

Food Service Advisory Committee

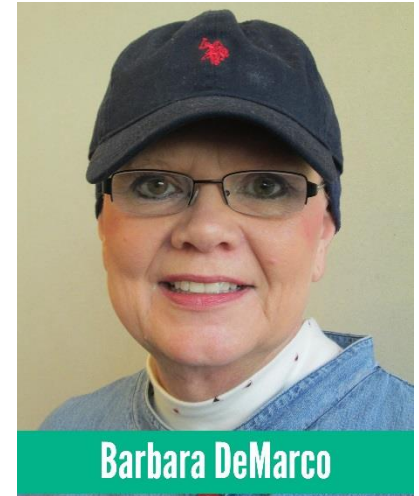
March 11, 2016

Open Forum

Approval of February Minutes

Updates & Information

- UH Dining Services
 - Update on Event Schedule
 - Carnival: March 22 & 23
 - March Madness: April 6
 - Soul Food: April 20 & 21
 - Cinco de Mayo: May 5
 - Customer Appreciation: May 9 & 10
 - New Food Service Director
 - Food Trucks
 - Catering on Cullen
- Taste of Texas
 - Baylor University: April 1st
- Spring Family Dinners



Old Business

- Meal Plan Petition Update
- Food Recovery Network Partnership
- Coffee Program – Architecture



New Business

Fall 2016 Hours of Operations & Pricing will
be available for review on March 31st

Dining Style Survey Results

Fall 2015

Overall Satisfaction




Overall, **15%** are “very satisfied” with the campus dining service. Satisfaction with the dining service is highest among **Faculty / Employees** of which **18%** are “very satisfied.”

TIP: Overall satisfaction is the only attribute measured on a **1 to 5-point scale.**

Please rate your overall satisfaction with the campus dining service.	Very Satisfied 5	4	3	2	Very Dissatisfied 1	2015 Mean n=1,849	2014 Mean n=1,627	Diff. ¹
Total	15%	39%	33%	9%	5%	3.50	3.46	+0.04
Student Residents	9%	37%	37%	11%	5%	3.35	3.08	<u>+0.27</u>
Student Walk-Ons	16%	28%	36%	8%	12%	3.28	3.26	+0.02
Student Commuters	17%	42%	31%	7%	4%	3.61	3.50	+0.11
Faculty/Employee	18%	38%	31%	9%	5%	3.55	3.62	-0.07

¹ Underlined difference is a statistically significant change from Fall 2014 at 95% confidence.

Overall Dining Service Performance

		University of Houston Respondents=1,849	Fall 2015 Campus Mean	Excellent (%7-6)	Average (%5-3)	Poor (%2-1)	Fall 2014 Campus Mean n=1,627	Difference from Fall 2014
		Overall Experience	5.16	44%	52%	4%	5.13	+0.03
 Price of Entry	Cleanliness	5.23	48%	47%	5%	5.29	-0.06	
	Food quality	4.93	37%	57%	6%	4.76	+0.17	
	Freshness of food	5.00	41%	51%	7%	4.95	+0.05	
	Convenience	5.61	61%	34%	4%	5.64	-0.03	
	Speed of service	4.93	41%	50%	9%	5.05	-0.12	
	Hours of operation	4.96	43%	48%	9%	4.90	+0.06	
	 Loyalty	Affordability	4.70	33%	58%	9%	4.64	+0.06
Price / value		4.45	27%	61%	13%	4.51	-0.06	
Food variety		4.59	30%	59%	11%	4.53	+0.06	
 Point of Difference	Welcoming / friendly dining staff	4.93	42%	48%	10%	4.89	+0.04	
	Knowledgeable / helpful dining staff	4.81	39%	51%	11%	4.69	+0.12	
	Comfortable and fun dining atmosphere	5.20	47%	45%	7%	5.10	+0.10	
	Place to socialize	5.25	51%	42%	7%	5.20	+0.05	
	Sustainability and environmental impact	4.78	32%	61%	7%	4.85	-0.07	
Neither	Availability of healthy options	4.54	31%	55%	13%	4.40	+0.14	
	Availability of nutrition information	4.96	41%	51%	8%	4.72	+0.24	
	Availability of vegetarian options	4.47	30%	56%	14%	4.43	+0.04	

