

Conference and Culinary Services (CCS) Division
Campus Food Services (CFS)
For 2011-2012 Implementation

Section III: Unit Planning Goals/Planning for efficiencies and productivity and revenue enhancements.

LIST GOAL----- --	ACTIVITIES-----	TIMELINE-----	BUDGET IMPACT- ---
1. Incorporate New Functionalities of the upgraded Micros POS System	To continue implementing all Micros POS functions into Food Service operations for better efficiency.	Moved forward from 10-11 Initiatives; Ongoing	"Fund 6" – Self-Supporting
2. Increase Use of Social Media Marketing and Incorporate "Tech" into CFS Operations	CFS will create a Facebook page, incorporate MyLane and explore the use of digital menu displays.	Initial Goal	"Fund 6" – Self-Supporting
3. Redesign of the First Floor Center Facilities	The redesign of the first floor of the Center Building is a major part of the 2008 Lane Bond Measure, with a beginning re-modeling date scheduled for Summer, 2011.	Moved forward from 10-11 Initiatives; Ongoing	Bond Moneys received
4. Improve Satellite Locations on Campus	Improvement in sales of the three satellite locations through menu development, expanding payment options and increasing marketing efforts.	Initial Goal; Winter and Spring 2011; Ongoing	"Fund 6" – Self-Supporting
5. Student and Staff Surveys	We will continue to implement campus-wide surveys to help us know what staff and students are looking for in consideration of the current operations and future redesign project.	Moved forward from 10-11 Initiatives; Ongoing	"Fund 6" – Self-Supporting
6. Purchasing and Receiving System Redesign	The current Purchasing and Receiving System will be re-structured for better operational	Moved forward from 10-11 Initiatives; Winter 2011; Ongoing	"Fund 6" – Self-Supporting

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	efficiency and financial tracking within the three departments in the CCS Division.		
7. Increase Efficiency of New Hire Process (NHP)	CFS will define and evaluate the process of hiring part-time and student employees.	Initial Goal; Fall, 2011	“Fund 6” – Self-Supporting

Section III: Planning for efficiencies and productivity and revenue enhancements – Activity Details

1. Incorporate New Functionalities of the Upgraded Micros POS System (Efficiencies and Productivity)

The upgraded system is current and provides the maximum amount of protection for customers. Continuing to implement all Micros POS functions into CFS operations for better efficiency includes the refinement of data reports, such as product and employee classification and tracking. The current implementation of additional individual cash drawers has added increased efficiency to the POS operations.

2. Increase Use of Social Media Marketing and Incorporate “Tech” into CFS Operations (Efficiencies and Productivity)

CFS will create a Facebook page, incorporate MyLane and explore the use of digital menu displays. These efforts are proposed so that CFS will be able to better communicate with the students, faculty and staff about what is happening in our department. Additionally, new technologies (including digital menu displays) are being researched in the hope of finding ways to better communicate with patrons about our food and nutritional values.

3. Redesign of the First Floor Center Facilities (Revenue Enhancements)

The redesign of the first floor of the Center Building is a major part of the 2008 Lane Bond Measure, with a beginning remodeling date scheduled for summer, 2011. We will help design, accommodate and realize a newly remodeled facility that is contemporary, ergonomic, flexible, safe, and energy efficient to increase revenue opportunities. While still in the initial planning stages, the vision of the area is to create a contemporary food court with individual and unique dining concepts. Currently, CFS staff is distributing staff and student surveys which ask for remodeling suggestions and identifying desired key elements for a state-of-the-art food service facility.

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4. Improve Satellite Locations on Campus (Revenue Enhancements)

Improve sales of the three satellite locations through menu development, expanding payment options and increasing marketing efforts. After it was determined that two of the “expansion” outlets were both profitable and desired by the LCC population, CFS plans to continue operation of these satellite locations on a permanent basis. To better support these operations we will be looking to increase sales of all satellite operations through menu development, expanding payment options at the Hot Dog Cart and Terrace Café, and increase our marketing efforts to make sure the satellites are more visible to everyone on campus.

5. Student and Staff Surveys (Revenue Enhancements)

We will continue to implement campus-wide surveys to help us know what staff and students are looking for in consideration of the current operations and future redesign project. Currently, CFS staff is collecting roughly 100 surveys per week which include the following information: customer demographics; satisfaction levels of cleanliness, food quality, food freshness, menu variety, speed of service, and pricing and value; and key success factors for students in the first floor remodel. PUG and BLT survey groups will be implemented. Inter-departmental survey support through IRAP, Student Government, and other Student/Staff Services groups will be incorporated to develop and analyze survey instruments and results.

6. Purchasing and Receiving System Redesign (Efficiencies and Productivity/Revenue Enhancements)

The current Purchasing and Receiving system will be re-structured for better operational efficiency and financial tracking within the three departments in the CCS Division. An in-depth analysis of the system will be needed in preparation for the changes that come with the remodel of the first floor. We will create a team representing the various departments that changes in procurement may affect in order to evaluate current practices, develop goals to be achieved through redevelopment, and establish a plan with a timeline for implementation of new processes and procedures.

7. Increase efficiency of New Hire Process (NHP) (Efficiencies and Productivity/Revenue Enhancements)

Campus Food Service will define and evaluate the process of hiring part-time and student employees. The use of Lane Employment Online (LEO) will continue to decrease use of paper applications. Orientation and safety training will be currently incorporated into the revised process. Changes to the NHP have helped in retaining staff.