

Dining Services Survey Results

Comparing Results From 2016 Survey vs. 2017 Survey

Background

- **Students surveyed about Dining in March 2016**
 - Goal: Assess student satisfaction & preferences as University explored the future of Dining Services
- **Students surveyed again in October 2017**
 - Asked virtually identical questions to 2016 survey
 - Goal: “apples-to-apples” comparison of student satisfaction & preferences with Dining before and after hiring Chartwells

Background

- **Surveys sent via email to all students**
- **Surveys developed and administered online by:**
 - EMU Office of Institutional Research and Information Management (IRIM)
 - EMU Facilities & Operations (which oversees Dining Services)

Summary of Results

Between 2016 – 2017:

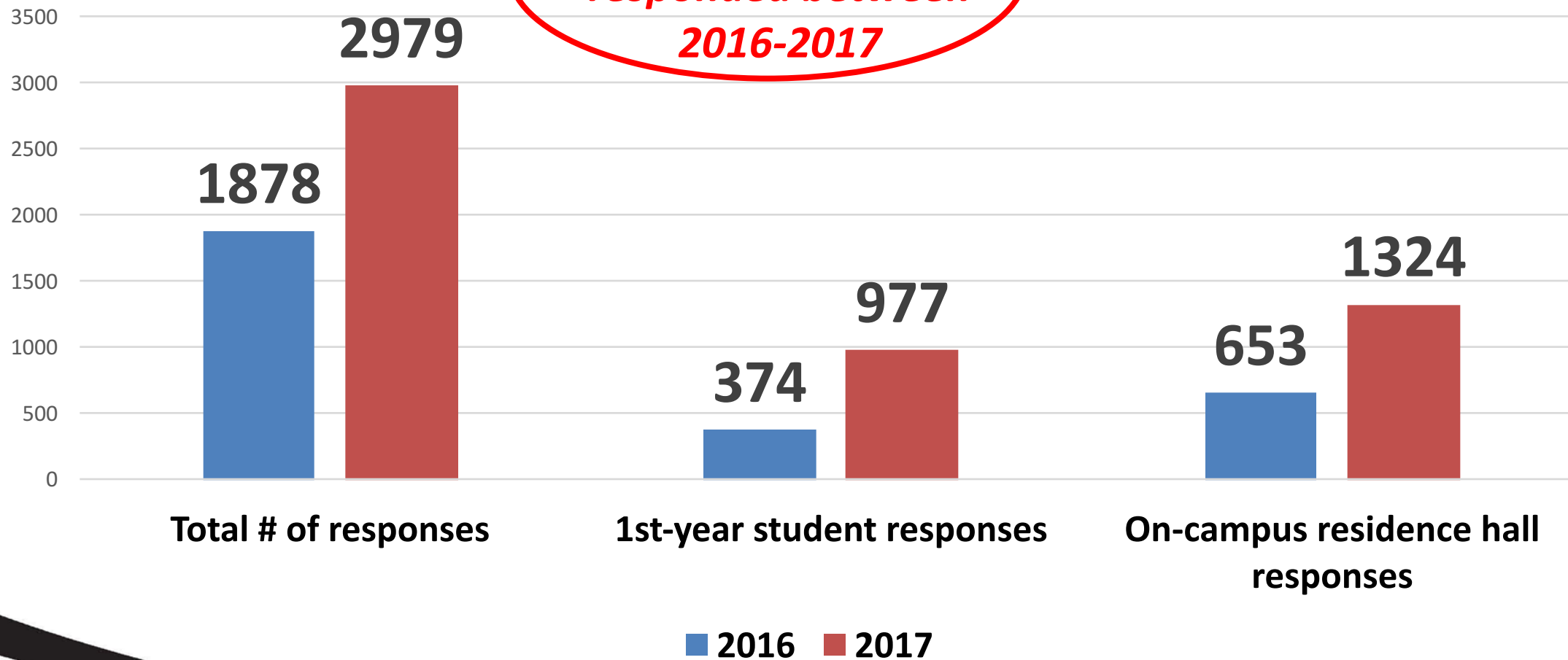
- Student response rate increased**
- Student satisfaction increased**
 - Positive ratings consistent with external audit results
- Students' Dining priorities virtually unchanged**
- Students eating more in the Student Center and less in Eagle Cafes**

Why Does This Matter?

