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

- FY 16: $10,175,453
- FY 17: $9,209,043
- FY 18: $7,359,895
Coffee and Bagels Gross Revenue

9-Month Revenue (April – December)

- Blackhawk 2017: $176,421
- Coffee & Bagels 2018: $349,133
Projected Retail Revenue Growth

FY 19: $1,100,000
FY 20: $2,300,000
FY 21: $3,300,000
Current Dining Options
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)
Thank you for your support of our students!