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GUEST SATISFACTION IN
A
COLLEGE FOOD SERVICE SETTING

by
SUSANNE R. MORGANSTEIN

A thesis submitted to the faculty of the
School of Food, Hotel, and Travel Management
at Rochester Institute of Technology in partial
fulfillment of the requirements for the degree
of
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ROCHESTER INSTITUTE OF TECHNOLOGY
School of Food, Hotel and Travel Management
Department of Graduate Studies

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ABSTRACT

Satisfying the needs of college students in the dining halls have become more complex since is expected more by today's society. In order to meet these demands, the food service director needs to be aware of what the students' expectations are, while trying to keep within a budget and nutrition guidelines. Food service in colleges and universities play an important role as a part of the overall experience a student receive while attending school. This study explores the overall satisfaction of the students in one particular situation to evaluate whether or not the students feel that they are having their desires fulfilled. The students filled out a questionnaire designed specifically for their dining halls on the various aspects of the school's food service. The analysis showed areas where satisfaction was being met and also where improvement could be made.

CHAPTER I

INTRODUCTION AND STATEMENT OF THE STUDY

INTRODUCTION

"In the minds of many students, the thought of college food conjures up visions of mystery meat and mushy vegetables (Kinsella, 1978)." Even though this quote was made fifteen years ago, many students still have a feeling of discontent with the food they eat in school. Is this because these students want something to complain about, or does a problem truly exist where something can be done to remedy the situation?

College foodservice goes back to the twelfth century where hostels were set up in colleges and universities in Europe and run by the students. Following World War II, seated table service became the fashion, giving way to a cafeteria-style operation where the demands of students wanting more variety of foods offered could be satisfied (West,1988).

The demands and trends pertaining to college food service over the years has changed dramatically. Schools need to remain current on these changes in order to satisfy the students, their customers.

Today people expect better service and quality for the money that they spend. This is true of college students as

well. As our society changes from an industrial setting to an informational one, the need for service and satisfaction of the customer is not something to ignore.

A study was done at Nazareth College, Rochester, New York, on whether or not the students feel that they are being given the variety of food, service, and quality that they expect and deserve. Is the foodservice at this school doing everything that they can to satisfy their customer?

BACKGROUND

The food service operation at Nazareth College is contracted to an outside company, which handles the account. Saga Corporation was the contractor until 1986, when the Marriott Corporation bought them out and took over the contract at Nazareth. Marriott has since become one of the largest food service providers of universities and colleges. They have accounts in over 500 schools across the United States.

The food service at Nazareth College is fairly small. Two dining halls, Lourdes and Kearney, provide service for about 720 resident students. They serve three meals a day Monday through Friday, and brunch and dinner on the weekends.

The hours of operation are:

Lourdes: Monday - Thursday: 12:00 pm to 7:00 pm

Friday - Sunday: Closed

Kearney: Monday - Friday: 7:45 am to 8:45 am

10:45 am to 1:00 pm

4:45 pm to 6:00 pm

Saturday - Sunday: 11:45 am to 1:00 pm

4:45 pm to 6:00 pm

All students living on campus are required to purchase a meal plan for 10, 14, or 19 meals per week. This plan allows the students to use either of the two dining facilities.

SIGNIFICANCE

Food service plays an important role in a college or university setting. It creates a time and place where students can congregate and socialize with other students. This is important in providing a student with a comprehensive experience while in school, stressing social activities as well as educational curriculum. In college people meet friends that they will have for the rest of their lives. Taking time to relax and enjoy a meal with these friends enhances social skills and is important to the overall college experience.

The students must be provided with the service and the quality food that is commensurate with the expenses of current meal plans. When students are not using their meal plan, then, clearly they are going elsewhere and in all probability, spending even more money on food that they want.

Since Nazareth College requires that all students living within the residence halls subscribe to a meal plan, then students should have the right to complain if they are not satisfied with what they are receiving. Conversely, food service administrators must listen to these student complaints as a necessary step in creating an improved, effective operation.