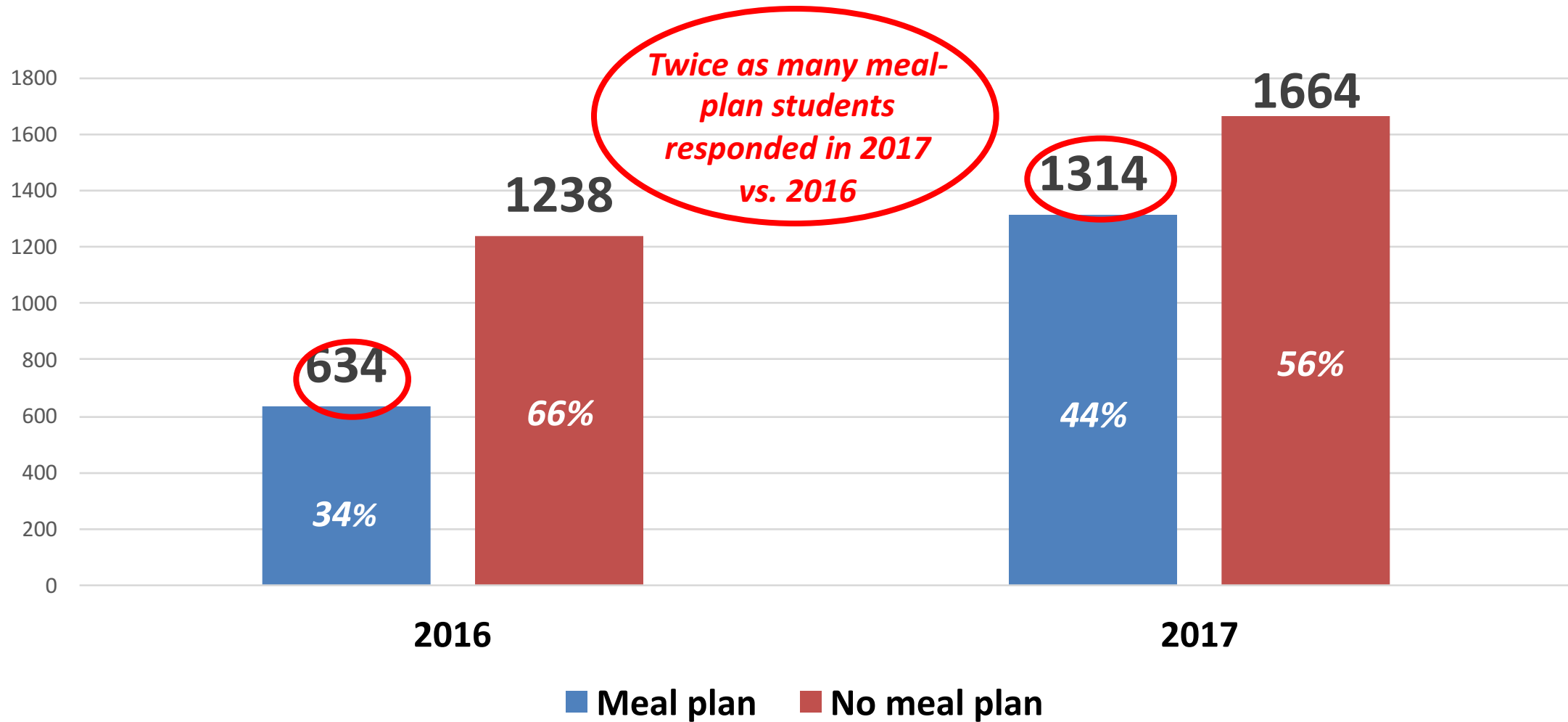
- ✓ A positive Dining experience is vital to the overall student experience
- ✓ Dining is integrated with Housing; both areas provide net-positive financial results
- ✓ EMU is committed to surveying users of services/programs, and then sharing, learning from, and making changes based on those results

