

IOWA STATE UNIVERSITY

**ISU Dining**

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# Coming up in 2017

- Culinary
- Renovations
- Additional Services
- Meal Plans
- Rebranding

# Culinary

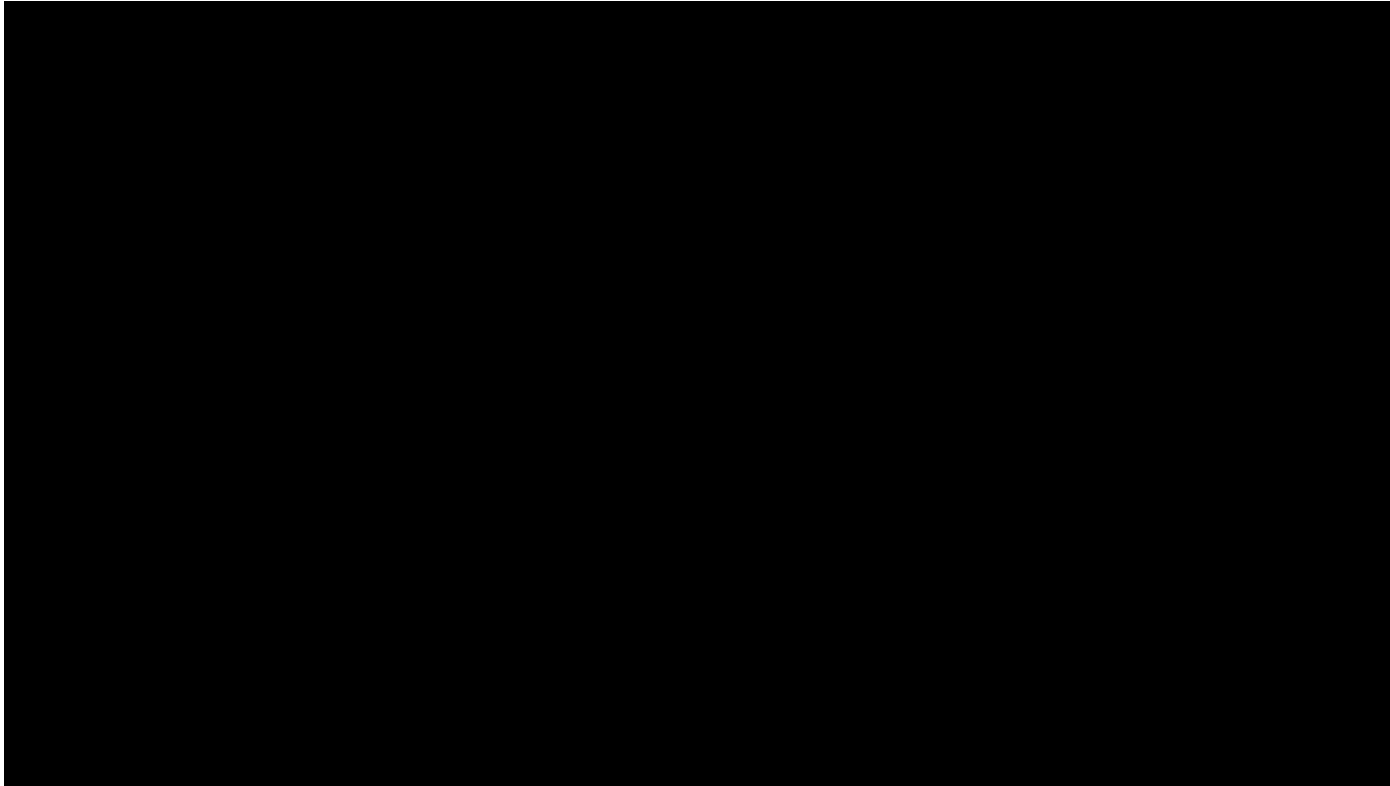
- **Food Quality**
- **Training**
- **Additional Staff**
  - **Chefs/Sous Chefs at each location**
  - **Food Safety and Quality Assurance Manager**
  - **Recipe and Development Chef**

