**

The results of the Village Dining Food Court survey indicated that the least popular options were Nathan’s Nachos and Home Plate. Campus Dining responded by replacing those less popular concepts with Fiery Fajitas and Tiger Wok. An end of semester survey will be employed to gauge the student’s satisfaction with the changes.

The results of the Foy Survey indicated that students preferred a new burger venue instead of pasta or some other concept. With a clear indicator of students preference the Burger concept was installed and will be assessed via end of semester survey.

Campus Dining coordinated with Chartwells’ (Auburn’s food contractor) Executive Chef and created more healthy offerings. The Village View Dining venue expanded the “AUsome” salad offering to include a greater variety of healthy choices. Chartwells’ contracted with the “Munch Food Truck” to expand the vegetarian options. Campus Dining is enhancing the current smartphone application to include expanded nutritional data. A partnership with the Division of Student Affairs’ Health Promotion and Wellness Services was recently established to explore branding options to create better visibility for healthy options.
Campus Dining addressed the desire for longer hours by requesting that Chartwells investigate creating a 24-hour venue in conjunction with the possible construction of a new “Central Classroom Facility.” This is expected to become the central hub of late-night study sessions for students on campus.

Additional Comments:
None

Method: Social Media

Campus Dining partners with Chartwells Marketing Manager in the utilization of social media (Twitter and Facebook) to interact with students in order to achieve real-time feedback regarding student satisfaction and promote specific venues through the use of coupons and specials.

Findings:

Since August of 2007 Campus Dining’s Facebook page has 1201 “likes” and students post feedback on a daily basis. The type of feedback ranges from reports of enjoyable dining experiences to complaints about poor customer service. Facebook has proven to be an effective means of gauging student satisfaction.

Sample Facebook Posts

Sushi man is awesome, he really should get his own real place in tiger dining. People love sushi! A fresh sushi bar would be fantastic and a good selling point for healthy dining

Like · Comment · February 21 at 12:43pm

Tiger Dining Thanks so much for the feedback! I will talk to the managers about this idea!
February 21 at 1:46pm · Like

Now that we have Lowder Lounge, can we please get a Shelby Shack?

Like · Comment · August 29, 2012 at 12:31pm

Tiger Dining Hey Jacob we can absolutely look into it! We are already planning a much larger coffee shop/lounge to be connected to the outside of Lowder in between Lowder and Shelby so it will be much more accessible. Were in the design approval process now so we will keep the students posted as things progress! Stay tuned!
August 29, 2012 at 3:09pm · Like

Why has taco truck been moved all the way to lowder?! I almost don't even want to walk all the way up there. :(

Like · Comment · August 16, 2012 at 2:18pm near Auburn

Tiger Dining The trucks are on a rotating schedule! Don't worry its not there permanently! We are trying to spread the love!
August 20, 2012 at 9:47am · Like
I don’t think the vegan/vegetarian dining options listed on the website have been updated in a while. Could you please update them for this semester?

Also, it says that the Chef’s Table has a daily vegan special and that is not true. I’ve visited numerous times in the past and have had to wait 5-10 minutes just for someone to tell me that all the vegetables were cooked in butter. Vegan = no animal products whatsoever, including any and all dairy, eggs, meat, fish, chicken, gelatin, honey, etc.

Considering that the dining plan is mandatory, I would really appreciate a more comprehensive list on the vegan options around campus, ingredient lists available upon request, and for those working in the dining areas to be more knowledgeable about what they are serving.

Established in May of 2009, Campus Dining’s Twitter account currently has 1246 followers, has “tweeted” 2333 times, and is following 1173 users. Twitter provides a vehicle to instantly promote a food or service offering within our dining venues. It also allows students to provide instant commentary on their satisfaction with a food item or the service they receive.

Sample Tweets

The best day of her young adult life. Kona Ice is back. pic.twitter.com/VrK4Xqelgd

Retweeted by Tiger Dining

View photo
How did you use the finding for improvement?

Facebook posts and Twitter tweets are read and responded to by Chartwells’ Marketing Manager and her team. Positive and negative trends are identified for use in planning meetings between Campus Dining and Chartwells.

**Method: Revenue Analysis**

Campus Dining designed an incremental financial dashboard to determine positive or negative financial trends. Year over year revenue data can be assessed by venue, concept and location on campus. Negative revenue trends are seen as an indicator of student dissatisfaction. Underperforming venues are assessed and changes are made to address the revenue shortfall.

**Findings:**

During the fall semester of 2012, the dashboard indicated that the Terrell Dining Hall had a revenue shortfall. In 2011 Terrell had sales of $540,621 from August 1st to November 30th. During the same period in 2012 Terrell had sales of $478,516 leaving a shortfall of $62,104.
How did you use the findings for improvement?

Upon discovery of the troubling findings in Terrell, Campus Dining communicated the data immediately to Chartwells and requested a plan of immediate amelioration. Chartwells responded quickly, creating a strategic plan to address the shortfall. At Chartwells’ recommendation, Campus Dining invested in updating an underutilized area within the Terrell Dining Hall on the Hill. In partnership with Chartwells, a popular concept (Tex’s Tacos) was selected to move into the improved space. The result has been a consistent $2-3000 increase in daily revenue year over year within Terrell indicating a positive trend in student satisfaction. We will be able to compare Spring 2012 vs. Spring 2013 at the end of the semester.

Additional Comments:
None

2. Expected Outcome: Students have accessible dining options

Tracking the percentage of unspent meal plan dollars by College is a key indicator of students having accessible dining options.

Assessment Methods

Method: Financial assessment tools

Campus Dining has purchased and/or designed analytical financial software and proprietary programs for the purpose of daily, weekly, monthly, quarterly, and annually measuring the financial success of Campus Dining, including percentage of meal plan dollars left unspent. Multiple financial “dashboards” have been designed and are constantly monitored as financial management tools to assess students’ use of meal plan dollars and to determine spending patterns by school or college and residential location/community on campus.

Findings:

Review of Dining Plan data by College indicated that students from the College of Business had the highest percentage of unspent meal plan dollars. It was also found that the Business College was not adjacent to a dining facility.

How did you use the findings for improvement?

A temporary coffee shop was created in the College of Business to address the immediate need for the students to utilize their dining dollars for the purchase of snacks and coffee while they study between class periods. In addition, planning has begun on a permanent venue to be built between the main Business and Engineering buildings to serve students in both colleges.

Additional Comments:
None
3. Expected Outcome: Students with special dietary needs will be accommodated

Students with special dietary needs can identify themselves and either be accommodated within the meal plan or exempted from it.

Assessment Methods

Method: Exemption form

Campus Dining has created an exemption form that allows students to identify themselves as having specific medical/nutritional needs, provide documentation from a physician and either be accommodated or exempted if an accommodation cannot be reached. Campus Dining catalogs the exemption forms to identify if specific allergy or dietary needs are growing or encompass a large enough segment of the campus population to warrant investment in providing accommodation.

Findings:

For the Spring Semester 24 students received exemption from the dining plan with 22 of the 24 having some sort of gluten allergy or intolerance.

How did you use the findings for improvement?

Campus Dining has found that the prevalence of gluten intolerance warrants accommodation. A gluten free kitchen has been added to the plan for the new Wellness Dining facility. This will allow Auburn’s Campus Dining program to tailor offerings for students who suffer from gluten intolerance.

Additional Comments:
None