More Students Responded in 2017

*58.6% more students
responded between
2016-2017*



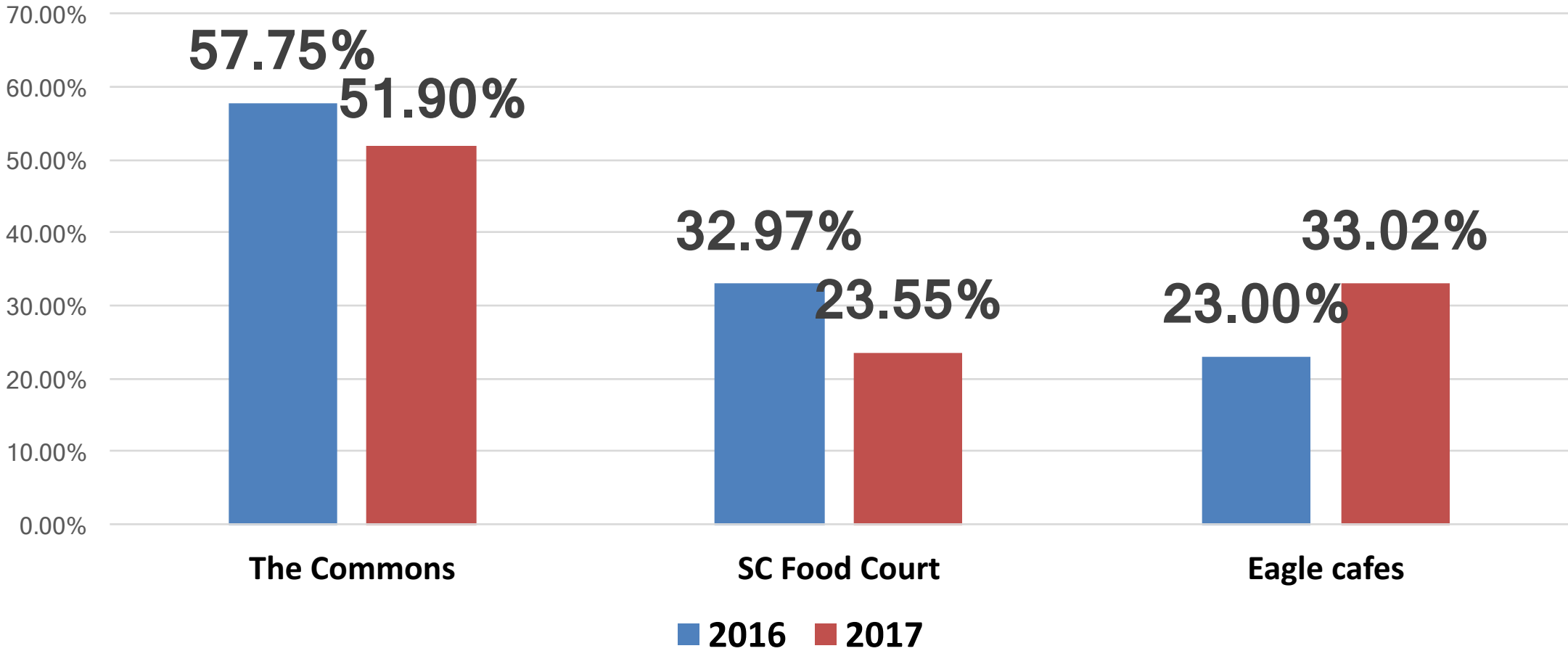
More Meal-Plan Students Responded in 2017