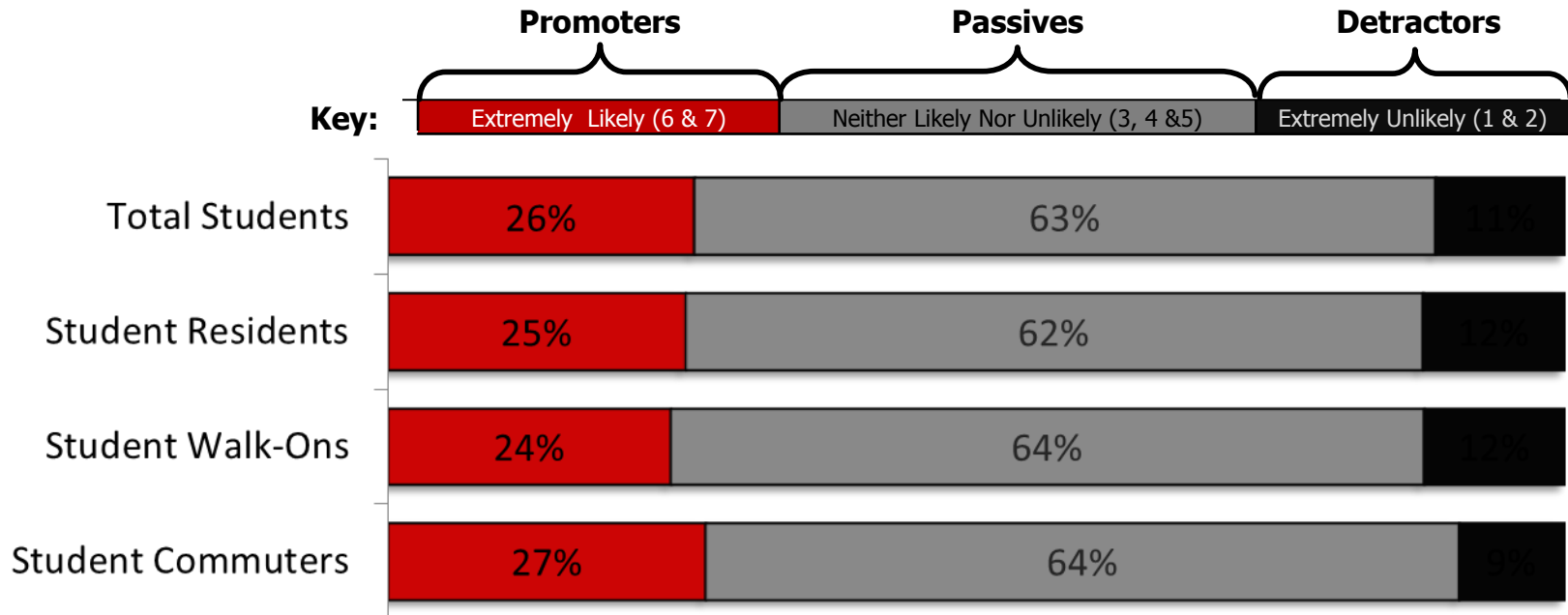
Dining Performance: Locations

<i>Which dining location on campus do you visit most often?</i>	Number of Respondents	Total n=1,849	Student Residents n=594	Student Walk-Ons n=25	Student Commuters n=737	Faculty/ Employee n=493
Dining Locations Visited Most Often						
University Center	555	30%	18%	48%	42%	25%
UC Satellite	380	21%	10%	8%	29%	22%
FFCo at Moody Towers	355	19%	38%	16%	7%	15%
RFoC at Cougar Woods	170	9%	20%	0%	2%	7%
Einstein Bros. at PGH	76	4%	1%	8%	4%	7%
Starbucks at Melcher Hall	48	3%	1%	4%	4%	2%
Taco Cabana at the Stadium Garage	47	3%	1%	4%	2%	5%
Cougar Xpress at ERP	44	2%	0%	0%	1%	7%
Cougar Xpress Market at Cougar Village	38	2%	4%	8%	1%	1%
Subway at Calhoun Lofts	35	2%	1%	0%	2%	3%
Smoothie King at CRWC	28	2%	1%	4%	2%	1%
Subway at the Law Center	25	1%	1%	0%	1%	2%
Cougar Xpress Mini at Cougar Woods	24	1%	2%	0%	1%	1%
Cougar Xpress Market at Calhoun Lofts	13	1%	1%	0%	1%	0%
Cougar Xpress Mini at the Stadium Garage	10	1%	1%	0%	0%	1%
NULL	1	0%	0%	0%	0%	0%

*Dining locations with fewer than 10 respondents, will not receive an individual performance chart.

Dining Advocacy

Likelihood to recommend is a measure of true customer loyalty leading to long term growth and high levels of use. Customers are segmented as Promoters, Passives, or Detractors based on their answer to the question, “Please indicate how likely would you be to recommend the campus dining service to a friend?”



Key Findings

Key Indicators

- University of Houston has a 69% lunch **share of stomach**, a lunch-time participation rate comparable with the national average.
- **Advocacy** of the on-campus dining service is a net positive with 26% extremely likely to recommend vs. 11% extremely unlikely.
- Work to maintain or improve the **overall satisfaction** with the dining service, which is at 15% very satisfied.
- 44% of your total campus rates the **overall experience** at the location they visit most often as “excellent.”