# Culinary

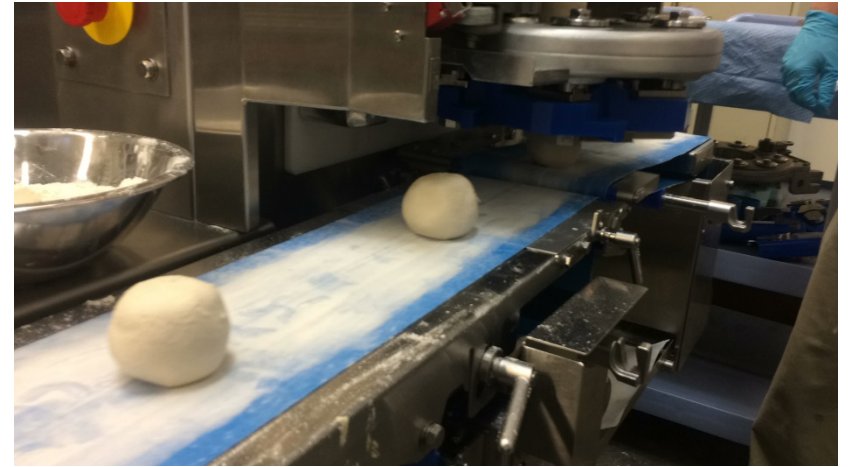
- **Homemade Cookies**
- **Guest Chef**

# New Equipment

- Bagel Maker



# New Equipment



# Renovations

- **Friley Windows**
  - **Construction Status**
  - **Dead Week**
  - **Exam Week**