2016 Q: "Did you participate in a meal plan during the 2015/2016 academic year?"

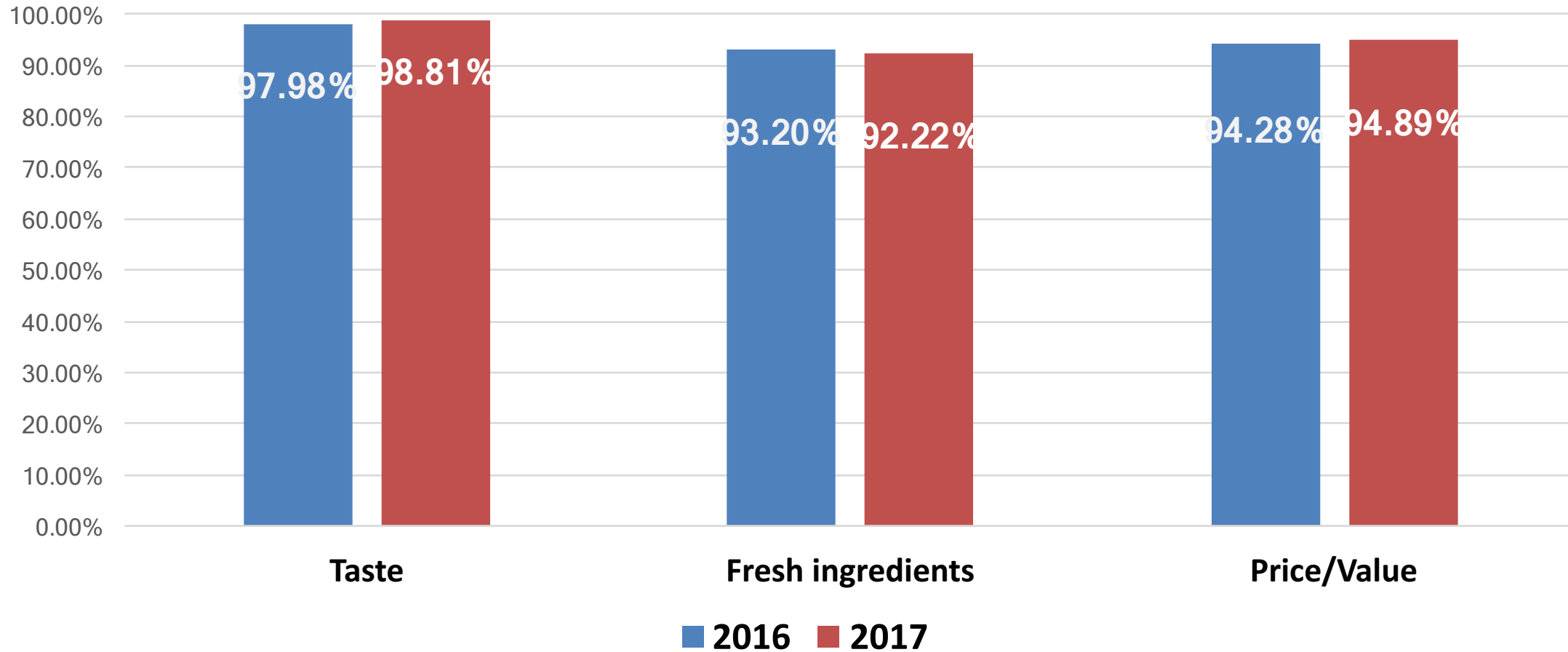
2017 Q: "Did you purchase a meal plan during the fall of 2017?"

