



EASTERN MICHIGAN UNIVERSITY



5 Years and Counting

Our Collaborative Partnership:
A Story in Numbers

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Investments

Giving Back to Students and EMU Community

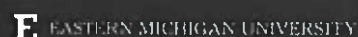
Fighting COVID at EMU

You Spoke, We Listened

Countless Connections



E DINING



EASTERN MICHIGAN UNIVERSITY

Investments - \$14+ Million



Students Requested and Chartwells Delivered: National Brands

- CFA and Starbucks Flagship Location



Transformation of Spaces

- The Eateries, Student Center, Markets, The Commons, CrossRoads

Eateries Before



Eateries After

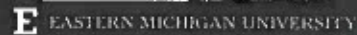


Introduced Technological Innovations

- Mobile Ordering Platform customized for EMU Students, Staff & Faculty
- Self-Order Kiosks at Eateries and CrossRoads' The Roost
- Dine on Campus App – Customized EMU
- RockBot – guest-controlled music at The Commons, Eateries, and Student Center



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Giving Back to Students & EMU - \$12M+



#1 Largest Employer of Students on Campus

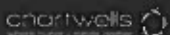
- \$9+ Million in Student Wages since 2016
- 2200+ employed; 300+ progressed into supervisory roles (and wages)
- \$928K+ in free meals for students associates
- 10+ annual paid internships in multiple disciplines
 - Business Operations, Culinary, Finance, HR, Marketing, IT, Sustainability, Wellness, and (coming soon) Supply Chain
- 39% of current Chartwells FT are EMU Alumni
 - 30+ EMU Alumni hired or promoted to Chartwells FT positions since 2016
- \$928K+ in free meals for students associates



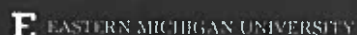
\$150K+ in free Flex Bonuses and Giveaways

\$2+ Million contributions to scholarships, student life, campus events

\$33K+ in food and flex donations to Swoops' Food Pantry



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Fighting COVID at EMU – Zero Spread



No known spread of COVID within dining spaces

- 3rd party auditor recognized EMU and Chartwells' execution of precautions as "the best observed" among other clients, including hospitals and campuses

Followed EMU Leadership and Guidance

- Collaboration with Dean of Students, President's Office, Housing, Division of Communications, Physical Plant, Conference & Event Services, Telehealth, Student Affairs, Provost's Office, Public Health Work Group

Chartwells Protocols and Processes

- Mandatory training for all associates on safety, compassionate service, and operational readiness
- Protocols for employee screening, deep and frequent sanitization, engaging messaging, streamlined menus, contactless service, and safe operations

3K+ meals served to students in quarantine, isolation at no extra cost



You Spoke, We Listened

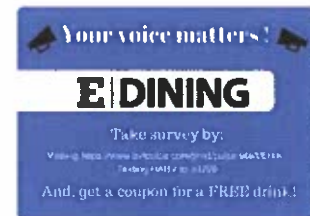


Chartwells Daily Electronic Feedback Mechanisms

- Average of 400 messages received and responded annually
 - Text-to-Solve, Dine On Campus app & website, Mobile Ordering, email

Formal Feedback Opportunities

- Surveys: On-Site Insights, NACUFS
- Tabling events - Marketing, Dietitian, Teaching Kitchens
- Roadshows and Town Halls - Student Government, Athletics, RAs, NSOAs, and more



NACUFS Results Pre & Post Chartwells

Food (Overall)	3.54	3.75	Cleanliness (Overall)	3.98	4.02
Taste	3.55	3.79	Seating Availability	4.11	4.06
Service (Overall)	3.93	4.02	Comfort	4.03	4.06
Service Speed	3.78	3.93			



You Spoke, We Listened – Frequent Requests and Solutions



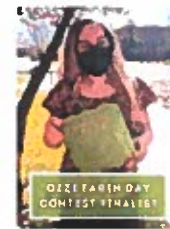
Focus on inclusive menus and accommodating dietary restrictions

- The Commons G8 Station – menu is free of top 8 allergens
- +20 Vegetarian and Vegan entrees available across campus
- Halal Chicken available at select locations



Sustainability Focus

- Cage Free Eggs introduced across campus 2021
- OZZI reusable to-go containers at The Commons – 1000+ containers distributed
- Goal to achieve Fair Trade Campus status by April 2022



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You Spoke, We Listened – Frequent Requests and Solutions



Added Value to Meal Plans

- Increase in meal plan friendly items at Markets
- To-go option at The Commons
- Transact Mobile Ordering platform links to meal plan swipes and flex



More Variety (especially smoothies!)

- Students want Smoothies – solution coming soon!
- Sushi and Jack & Olive now offered at all Markets
- Limited-Time-Offer entrees every month at all locations
- Programming to surprise and delight (Event calendars posted in each unit)
- Students' Choice station coming to The Commons in Winter 2022



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Countless Connections

Chartwells Represents EMU Regionally and Nationally

- Starbucks' Store and Coach of the Quarter, CFA National Safety Hero Award
- Interns showcased at NACE Conference and National Student Success Seminars

Community Service and Donations during COVID

- Washtenaw County Health Department – at-risk citizens served daily for 6 months
- Jewish Family Services – 10,000+ meals delivered to community
- COVID Testing Center – 30+ cases of beverages and 100s of snacks donated
- "Thank you" flex and meals donated for EMU's custodial team



WE WANT TO THANK YOU FOR EVERYTHING YOU DO TO PROTECT OUR EMU COMMUNITY!



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Looking to the Future

Investments

- ShakeSmart @ Rec IM – Delicious and Nutritious Smoothie Brand
- True Burger – New Burger Brand, lower price point, has a % "give-back" to EMU
- Starbucks – add Nitro and new espresso machines
- Delivery service from select units and grocery-style ordering from Markets



Student Engagement

- Increasing employment opportunities, flex bonuses, more internships
- Focus groups for guest feedback

Connections

- Active participation in Student Affairs' mission
- Promoting EMU's mission through Assessment Council participation
- Create more partnerships directly with academic leaders



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