

## **Chapter 5: Program Initiatives to Improve Performance**

---

*“How do you propose improving future performance?”*

### 1. Restructure Foodservices Contribution to the General Fund

- Conceptual Report
  - The 8% of gross contribution that Foodservices currently makes to the General Fund is too excessive, and puts a strain on the operation for two reasons: 1) we receive constant feedback from students and staff that our prices are too high. They would appreciate the lowering of some prices. 2) we work under the expectation that we will pay for all capital equipment repair and replacement. This initiative is to revise Foodservices contribution to 50% of the net, which would be set aside in a capital reserve account to contribute to the remodel of the Foodservice operation. The amount of money saved from the change in the contribution formula would go to lower certain food prices and to meet current unmet needs in the foodservice operation such as repair and replacement of equipment, signage, etc.
- Requirements Report
  - This would require that the General Fund not factor into its operating budget the contribution from the Foodservices Department.
- Feasibility Report
  - As recently as 4 years ago, Foodservices required significant general fund revenue to operate. Now it seems feasible that it be adequate for Foodservices to cover its expense and build a reserve account for future capital equipment and remodel.
- Design/Implementation Report
  - We boldly request that Foodservice General Fund contributions from 2002-present be placed in a reserve account for this purpose. Alternative implementation plan would be to begin this plan in 2003-2004 or 2004-2005.

*Lane Community College*  
***Unit Plan for Foodservices Department***

2. Phase I: Summer 2004

➤ Conceptual Report

- Cosmetic Changes: Relocation of Sales Stands, Etc. in the Existing Foodservice Area – The idea is to create individual concept/stations for food sales. This would involve:
  - reorganizing peripheral sales stands and cases to provide customers with more room and to increase impact sales.
  - upgrading and centralizing beverage service units to improve the styles of food presentation and the student/guest perception of quality and price value.
  - new uniforms for employees, changing the décor and the brightening up the entire service area with contemporary color schemes. This will create the impression that each outlet is a separate “station” with its own signature/selection of food choices.
  - upgrading the salad bar with a “Farmer’s Market” concept, featuring organic and sustainable living foods and production. This would be comparable to today’s contemporary gourmet-style groceries and supermarket home-style deli.
- Central Commissary – Shift division-wide food services to centralized commissary program, locating it in the current Foodservice storage area. Faculty office would be displaced and need to be relocated. Suggested location is in the smaller dish room adjacent to the snack bar. The Executive Chef office would be located there too.

As Lane Community College is a commuter campus, our goal is to become the primary and most viable dining and retail alternative for our faculty, staff and students. This would allow us to capture the otherwise lost revenue potential to the off-premise eateries and markets our clientele visit on the way to and from their homes. We can provide our faculty, staff and students a reason to shop with our outlets instead of the supermarkets, branded chain restaurants, fast food outlets, and convenience stores.

➤ Requirements Report

Financial resources would be needed. The anticipated cost of the cosmetic changes and central commissary would be approximately \$38,000. In addition, we would need the assistance of Facilities to implement some physical changes. The amount that Foodservices is currently contributing to the general fund could be put in a reserve fund to go toward these projects.

➤ Feasibility Report

We envision this work being done this summer while most of the students are away on summer break. We would communicate and coordinate our project needs with Facilities and ask them to assist us with the construction aspects of these two projects.

➤ Design/Implementation Report

Design work is anticipated to be minimal and would immediately get underway when the “go ahead” is given.