

CCS 2011-12

CFS Goal: Improve Satellite Locations on Campus

Summary:

Improvement in sales of the three satellite locations through menu development, expanding payment options and increasing marketing efforts.

Description

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.

Questions and Answers

How is the initiative linked to the Unit Plans most recently submitted?

1. How does it continue the achievement of those goals?
2. If this is a continuation of an initiative started last year, make sure that relationship is clear.

How is this initiative linked to the efficiencies and productivities plans you had last year?

1. How does it continue the achievement of these plans?
2. If this is a continuation of an efficiency or productivity plan started last year, make sure that relationship is clear.

This is an initial goal.

Describe the resources needed:

No General fund contribution needed. Fund 6 revenues will support training.

What specific measurable program outcomes do you expect to achieve with this initiative? The outcomes should be specific enough to be measurable. Also, outline the method that will be used to determine the results.

Increased efficiency and productivity, including instructional learning outcomes; Revenue enhancement.

Department Priority:

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Unit Resources:

Funding Request: Carl Perkins

Funding Request: Curriculum Development

Funding Request: Technology Fee