Change in Frequency of Students “Never” Eating at Certain Locations



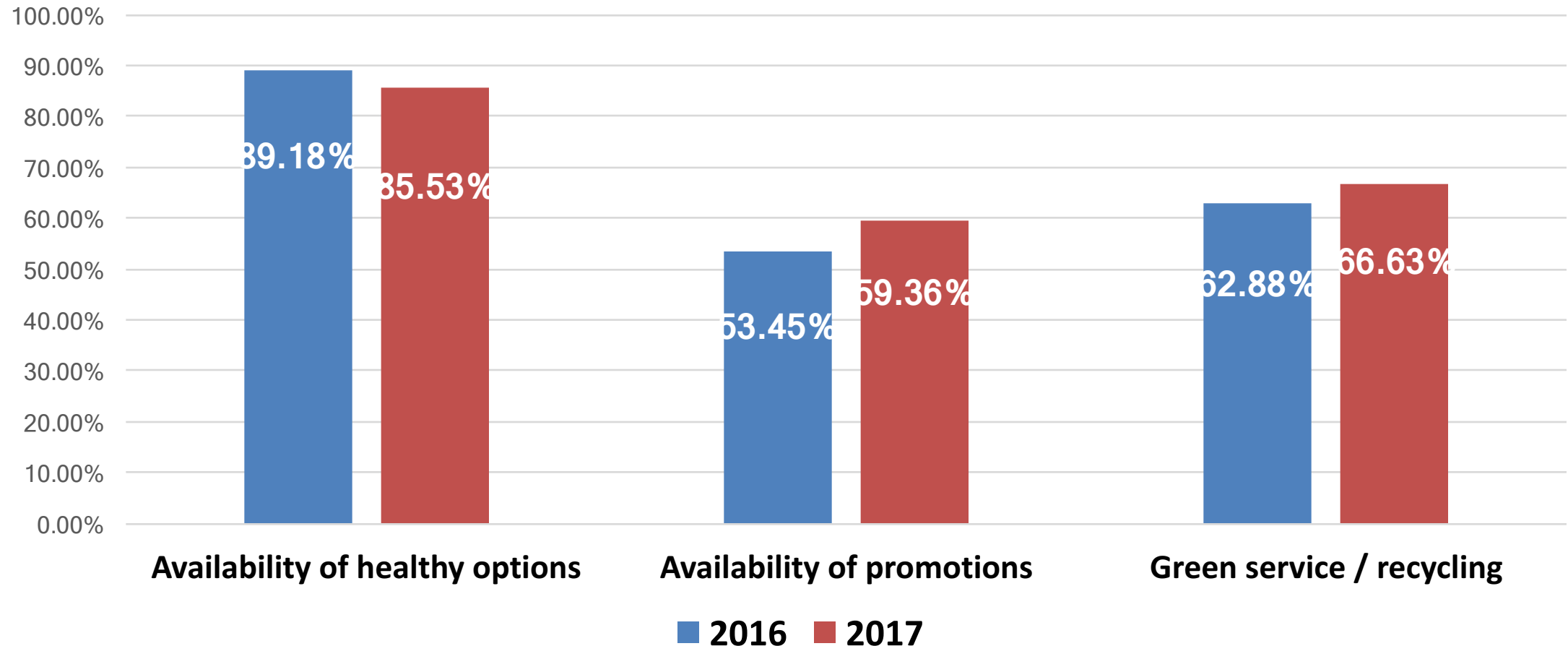
2016 & 2017 Q: “Please indicate the frequency of your use of on-campus dining service locations this academic semester.”

Student Priorities Were Virtually Unchanged...



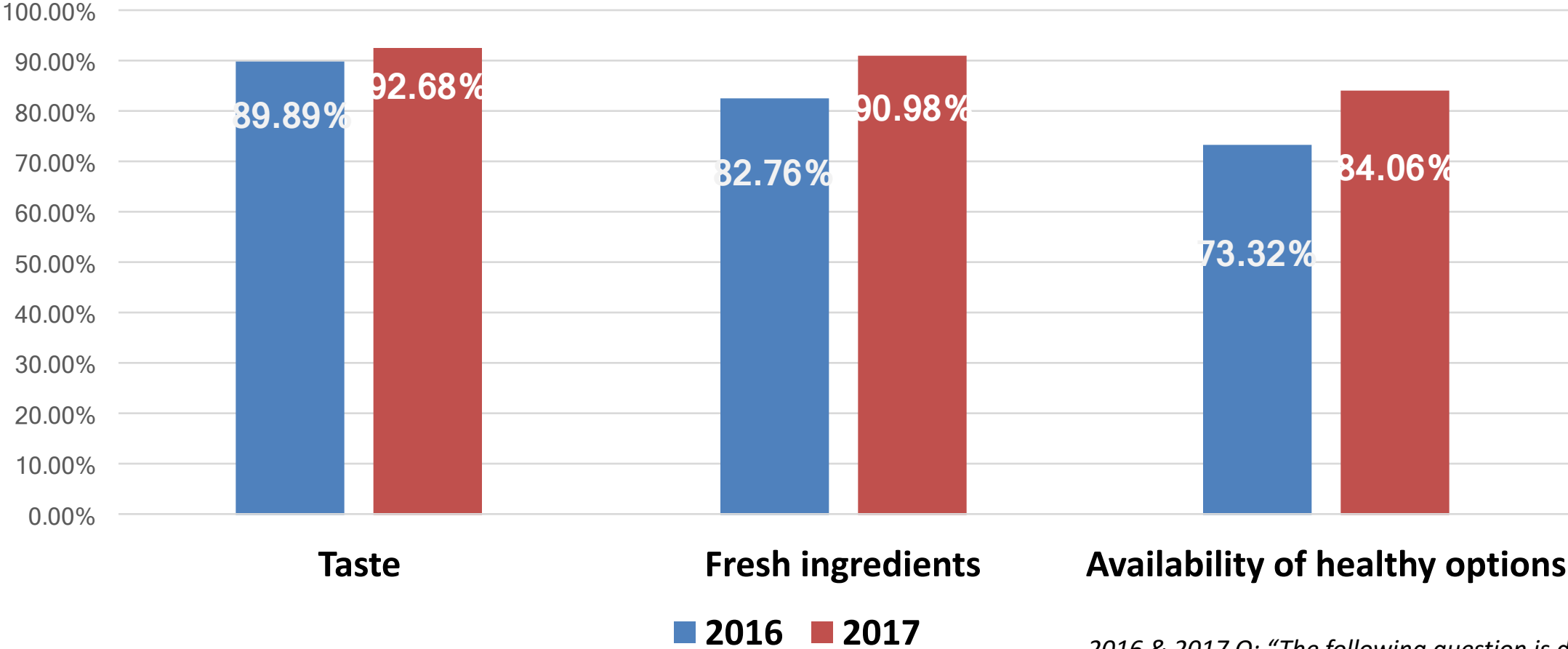
2016 & 2017 Q: "The following question is designed to determine what is most IMPORTANT to you regarding the dining service program. Please rate the importance of each of the following dining service categories."