This study accurately reflects the difficulties within certain areas of the food service program. The study is specific for Nazareth College; however many other colleges and universities experience the same problems. Many have found solutions that fulfill basic requirements and satisfy both the school and students.

At this point in time, service is becoming the one factor that will set apart one operation from another. School food services need to constantly keep up on the trends and make changes in order to keep their operation afloat. This is especially true at a time when enrollment in schools has been on a downward trend.

One other point that can be made is that if the students are unhappy with their present contractor, they could insist that a particular contractor's account be revoked. Continually listening to the students' wants and needs is essential to the success of a college feeding contractor.

PROBLEM STATEMENT

The resident students at Nazareth College are not completely satisfied with the food service operation in the dining halls, based on the variety, the quality, and the frequency (how often a food item is offered) of the food that they are being served. They also feel that changes need to be made in the operational structure of the food service.

PURPOSE OF THE STUDY

The purpose of this study was to evaluate the extent to which the resident students at Nazareth College are dissatisfied with the existing food service operation, and to identify areas of concern and improvements which could be made, to satisfy them.

This is a pilot study which samples one college specifically, but which could give other colleges and universities ideas as to how they can improve guest satisfaction within their own operations.

CHAPTER II

LITERATURE REVIEW

INTRODUCTION

Satisfying the needs of thousands of college students is not an easy task. Many aspects must be considered from the type of food to serve, how often to serve it, what kind of atmosphere should the dining hall have, what kind of meal plan options should there be, and how are the meal plans going to be implemented.

Currently student demands on the food services in colleges are increasing. Students want a greater selection of food including more fresh, healthful foods and an alternative to hamburgers and fries (Walkup, 1990). Also, from growing up in a unique period in American History where technological innovation and social trends have raised product and service expectations, students are demanding near perfection in almost everything, including college food service (Christmas, 1990). The first aspect is in the variety of food that is offered.

VARIETY OF FOOD

In trying to provide variety in the food offered and preserving the quality of food, the food service directors have their hands full. Some of the things they do to supply the students with some form of variety is to give "monotony breakers." These are special meals, which attempt to give the students some variation in food and atmosphere in the dining halls (Fairbrook, 1984; Kotschevar, 1987). Usually a school will have one each month during the year, representing various holidays or ethnic backgrounds (Kotschevar, 1987; Fairbrook, 1979).

Students want more selection in the food they eat, some foods are more popular than others, and students expect those more often. A census done by Restaurants and Institutions found that students favored: fresh fruit, tossed green salad, chicken, hamburgers, roast beef, fried fish, spaghetti, fries, mashed potatoes, broccoli, green beans, corn, brownies, and apple pie (Werho, 1983).

Schools have done surveys of their students and have found similar choices. At Central Michigan University, they established that the students were willing to eat soft serve ice milk, salad bar, corn, fries, fresh fruit, and white bread everyday (Werho, 1983). At the University of Las Vegas Nevada (UNLV), the students favorite foods include: meat, potatoes, grilled foods burgers, pizza, steak, frozen yogurt, and

grilled chicken breasts (Wright, 1993). Students have favorite foods, but do not want to eat the same thing all the time. They want a variety of choices of foods offered to them.

Many college food service operations execute a menu cycle in order to ensure that the students are getting a variety of food without repeating certain food items too often. A menu cycle is a "carefully planned set of menus that is rotated at definite intervals" (West, 1988). In a college setting, menu cycles are usually planned in a three week cycle and repeated five times a semester, or in a five week cycle and repeated three times a semester. The menu cycle is flexible enough to reflect changes in seasonal food (Kotschevar, 1987; Fairbrook, 1979), utilize leftover food, and accommodate new menu ideas and items (West, 1988).

In planning a menu cycle, the food service director has to take into consideration how often food is offered over a certain period. Popular items, such as hamburgers, will be offered more frequently, and items, such as roast beef, spaghetti and meatballs, and fried chicken, should be offered more than once per cycle. The less popular items may only appear once per period, and less costly items, which are not terribly popular make good "second choices" and can be featured a few times over the span of the cycle (Fairbrook, 1979).

