

**IUPUI Focus Group
FACULTY & STAFF
September 29, 2009**

Facilitators: Josh Berger, Stacy Blanton,

Campus Departments and Offices represented:

Michael Ney	Dan Maxwell	Melanie Hollcraft
Michelle Verduzco	Cathy Flynn	Stephanie Fortune
Denise Scroggins	Tammy Martin	Kevin Walsh
Michael Sprinkle		

Stacy Blanton

- Welcome and Introductions
- Explain Focus Group and Goals of Program
- Discuss Commitment for Focus Group 2009/2010
- This time it will be open floor, going forward we will work from an agenda
- A few things to address:
 - We manage retail and catering services on campus
 - We do not manage vending or hot dog carts

GENERAL COMMENTS

Breakfast at Spotz is a great thing but the perception is that b/c of breakfast the rest of prices increased. I mean, Wild Greens increased \$1!

Josh: explained cost price analysis project: increased and decreased prices and assured that it was not because of breakfast that some prices increased.

Does space allow for a salad bar where you pay by the ounce? Hospital does it and there is plenty of room for it.

Josh: The idea is conceivable but it would be about the same price that we currently offer after you added the dressing and other toppings.

Misc. prices have increased and are very high – pudding has changed over the last 2 years: was \$1.49, then \$2.49, now \$3.49!

Josh: and it is still one of our highest cost items at 42%; 47% if you include the container. The answer might be to look at a smaller portion for a smaller price.

Or leave out the candy.

We had an event a couple weeks ago. The pasta salad was delivered late and there were no serving utensils. Is this right?

Josh: no, there should be serving utensils with your order.

I handle a lot of catering events – sometimes FourCourse Catering is twice as much as the caterers that I compare it too.

Josh: we do a market basket, going to put it on the website for review

Why have you picked and chose the caterers that you compare to?

Stacy: the caterers chosen were based on information obtained on surveys and by talking to our customers about which caterers they have looked at in the past.

Josh: Then all the pricing is approved by the university. I go over each item with Maggie Miller.

We've called before and you wouldn't take our order. It was always something like under 25 ppl on a Saturday or it didn't meet the minimum dollar amount. Why? We are a 24/7/365...

Josh: We do have minimum orders on the weekends because we are not a 24/7/365 operation. Do you tell the customers that they can use another caterer if our order doesn't meet the minimum? Because no one told me.

Josh: I want to tell you that we do, but since you've heard differently, I would have to check before I answered your question. It costs us extra to do an event on the weekend. Of course, if we have people on site, it is very easy for us to accommodate orders.

Not to change the subject, but what about the hours? I feel neglected when the students aren't here.

Josh: We present recommendations on the hours for each station to the university because the college subsidizes the cost when the students aren't here.

Did you send the hours through any campus communication channels?

Stacy: yes, the hours went through JagNews, InsideUPUI, our website, the Campus Center website as well as listservs. Since then, however, I have been added to additional list servs.

Josh: We have found that some channels are not very dependable. We are very interested in being added to any lists that you might have.

Have you thought of advertising through the Registrar/Onestart at the beginning of each semester.

Stacy: This was recently brought to our attention as a possible avenue and we are exploring it.

In the graduate office, we have a small student base that would come after work to eat but they don't know when the hours are? Where are they posted?

Stacy: Outside each concept on campus including several places right outside the food court. They can also be found on our website as well as the Campus Center website. Both are always current.

I have a suggestion! Have a fountain machine in Outtakes! We love our fountain beverages and ice!

Josh: We like Fountain Drinks! We can discuss the possibility with Coke

Back to the Market Basket for a minute. Why did you not include California Connection on the buffets?

Stacy: The form that I used this year is new and is based on the Baker Group Report.

Josh: Does everyone know who the Baker Group is? The Baker Group is an independent company that came on campus and rated the food service on campus including vending. The report gave us and the university a lot of valuable information for the long term plan.

The portions always seem to come up short. When I order for 300 from California Connection, I get enough food for 350! When I order for 300 from FourCourse Catering I get enough for only 250-300. They are not responsible to give you more than you order! Well, why not, if California Connection does it.

Josh: Call us if you have an issue with portion sizes. If the chef were to make that much food for an order for 300, now that would be bad business. Very bad business decision.

That's why you're bald today!

In my experience with FourCourse Catering, the individuals who are doing the booking arrangements as well as the food was very good.

Sometimes it seems like the Campus Center staff and the FourCourse staff don't communicate.

Michael Sprinkle: I meet with Deana weekly to discuss the next week's events. What happens sometimes is: you book the event and make the arrangements with FourCourse and it is put onto your Banquet Event Form. Then your boss or someone higher than you comes in and doesn't like the way it's set up. Then it gets changed from what you originally discussed with us and with catering then it is all messed up. We want the merge to seem seamless. I speak very highly of the FourCourse team.

Josh: Paint a picture in their mind and don't let go of that customer until the picture they have and the picture you have are the same.

Well, I don't think I've ever received a Banquet Event Form!

I was at Taylor Courtyard and there was a cook-out going on. The students were loving it because there was a cheap value meal! Why don't we have value meals in the food court?

Josh: We do have value meals, specifically at Spatz Grille. The price of the cook-out was based on the program it was for "Step onto Campus"

The quality in the Food Court has always been good.

Josh: We have been working on a lot of great things for the food services and we are making headway.

Specials in every station

Taste of... promotion each Friday

Customer Service: uniforms, ppl in their places

I'd like to give credit where credit is due. Catering was bad a year ago and students are happy with it now.

Can you get rid of the orientation program in the summer? I've spent 45 minutes in line during orientation!