Department Name  Residence Life and Dining Services

Location  Dining Services

Phone Number  678-2295

Web Site  http://www.tigerdining.com/

Department Annual Report web link  N/A

Director Name  Chuck Wigington

Director Email  cwigngtn@memphis.edu

Number of Full-Time Staff

Mission

Residence Life and Dining Services is committed to student learning through the enhancement of the academic and social endeavors within the university and community through a holistic student development philosophy.

Major departments/functions/offices/responsibilities - brief listing

Dining Services operates 3 major dining locations and 3 kiosk operations. Sales exceed $3.5 million per year.
3 main departmental goals and related accomplishments/results for 04-05

Goal #1
Goal: Enhance commuter involvement and engagement with the university through dining service operations.

Objectives

1. Develop additional kiosks within academic areas that create community destination space.
2. Market kiosks and the FIT Cyber Café to commuters and faculty.

Results/Accomplishments #1A
Patterson Hall Kiosk opened in June.

Results/Accomplishments #1B
Marketing efforts for the kiosks included couponing all faculty and staff within the building and or adjacent buildings. Couponing students during peak traffic time in the kiosk areas. Advertising specials in the Helmsman, and on the Residence Life Channel.

Goal #2
Goal: Explore implementing mandatory dining experiences that will enhance the base sales.

Objectives

1. Visit urban campuses that have mandatory meal plans and study the effectiveness and impact on residence hall occupancy.
2. Study campuses that have implemented a mandatory undergraduate buy in with a declining balance program.

Results/Accomplishments #2A
Data has been collected regarding types of mandatory meal plans within the region. An economic analysis took place through the Dining Contract bid process to determine the amount of financial impact a mandatory dining plan would have on the institution. A committe has been developed to operate this fall with visits to area programs with a variety of mandatory board plans.

3 main bragging points for department - Optional

Bragging point #1
Dining sales increased to exceed the minimum commission guarantees.

Bragging point #2
The new contract provided funding for Dining Services to balance the 05 budget year without institutional subsidies.

Bragging point #3
Implemented a new national brand concept with Quiznos opening in the UC Marketplace this fall.
Contact summaries for the 04-05 year as applicable - headcount counseling sessions, cases, programs help, students housed, children housed, children cared for, tests administered, interviews hosted, etc.

Sales grew from $3.1 million to over $3.5 million.
Sales increased in Tiger Den, FedEx Institute, Catering and Theater Kiosk.
Developed and implemented new board plan options with the Housing Advantage program and the Honor's/Leadership program.
The new contract provides $50,000 per year.

3 Main initiatives for 05-06

Initiative #1
Close UC Marketplace which will reduce sales by approx. $850,000.

Initiative #2
Enhance Kiosk operations that include a new concession cart for foot traffic sales. This may include opening a kiosk in the library.

Initiative #3
Implement the Mandatory Meal Plan Committee to make a recommendation for a program by November 2005.