Once the menu pattern has been created, it frees up the time that a director has to deal with other concerns. One of these concerns has been with vegetarian meals and how much students at a specific school want them.

VEGETARIAN OPTION

Demand for vegetarian entrees has increased on the nation's campuses (Walkup, 1990). Vegetarianism reached its height in the late 1960's. Many people still adhere to this way of eating, which is especially common among young people (Fairbrook, 1979). Various reasons for people choosing to become vegetarians include an interest in good nutrition and the teachings that have been passed on from the East (ie. Zen Buddhism). Other people subscribe to vegetarianism because of their love for animals, a belief in non-violence, or that vegetarianism is a healthy diet form (Fairbrook, 1979).

Vegetarian food is often one of the most requested changes in a campus food service (Kinsella, 1978). In few college food services, did not in some manner or another, recognize the demands of students for a vegetarian option (Fairbrook, 1979). Regular followers on any campus rarely exceed 10 to 15% of the total population, however (Fairbrook, 1979).

The lacto-ovo vegetarian and the pure vegetarian are the two types of vegetarians. The lacto-ovo will eat eggs, milk, and other dairy products, but will not eat the flesh of any animal. Trying to meet their nutritional needs can be fairly easy. On-the-other-hand, a pure vegetarian will not eat meat, seafood, eggs, milk, or any other dairy product. Adjusting a menu for these people can be difficult and costly (Hamilton 1991; Fairbrook, 1979).

The range of dedication from university to university in regards to vegetarian offerings can be dramatic. Schools such as University of California in Santa Cruz have organic food grown for them. Others will just serve an extra portion of vegetables to the students (Fairbrook, 1979). Many schools, added an extra vegetarian entree in addition to their regular entrees, UNLV is one example (Wright,1993; Kinsella, 1978).

Various food items can be offered by a college food service to support the students who are vegetarians. Foods such as granola, raisins, nuts, honey, and wheat germ for breakfast and adding cottage cheese and garbanzo beans to a salad bar can be inexpensive ways to give vegetarian students some nutritional choices (Fairbrook, 1979).

By serving a vegetarian entree, the food cost can be reduced. Vegetarian dishes are often cheaper to produce than the average meat entree. When students choose this item, money is saved the company. Also, by providing a hot meal for vegetarians, these students will more than likely stay on

the board plan than choose to go elsewhere to eat (Kinsella, 1978). A vegetarian entree can easily satisfy both the administrators' and students' needs.

OTHER FOOD ATTRIBUTES

In addition to the variety of food offered, students are concerned with other factors of the food, such as taste, quality, and appearance of the food.

In two separate surveys, one at Texas Christian University and one of 1,400 students attending school in the Dallas-Fort Worth metroplex, the students were asked to rank in order of importance some aspects of the food service. They both responded the same, with quality of food as most important followed by variety of food, cost of food, hours of service, and finally atmosphere (Stephen, 1980; Werho, 1983).

Appearance of food and quality are important issues and depend on many variables in the back-of-the-house. These include the skill level of the employees, the equipment, and the various menu items to be produced. If the effect of any of these is diminished, the students will reject the product which will result in an impact on the nutritional quality of the meal (Lieux, 1992).

RESIDENCE DINING HALL

Since the end of World War II, table service in the dining halls started to give way to cafeteria style service (Kotschevar, 1987). Because of this change, the design and layout of the dining rooms themselves were changed to accommodate the new service. Instead of allotting a seat for each student, as was done with table service, the dining room was restructured so that it now only had the capacity to seat one half to two thirds of the entire population (Fairbrook, 1979).

With this change, the ambiance of the dining room also became more comfortable for students, instead of giving off an institutional feeling. By providing a room big enough to support a good social mix, yet retain some intimacy by using planters, booths, or various sized tables, an atmosphere can be acquired to produce a pleasant and relaxing experience (Fairbrook, 1979). Other ways in which the ambiance can be changed to create a certain feeling are through the type of furniture, color schemes, and the type of lighting within the dining room (Fairbrook, 1979).

