

## Food Services Re-Visioning 2012 Minutes

- I. Welcome
  - a. Showed a map of the projected transition. Titled Fall 2013 Freshman Live-On Requirements.
- II. MarketMATCH
  - a. A 3-5 yrs master plan.
  - b. Looking at the lifestyle needs of students, faculty and staff on campus.
  - c. Key Benefits:
    - i. Looking at the master planning system.
    - ii. A long-term plan versus a short-term plan, goal set at 3-5 years.
  - d. Process:
    - i. Patent pending
    - ii. Collaborative strategy
    - iii. Customer-centric dining research
  - e. Marketing Assessment:
    - i. University mission and vision is to look at what is important to the University of Houston's students, faculty and staff. What are the current trends on campus? Where are students eating the most, what brands are most popular?
  - f. Research:
    - i. Interviews of administration, faculty, staff, and students.
    - ii. iTouch handheld surveys
    - iii. Online surveys
    - iv. Focus groups (chat rooms)
  - g. Campus mapping
    - i. Look at where students live, what they have access to. What neighborhood they are from. Where they park. The distances students have to walk and are willing to walk to dining services. (Traffic patterns on campus.)
  - h. Expert consultation
    - i. Channel growth: looks at residential dining, retail food courts, national brands, catering, convenience retailing, beverage strategies.
    - ii. Operations
    - iii. Sustainability practices
  - i. Transformational Opportunities
    - i. New and existing venues
    - ii. UC transformation as a top priority
  - j. Next Steps
    - i. Conduct the research: Sept-Nov
    - ii. Interviews: Sept-Oct
    - iii. Planning- Oct
    - iv. Client Presentation- Dec
    - v. Community Presentation- Jan