



# Enhancing the Student Experience: Campus Dining Strategy



Status Update - February 2019

# Dining Strategy

## Improve Recruitment & Retention

- **Expand meal plan options**
- **Drive student engagement**

## Increase Revenue

- **Reduce operating expenses**
- **Increase retail options**
- **Retain customers on campus**



# Assessing Franchises

- **Franchising option – availability and terms**
- **Student preference**
- **Available in DeKalb or surrounding area**
- **Menu mix**
- **Brand recognition**
- **Customer satisfaction by *Business Insider Review***



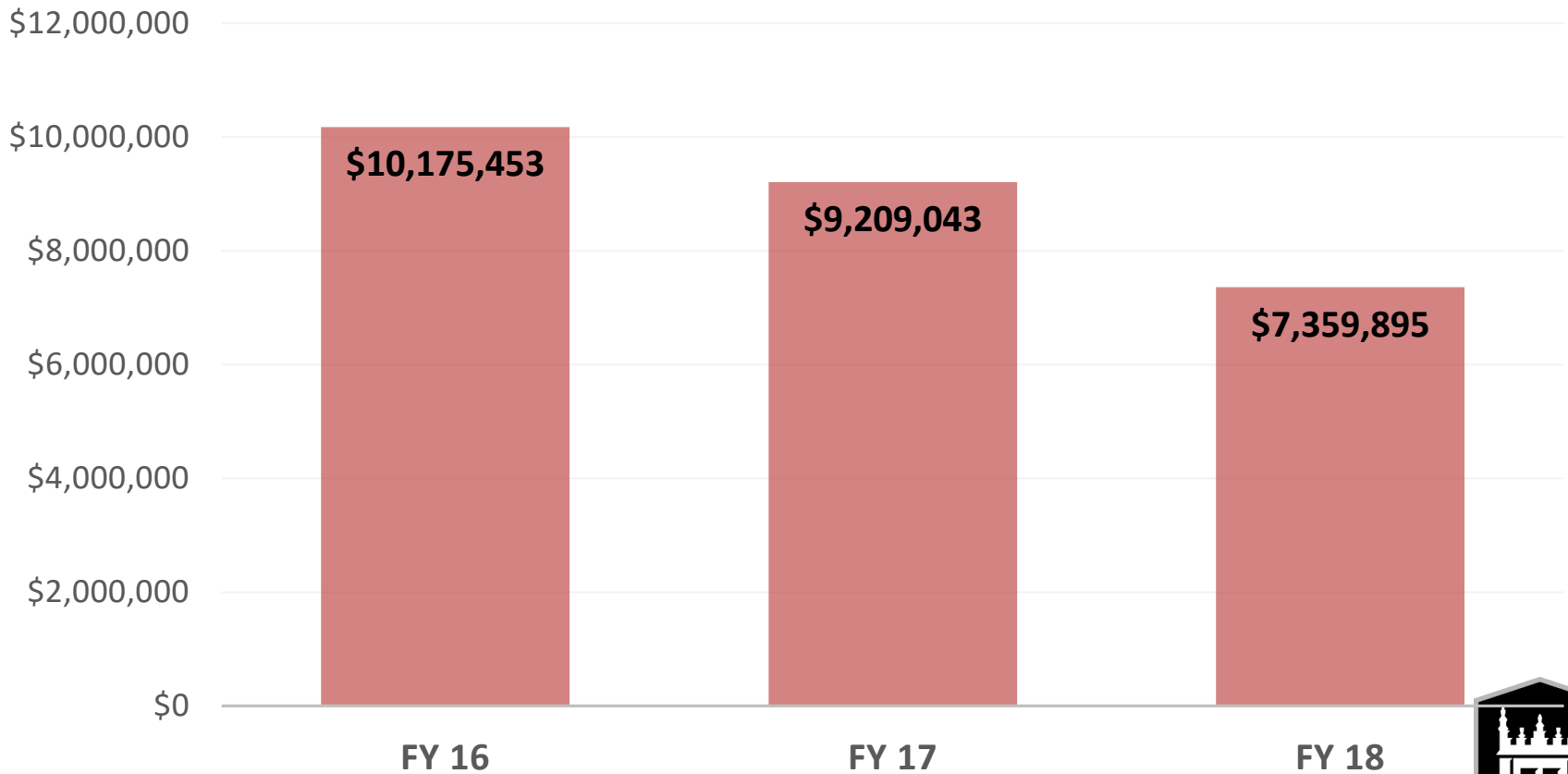
# How Franchises Operate

- **NIU is the license holder and operator**
- **Staffed by NIU employees – full-time and students**
- **NIU pays royalties to vendor on a percentage of sales**
- **All profits retained by NIU**
- **Typically 10-year agreements with termination option available**