... Except For a Few Areas



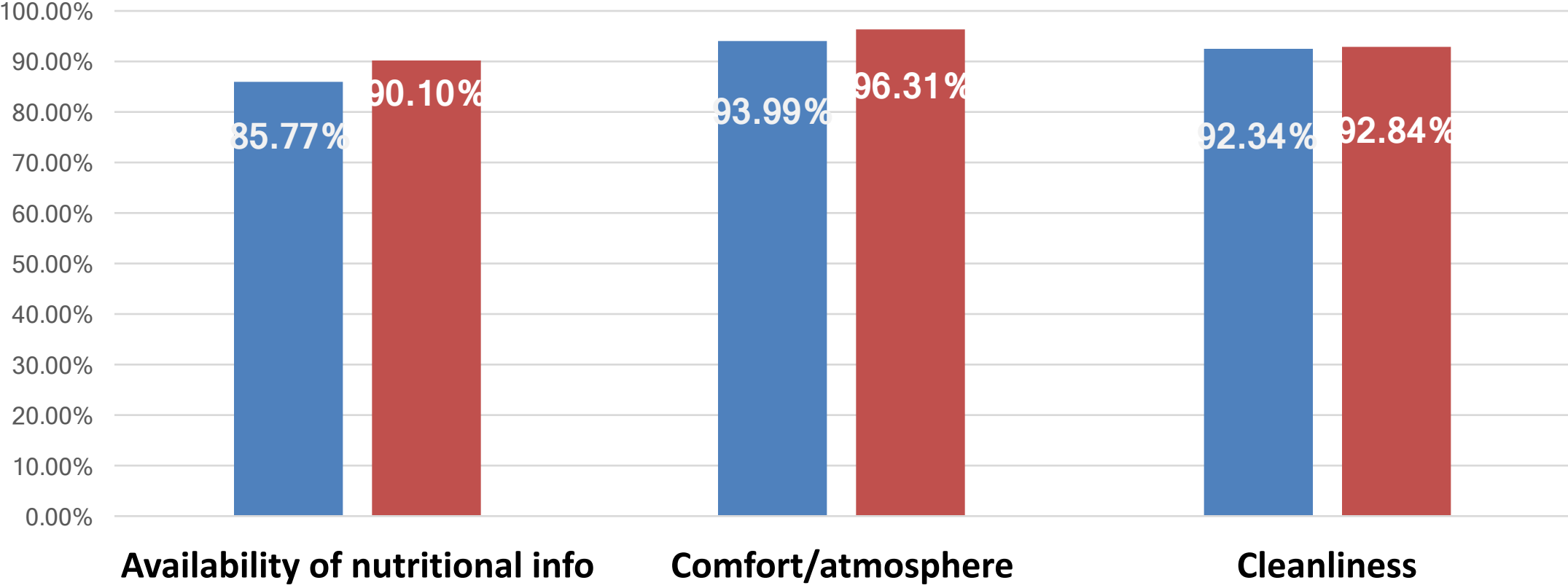
2016 & 2017 Q: "The following question is designed to determine what is most IMPORTANT to you regarding the dining service program. Please rate the importance of each of the following dining service categories."