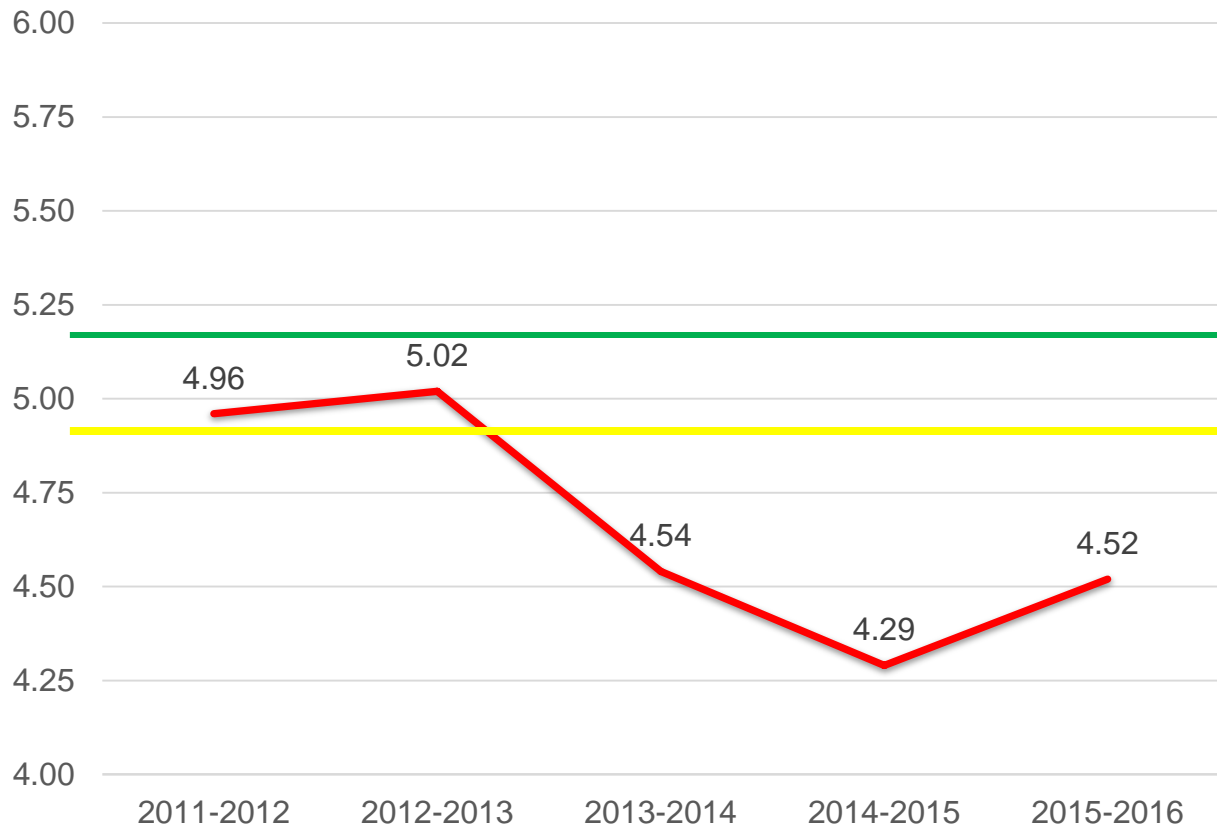
Key Performance Opportunities

- Ensure that customers visit the dining service by enhancing the following Price of Entry attribute: speed of service
- Keep customers coming back by focusing on the following Loyalty attribute: price/value
- Differentiate from off-campus competition by improving on the following Point of Difference attribute: sustainability and environmental impact