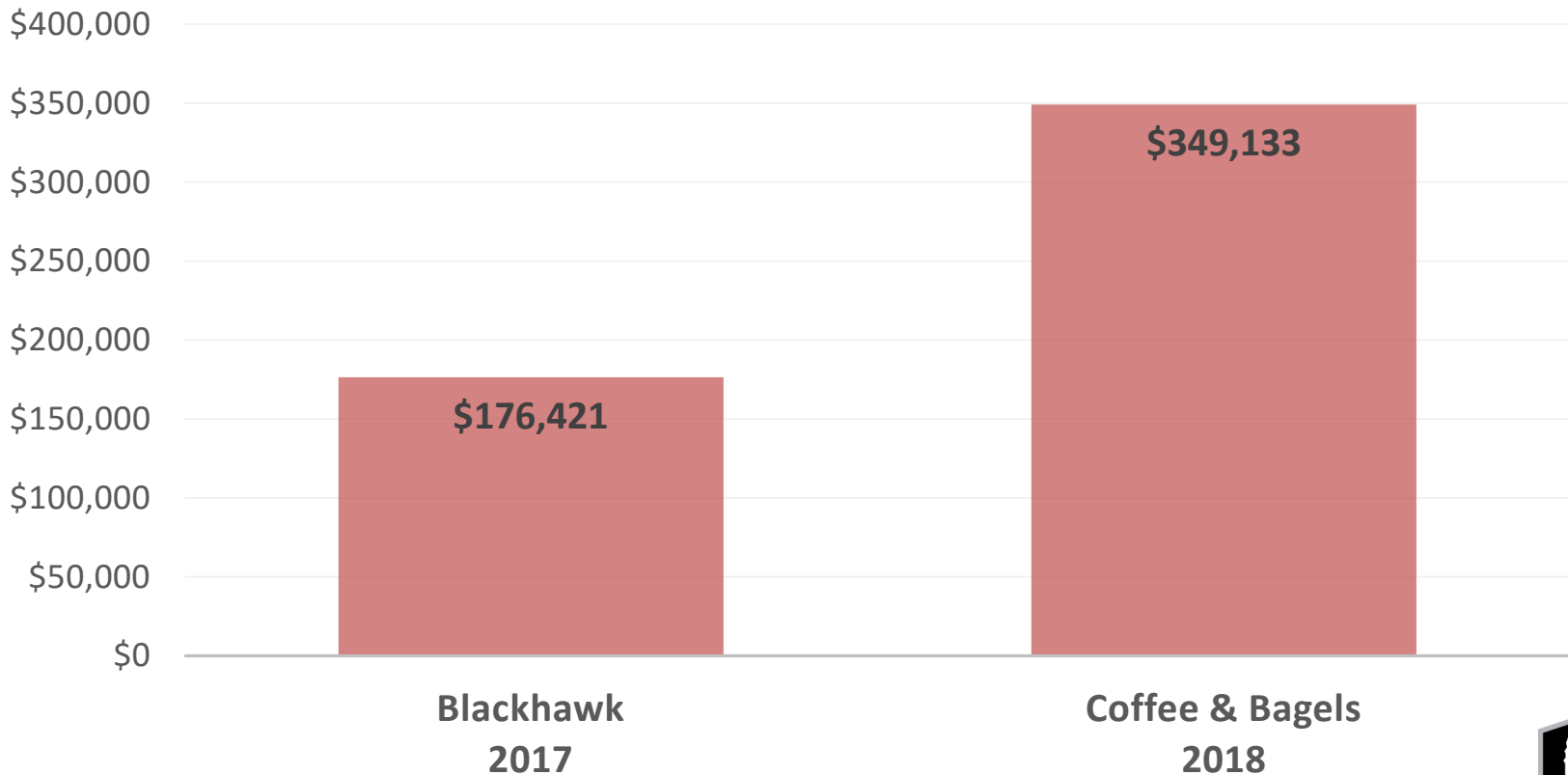
# Reducing Expense

## Residential Dining Expense



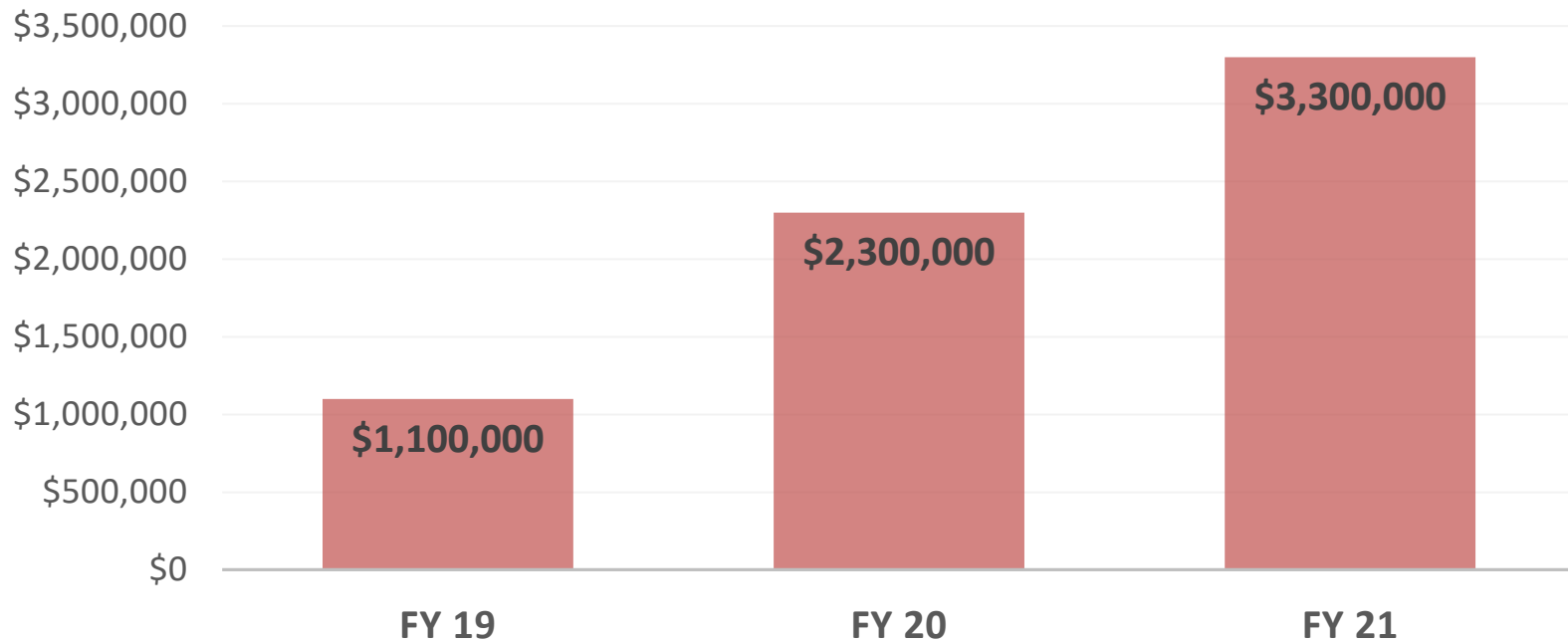
# Coffee and Bagels Gross Revenue

## 9-Month Revenue (April – December)

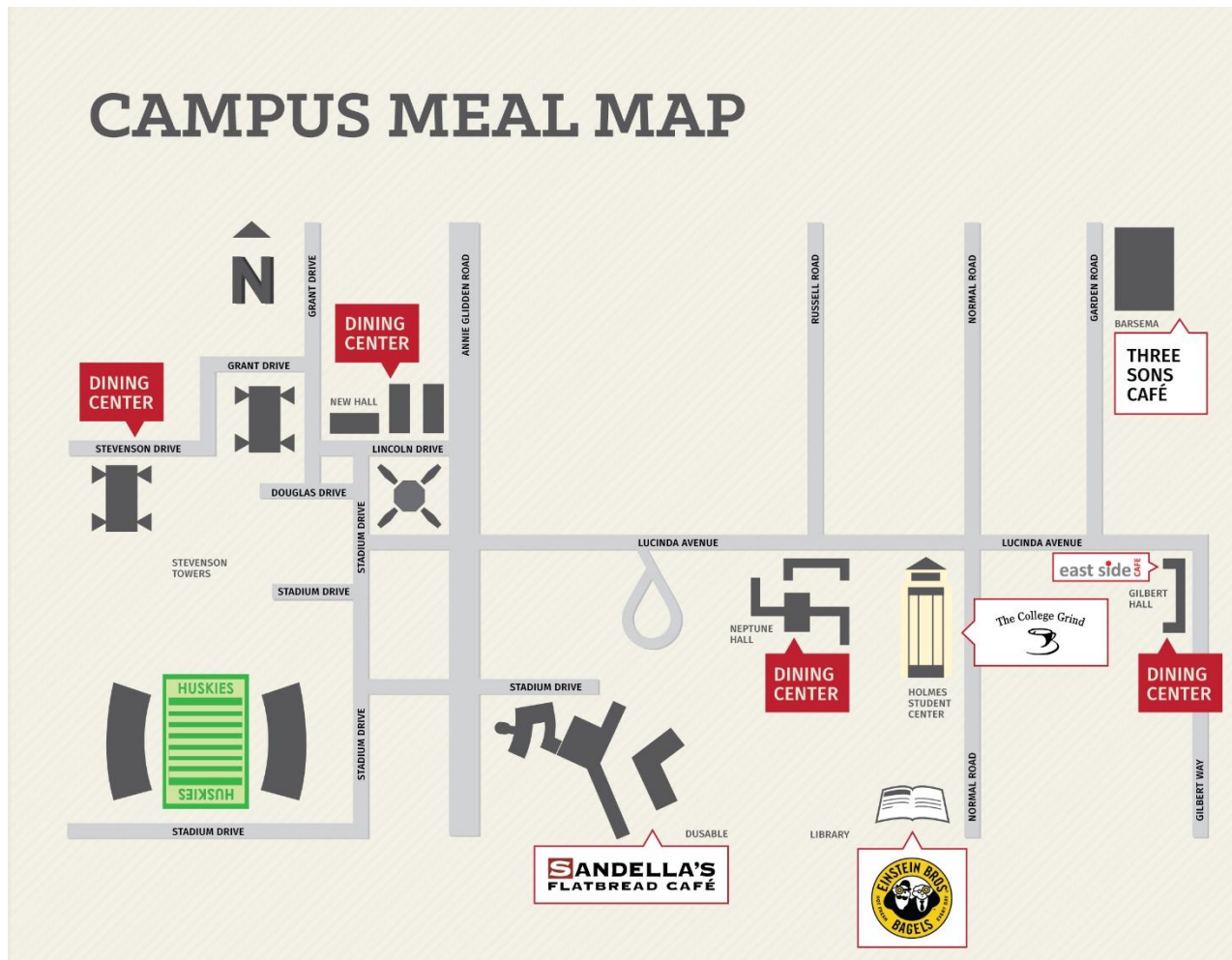