Satisfaction in Most Categories Improved



2016 & 2017 Q: "The following question is designed to determine how SATISFIED you are regarding the current dining service program. Please indicate how SATISFIED you are with the current dining service categories that are provided at your location."

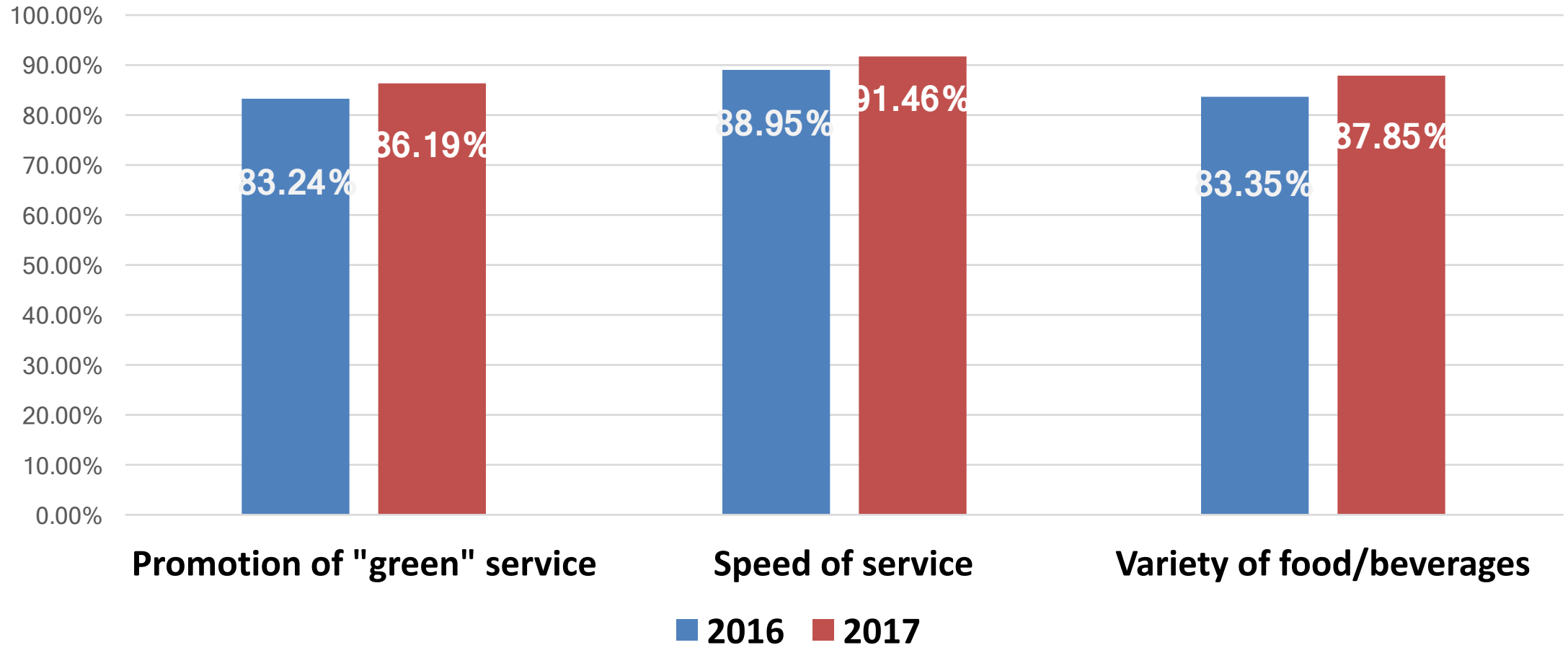
Satisfaction in Most Categories Improved (cont'd)