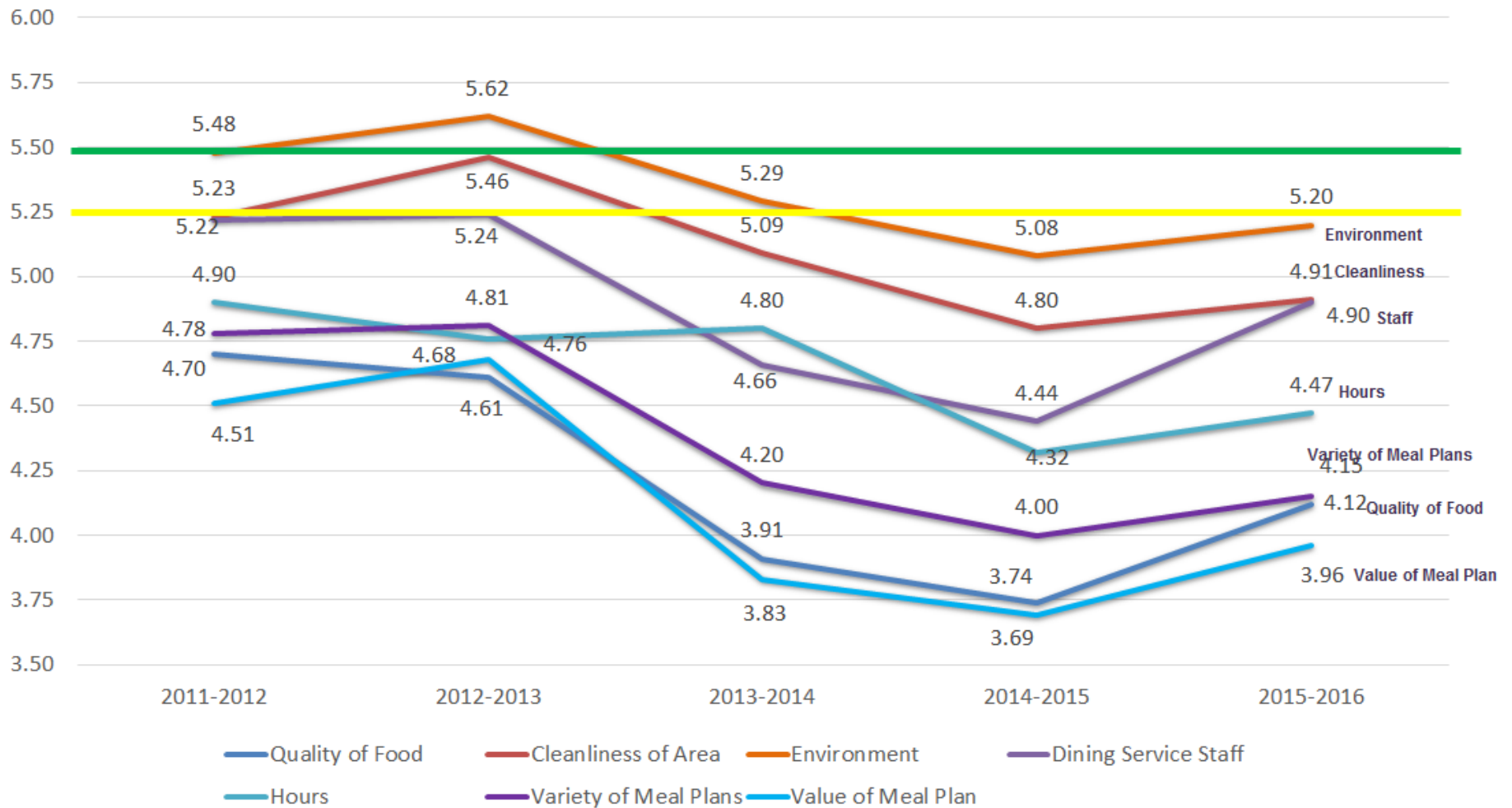
EBI Scores

Fall 2015

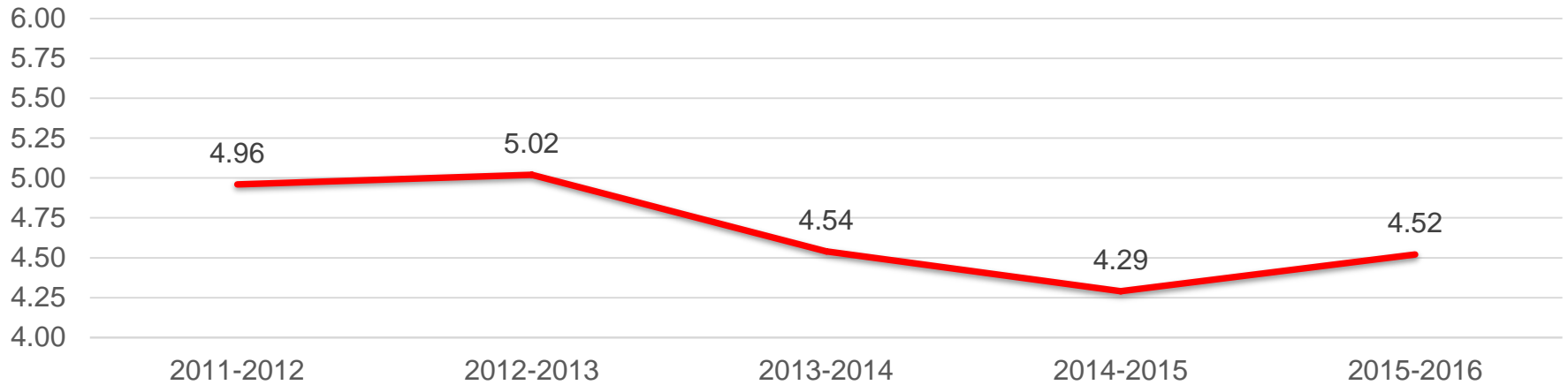
Satisfaction: Dining Services



Satisfaction: Dining Services Performance



Comparison- EBI/Dining Styles Surveys



Please rate your overall satisfaction with the campus dining service.	Very Satisfied					Very Dissatisfied	2015 Mean n=1,849	2014 Mean n=1,627	Diff. ¹
	5	4	3	2	1				
Total	15%	39%	33%	9%	5%	3.50	3.46	+0.04	
Student Residents	9%	37%	37%	11%	5%	3.35	3.08	<u>+0.27</u>	
Student Walk-Ons	16%	28%	36%	8%	12%	3.28	3.26	+0.02	
Student Commuters	17%	42%	31%	7%	4%	3.61	3.50	+0.11	
Faculty/Employee	18%	38%	31%	9%	5%	3.55	3.62	-0.07	

Member Items

Next Meeting

April 8, 2016

Fresh Food Company

12:00 p.m. – 2:00 p.m.