# Retail Revenue Projection

Projected Retail Revenue Growth



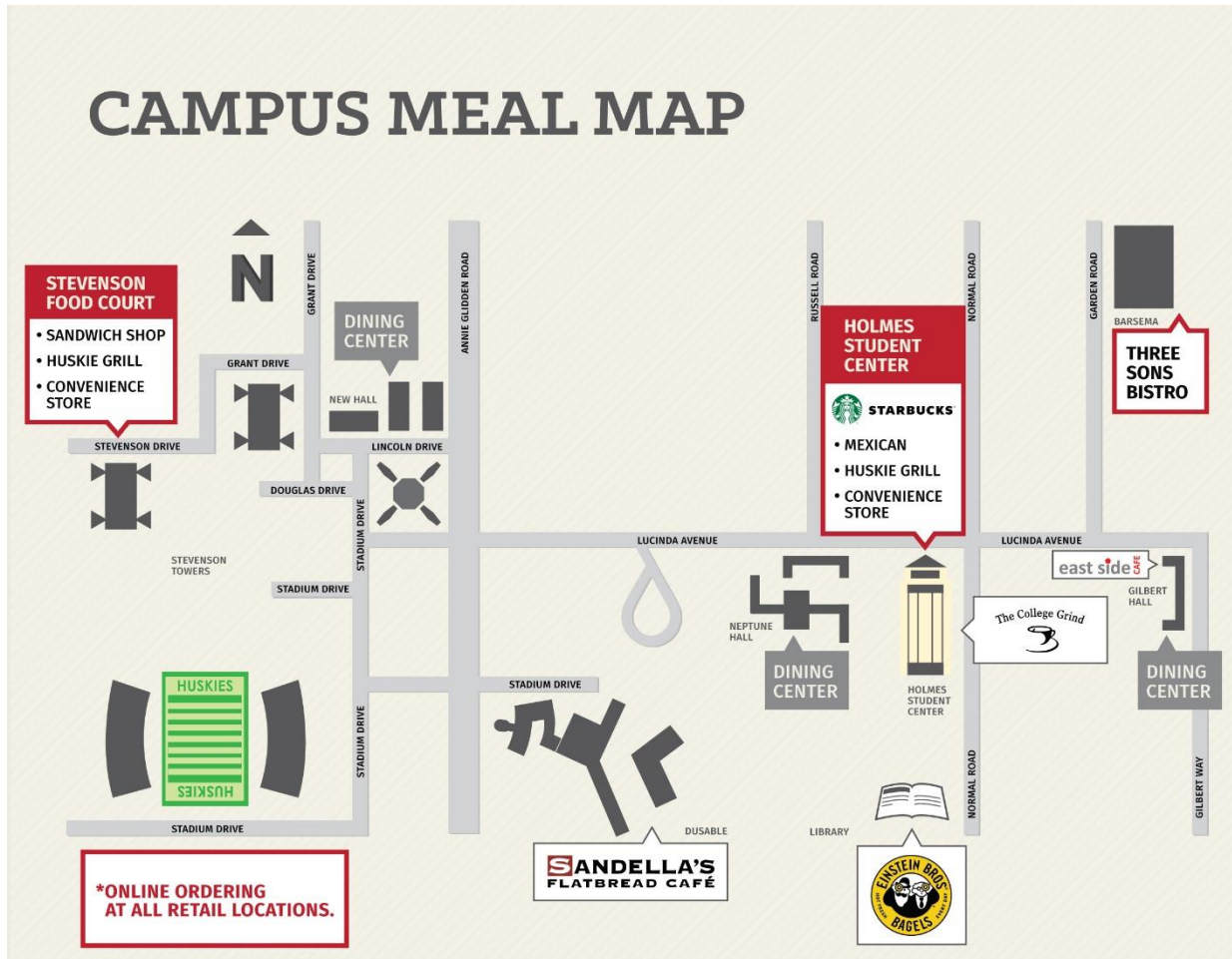
# Current Dining Options





# Next Steps

## CAMPUS MEAL MAP



# Meal Plans FY20

- **Huskie Classic Meal Plan**

- One room & board fee combines housing and dining costs
- Unlimited access dining - Gilbert, New Hall & Neptune

- **Optional Block Plans**

- 12 meals per week
- \$20, \$30 or \$40 flex per week
- Meals can be used in Stevenson, Gilbert, New Hall & Neptune
- Flex dollars can be used in all retail locations on campus
- To go dining available in halls with reusable containers
- Mobile ordering in all retail (pick up and delivery)



# Questions and Discussion

**Thank you for your support of our students!**