■ 2016 ■ 2017

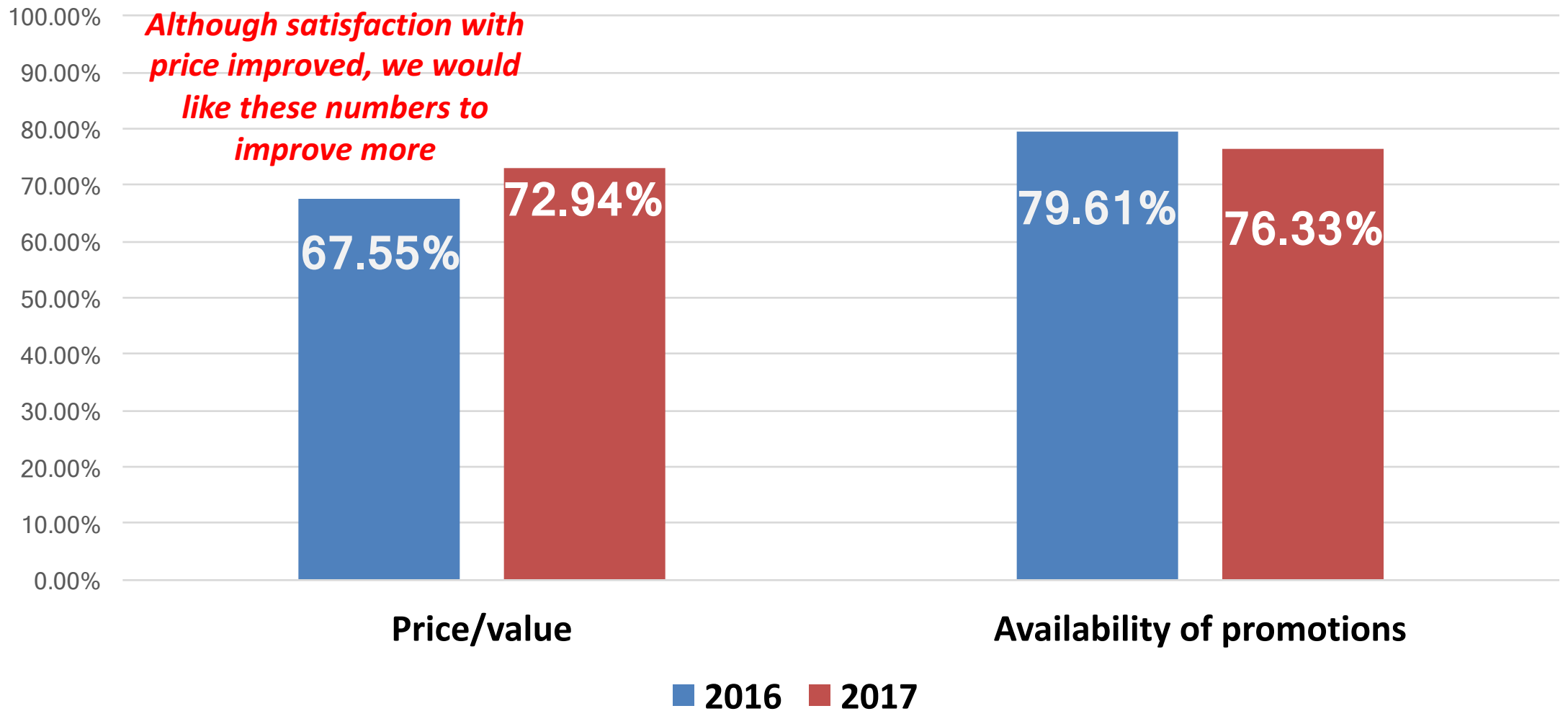
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Satisfaction in Most Categories Improved (cont'd)



2016 & 2017 Q: "The following question is designed to determine how SATISFIED you are regarding the current dining service program. Please indicate how SATISFIED you are with the current dining service categories that are provided at your location."

Areas Needing Attention



2016 & 2017 Q: "The following question is designed to determine how SATISFIED you are regarding the current dining service program. Please indicate how SATISFIED you are with the current dining service categories that are provided at your location."

Preliminary Conclusions

- **Student Center is high-demand, reflecting investment in facilities & offerings**
- **Satisfaction improved in most categories, with significant improvements in:**
 - fresh ingredients
 - healthy options
 - variety
- **Need to develop & market more promotions**
- **Need to offer “value” deals**