# Renovations, Friley Windows



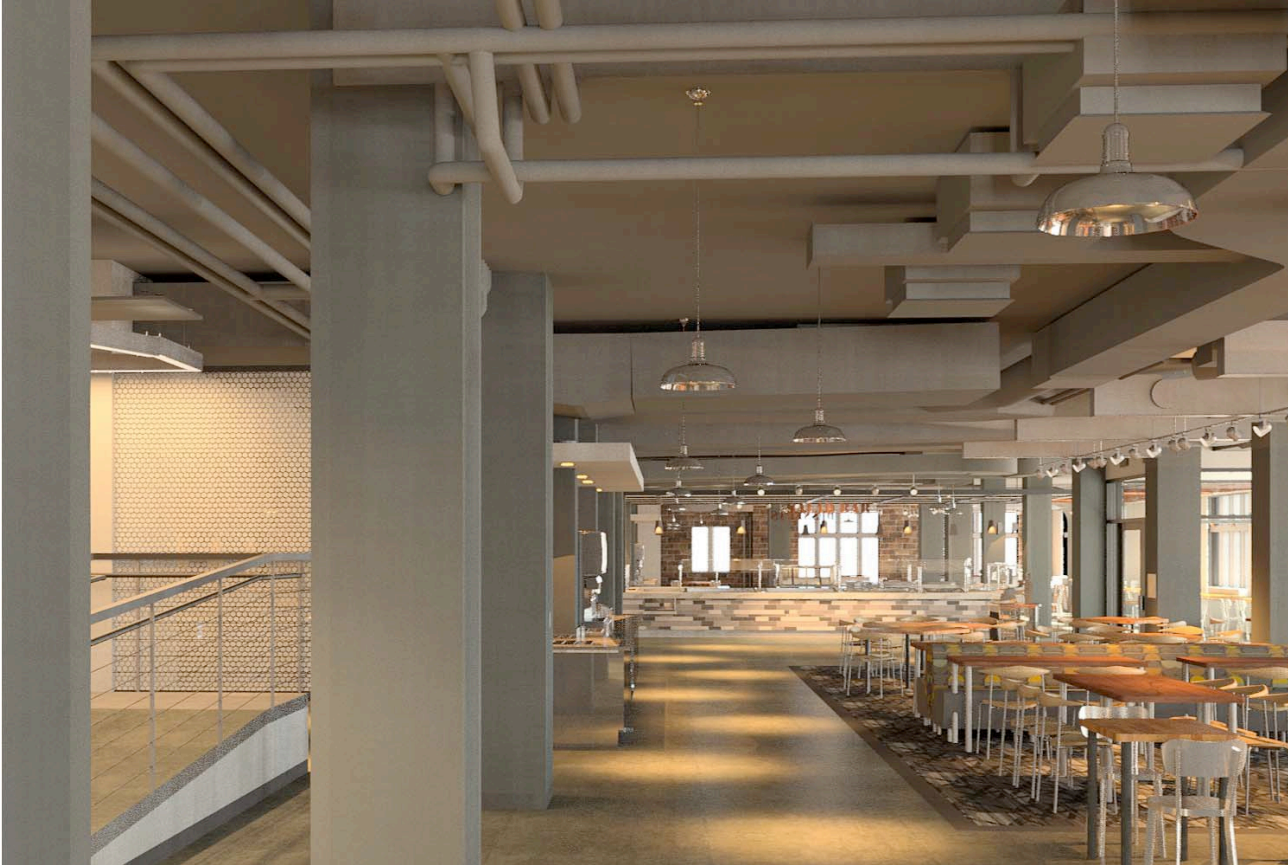
# Renovations, Friley Windows



# Renovations, Friley Windows



# Renovations, Friley Windows



# Renovations, Friley Windows



# Renovations, Friley Windows



# Renovations, Friley Windows



# Renovations, Friley Windows



# Additional Services

- **Union Drive Marketplace**
  - **Simple Plate Venue Change**
  - **All-Day Breakfast**

# Additional Services

- **Lance and Ellie's**
  - **Location**
  - **Menu**
  - **Sampling**
- **Memorial Union Food Court**
  - **Salad Bar**

# Additional Services

- Dinkey's



# Meal Plans

## Required Plans

**Cy Power** - \$4600 per year / \$2300 per semester

- Unlimited access to dining centers
- 46 Express Meals per semester (will be 32 per semester for fall '18)
- \$400 Dining Dollars per year, \$200 per semester

**Cyclone** - \$4200 per year / \$2100 per semester (BEST VALUE)

- Unlimited access to dining centers
- 34 Express Meals per semester (will be 24 per semester for fall '18)
- \$0 Dining Dollars

**Gold** - \$3955 per year / \$1977 per semester — ONLY available for '17-'18

- 200 Meals per semester / 400 per year — can be used in the dining centers
- 35 Express Meals per semester
- \$200 Dining Dollars per year, \$100 per semester

# Meal Plans

## Non-Required Plans

### Silver

- 225 meals per semester
- \$200 dining dollars per semester / \$400 dining dollars per year
- Rate: \$1964 per semester / \$3928 per year (no change in rate from 2016-17)

### Bronze

- 125 meals per semester
- \$300 dining dollars per semester / \$600 dining dollars per year
- Rate: \$1562 per semester / \$3124 per year (no change in rate from 2016-17)

*\*ISU students who had the bronze plan for fall 2016 and are living in a required area for 2017-18 can keep the bronze plan for 2017-18 if they choose to do so.*

# Meal Plans

## Non-Required Plans

### Block Plans

Block plans can be added to any unlimited plan as additional express meals if desired

- 105 meals, \$1103
- 85 meals, \$915
- 50 meals, \$550

### Dining Dollars

This structure is not changing. Additional dining dollars can be added to any unlimited plan if desired.

- \$10 to \$190, no discount
- \$200 to \$390, 5% discount
- \$400 to \$590, 7.5% discount
- \$600+, 10% discount

# Engagement

- **Customer service training**
- **Student engagement**
  - **New position**
  - **Special events**
  - **Pop-up events**
  - **Campus wide**

# Marketing

- **Brand Challenges**
  - **Multiple locations/meal plan options have lead to confusion for students**
  - **Lack of cohesive identity**
  - **No brand personality**

# Marketing

- Will replace current logo for Fall 2017
- Goal: Make ISU Dining locations easier to identify
- Not an overnight process
- Website redesign
  - More reflective of the type of services we offer
  - Easier to use

# Marketing



# Marketing



ISU DINING

# Marketing



# Marketing



**Interior Graphic** Memorial Union Food Court

# Marketing



**Packaging** Soft Drink Cup

# Marketing



**Branded Employee Wear** Student Manager

# Questions?