STUDENT AFFAIRS ANNUAL REPORT DATA 05-06

**Department Name**  Dining Services/Tiger Dining

**Location**  011 Richardson Towers

**Phone Number**  678-2295

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

**Director Name**  Danny Armitage

**Director Email**  darmitag@memphis.edu

**Number of Full-Time Staff**  100

**Mission**  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 is contracted through Aramark Corporation through the summer of 2009. Dining Services operates 6 dining facilities in 6 buildings on campus. Sales has exceeded $4.3 million in 05-06 and has exceeded the minimum commission to the university. Meal Plan sales increased to 800+ for Fall 2005 and has increased close to 100% in 4 years.

**3 main departmental goals and related accomplishments/results for 05-06**

**Goal #1**  Enhance commuter involvement and engagement with the University through dining service operations.

**Results/Accomplishments #1A**  Sales have increased at the Fed Ex Institute and at the Theater Kiosk by 50% in three years. The Patterson Kiosk opened in Summer 05 and has increased sales and use surpassing expectations.
Results/Accomplishments #1B  Marketing programs at the Patterson Kiosk and the Fed Ex Institute Kiosk have promoted the use of these locations for commuters.

Goal #2  Explore implementing a mandatory dining program that will enhance the base sales.

Results/Accomplishments #2A  Committee members visited the University of Alabama, UAB, MTSU and Austin Peay State University and identified the specific types of meal plans, including strengths and weaknesses.

Results/Accomplishments #2B  A recommendation will be made in November to the Vice President.

Initiative #1:  Renovated and modernized the Theater Kiosk, Patterson Kiosk, and the RT Cafe (The Blue Zone).

Initiative #2:  Implemented credit card sale operations at all cashiering points.

Initiative #3:  Partnered with the University distributing $50,000 in catering funds on 40+ programs.

Up to 3 student learning objectives and outcomes for 05-06

Student learning objective #1  Students will learn about international dining options.

Assessment Method #1:  Students participated in a program that offered several international food items that many had never tasted. Students were surveyed on their reactions to the food and program.

Outcome #1  
46 students participated in the survey.  
31 students stated that they learned a wide variety of things from tastes, to being more "open minded" to try new things.

3 main bragging points for department - Optional

Bragging point #1  Dining Sales exceeded $4.3 million in sales (20% increase over prior year).

Bragging point #2  Exceeded minimum commission payments to the University by approx. $80,000.

Bragging point #3  Sold 800 meal plans in the fall of 2005. This is close to 100% increase in 3 years.

Revenue Producing Initiatives and Results:  Increased sales by 26% in dining services. This increase was primarily in the Kiosks and in credit card sales. There was a 3% (overall)
increase in pricing. New initiatives include a possible operation in the Library and a major renovation in Jones Hall.

**Community Involvement and Partnerships:** As a gesture for community support, 05-06 was the first year that Aramark made a $50,000 catering contribution to campus activities, programs, and events. This provided programs such as Up Til Dawn, the Multicultural Fair, and other events to elevate to a new level.

**Collaborative Efforts:** Dining Services worked with the Hotel and the College of Business on the an Alumni and Friends event held in February. This was the first time the hotel catering staff and Aramark's Catering staff partnered on such a program.

**What students learn from Student Affairs:** Through lunches in the Vice President's office, programming across the campus, or sitting and studying at a kiosk in Patterson or Theater; Dining Services provides destination locations that develop communities. Because of this several administrators and department heads have asked for dining opportunities to take place in their respective facilities.

**Contact summaries for the 05-06 year as applicable - headcount counseling sessions, cases, programs help, students housed, children housed, children cared for, tests administered, interviews hosted, etc.**

Sales $4.3 million  
Meal Plans approx. 800 (60% increase) 
24% increase in sales overall  
90% increase in kiosk sales

**3 Main initiatives for 06-07**

**Initiative #1** Expand operations in the Library through an additional kiosk that may include a partnership with the Campus Bookstore.

**Initiative #2** Mandatory Meal Plan Proposal in November.

**Initiative #3** Develop concepts for the new UC and develop an understanding of how the next contract may be impacted by the new UC needs.