Agenda

• Services
  – Retail
  – Residential
  – Catering
  – Athletics

• Meal Plan Options
• Strategic Initiatives 2009-2010
• Strategic Initiatives 2010-2012
• Student Feedback
• Campus Life
• Shasta Salsa Taste Test
• Sustainability Initiatives
• Q&A
UHDS Retail Venues

Retail
- University Center
- UC Satellite
- PGH
- Bauer
- Recreation and Wellness Center
- Law Center
UHDS Residential Venues

Real Food on Campus (RFoC)
- Moody Towers
- Oberholtzer Hall
• Fine Dining
• Casual Catering Guide
• Student Catering Guide
• CaterTRAX on-line ordering process
Athletics

• Concessions:
  – Robertson Stadium
  – Hofheinz Pavilion
  – Cougar Field

• Partnership with UH Athletics to promote student attendance.
U N I V E R S I T Y  o f  H O U S T O N

UHDS Meal Plan Options

- Residential
- Commuter
- Faculty & Staff

- Weekly Meal Plan Allowances
- Semester Meal Plan Allowances
- Monthly Meal Plan Allowance
- Declining Balance (Cougar Cash)
UHDS Meal Plan Expansion

- Cougar Cash Expansion
  - McAlister's Deli, Tealicious, Deli Chinese Star, and Shasta's Cones and More

- Campus Dish E-Commerce option for Meal Plan Purchases in 2009

- Peer 2 Peer Marketing Team
  - Increase JAM Awareness
    - Sign Up it’s FREE
    - Play Fun Games
    - Enter in for a chance to win SWEET prizes
      - Gift Cards, Wii, Scooter
  - Field Marketing Presence
UHDS Strategic Initiatives
2009 - 2010

• UC Satellite Chick-fil-A Refresh 2009

• Calhoun Lofts P.O.D Market 2009

• Air Screen Expansion 2009
  – Extreme Pita

• Einstein's Bagels Potential Expansion 2009-2010
Promote UHDS Sustainability
  – Support Campus Garden
  – Promote Healthy Dining Choices, Just 4 U
  – Increase recycle paper products 2009-2010

Internship Expansion - targeting HRM, HR, Marketing and Accounting Internships 2009

UH Dining Services Meal Plan Scholarship

Enhanced Catering in-kind fund 2009
UHDS Strategic Initiatives 2010 - 2012

- Moody Fresh Food Company 2010
- Culinary Manager for Residential
- Freshmen Housing P.O.D Market 2010
- UC Satellite Retail Brand Conversion 2010
- OB RFoC Renovation and Expansion 2011
- New Retail Concept in 2010-2011. Location TBD
- Renovation to UC Retail Dining as part of UC Project 2012
UHDS Student Feedback

- FSAC
- SGA
- Dining Style Survey
- Mystery Shoppers
- Comment Cards
  - On-line Comments
- Focus Groups
UHDS Campus Life

- Tailgating Events
- The “Pulse”
- RFoC Monotony Breakers
- Finals Mania
Shasta Salsa

Taste Test
UHDS Sustainability Initiatives

• Produce Garden
• Recyclemania
• Tray-less Dining
• Garden Composting
• Fair Trade Coffee Expansion
  – Java City Eco Grounds
• Green Stakes:
  – Energy & water conservation
  – Green Chemicals
  – Divert 100% of frying oil
  – Increase sustainable foods YOY by 5%
  – Increase recyclable paper products
Q&A