

**IUPUI Customer Forum
RESIDENT STUDENTS
March 5, 2009 (6:06p – 7:09p)**

Facilitators: Stacy Blanton, Josh Berger, Deana Mitchell

Participants: 17 students RSVP'd to attend the event. In the end the following were present:

Alexander Dykes
Mitchell Mosbey
Danielle Neveles
Olutope Omosogbon
Zachary Ringler
Salvatore Spina

The purpose of this group was to discuss campus dining with students that live on campus.

Stacy Blanton

- Welcome and Introductions
- What is a Focus Group?
- Confidential, no mikes/tapes being used

I. Data Collection

- a. Attitudes associated with campus dining in general**
- b. Characteristics that would create the optimal campus dining experience**

I think it should be more accessible, at the Campus Center; they close at 2p-3p on Friday and 6p during the week. Say you live at Ball or the apartments and you don't have a car and go there to eat. It's not very accessible to you because people have late classes, get hungry get out of class. I cook a lot but I don't have a car, I'm very limited and if I do plan on eating I have to get there at 6p.

There should be something on the weekends. In Evansville, we had a weekend buffet because since living here, it's up to you to get your food.

I eat lunches on campus or lunch breaks but I ended up with three options. Riley café-which has a healthy heart meal and is the best option because one can have lunch \$4, then get a free lunch, so I free after 5... so there's a rewarding system. The food is good and the result of losing weight works very well. There are the other two options but one cannot have wraps everyday...and the other option is the Den at the hotel with the bar, and Chancellors but it's extremely expensive but healthy. The patio serves sandwiches, wraps, and has a system of specials every day because the menu is day related.

I think for me, the effort for Chartwells, which I've been here since Fall 2005, I personally like the presentation and the access of the staff, at times I've been heavily affiliated with the staff, I've had the directors cell phone number, received emails quickly, the staff is nice to me and a smile means something to me...but I guess in terms of what can be better, cater better to those students who live on campus. I've been involved, I could get groceries, I'm a native of Indianapolis and it's tough and kind of hard with no options during the week. I don't know the 30 year plan for food expansion or growth, I hope with housing there will be options. I don't know 30 year plan well, but the Evansville plan sounds genius ...so in terms of healthy-ness people will walk there.

Another observation is that some students, well a lot of students are off campus and most of their classes are in one building and there's no reason to go to another building, I know when you moved to the Campus Center you closed the other locations and so it's only the Campus Center. It's expensive and you may not even be able to commute there.

I'm a student and many bring lunches. I know it's not Chartwells position, but just having a station with a microwave promoting Chartwells, have nicer areas like in the School of Science or anything without food access because you can only try one of those sandwiches so many times...

II. Discussion

a. Current Brands (across campus)

I think kiosks are a great idea, those are isolated areas and it just helps especially in the library. I like how they made that an attractive place so now there are chairs and now they may get a water when they are sitting there. And the business bldg saved me so many times, I'm sad that the law school closes at 1:30, it's a good experience there, there's nice staff there, it's always a pleasurable experience with the law school staff.

I like the new addition of Spatz Grill.

I like meatloaf and the grilled cheese!

Bring back the jalapeño ketchup!

That Mexican place, I got the salsa, I got the hot stuff and thought, "wow this is weak."

I really like the old pizza place, I'm not a big fan of Mamma Leone's, too bland, the other was stuffed pizza, breadsticks, I used to eat there like every day. (Lucas Pizza at hotel) They had a great product and there was a long line of people, it was the only real business that appealed and it was the most appealing and seeing the place now downtown always empty.

Josh: I've never had this pizza before (speaking about Mamma Leone's), does everyone like what they're eating?

Its okay.

I like what you removed from the bottom! It added spice, but I like that there isn't anything anymore.

I think I'm biased, I don't like much pizza, I'm from Chicago

When you first started, the only one I liked was breadsticks with cheese....

(Everyone raves about Bosco sticks)

Lucas pizza was making the product, lost the quality of the food,

Josh: We make that pizza for scratch all day long, in continuous production. It's ridiculous, some days

But, it sits under a lamp all day, Lucas goes in an oven...

Before I knew about focus group, I was on web site, nutrition facts, what we are consuming, companies not putting info into even though I'm not eating well at least I know how much I'm consuming

Mondo's upstairs, it's closed, always too early. Why is it upstairs all by itself?

Subs are comfort food and Caribou cafe I love it, I call myself a tea critic, I think they are quality. And then with Mondos, can you bring back old potato salad? it's different now, but old was much better. (this is the baked potato salad)

I wish the places are 10th street would accept JagTags

b. Current Catering Program

The events I've been too food good service good and the people who serve put together is really nice.

My organization gets food for our meetings, it's really easy to order, options on no frill, adequate to provide food for diff types of people.

I'm the PR of Japanese Club and wondered what kind of Japanese food we can serve? (Deana: that would be a custom item and we would work with you on your menu with our chef. Stacy: We do ethnic menus all the time and we work with the Executive Chef from University Place to create them)

III. General Discussion

Josh: Where else do you eat?

That entire plaza with subway, donato's, nothing really else downtown

Stacy: describes Market Basket projects and discusses catering discounts given due to the research.

2 things, I really like having outtakes because their hours are longer and nice to get a snack, sometimes on way back to class. I cook but nice to grab snack or to an evening class. I miss the Gyro place in the hotel! Gyros and yogurt!

I think the price of Mamma Leone's pizza through catering is too high. And when I try to have events in the Campus Center, they force me to use Chartwells.

You can use rooms in the library and have any caterer you want come it.

Deana: It is a demographic exclusivity policy and does cover the Library. (Brief explanation on policy)

One thing, I like a lot of updates, not same menu constantly, not new everywhere else, not new but here, even thought not new, get attention. And make sure to advertising for food place, had fish sandwich and I didn't know it until I got there. Don't rely only on web advertising.

Don't send email through a listserv. I won't read it.

What is with the weird hours in kiosk where closed for 2 hours (Jag Connection).

Put a coupon on the website and you will get more traffic

I would enjoy having printed off copies of the Nutritional Information for all the brands.

Notes/Appendix:

- **Vegetarian/Vegan Brochure**
- **Website information**
- **FourCourse Catering FAQ sheet**
- **FourCourse Catering "No Frills" Brochure**
- **FourCourse Catering Magnet**