Kansas State University surveyed its students and found that the students mainly preferred one dining hall to another because (1) other members of their dormitory floor sat there regularly, (2) one was less crowded than others, and (3) habit. When asked what they would improve, their responses

were concerning the atmosphere of the dining room. These included: more music, brighter walls and curtains, and smaller groupings of tables (Shriwise, 1980). Their reason for choosing a specific dining hall did not relate to the atmosphere specifically, but they did have suggestions on improving it.

Many schools have renovated their food service operations in order to change the ambiance and create a place where students could gather, while keeping it functional and efficient. Clark University is one example where the school restructured its dining facilities. They came up with the "Union Center concept" which segregates the servery from the eating area in order to provide the students with a more enjoyable dining experience. Before this construction, there were two separate dining halls, which the school felt that it kept the students apart (Baraban, 1991).

The University of Illinois at Urbana also decided to renovate its dining hall, the Lincoln Ave./Allen Residence Hall Complex. The administrators talked to the students to and found that the students wanted the dining hall to be more comfortable and warmer in regard to the materials and ambiance. By taking this into consideration, they decided to "alleviate the inhospitable atmosphere of huge, box-like space by creating seating levels on raised platforms (McCarthy, 1985)." They also created a warmer atmosphere by replacing the vinyl chair covering and introducing softer colors. The tables

too, were exchanged to smaller square, rectangular, and round tables, seating 4, 6, and 8 respectively (McCarthy, 1985). The final factor was the lighting. This is important to the kind of feeling which a room produces. The school added to its original lighting, a variation of degree of illumination and a variety of fixtures in order to produce an ambiance desired by the students (McCarthy, 1985). The final effect was one in which the school satisfied the requests that the students asked for.

Before building Goudy Commons, Williamette University operated seven kitchens and fourteen dining rooms. Its 1,500 students dined family-style. By consolidating their operation into one kitchen with cafeteria-style service, they also had to change to dining room to fit this new style. A 300-seat main hall was built with dining bays to accommodate 75 people and allow for a more intimate atmosphere. The school maintained that the ambiance would be a "non-institutional setting" (Milshtein, 1993). They accomplished this by furnishing the dining room with wood tables, chairs, and ceiling panels to warm the gray incoming light. Also the carpet and upholstery added comfort and softened the noise level in order to achieve a satisfactory ambiance (Milshtein, 1993).

Dining halls have become a place for students to socialize and relax. With this, the atmosphere within the dining room has been changed from that of appearing "institutional" to one of more intimate and comfortable surroundings.

The dining room design has also changed due to the type of service in the servery. Because the students are not served at their tables very often now and have to serve themselves (cafeteria style), the dining room needs to accommodate this alternative service.

SERVERY LINES

Family-style service, where students were served their food from common plates and bowls, was most common until cafeterias replaced them after World War II. In order to be able to feed the increasing enrollment of students in college, cafeterias became popular because of their lower cost and flexible, speedier service (Stokes, 1960). A single line cafeteria is capable of handling 300-350 students per meal period and only requires three servers and a "runner" who supplies the line with food from the kitchen (Fairbrook, 1979). This is a much easier method for serving the quantity of students that attend a college.

Two basic types of cafeteria lines, each with their own variations are common. They are the line or traditional; and the "hollow square," free flow, or scramble system (Stokes, 1960; West, 1988). The basic line cafeteria can be best described as "patrons enter at one end, pick up a tray and pass through the entire line, selecting the menu items they desire (Stokes, 1960)." Different layouts of the counter (ie. "straight line to parallel or double line, zigzag, and U-shaped (West, 1988)") can be used, but the consumers always follow one another throughout the line. Some other variations of the this are short order lines (where the counter is open and the customers places an order to the server), a combination of self-service and short order or the straight line divided into two or more sections (Kotschevar, 1987; Stokes, 1960).

The second type, most commonly referred to as the scramble system, is where a customer enters the cafeteria line and can bypass others to get various stations that feature a variety of food (Ninemeier, 1990). Such areas could include hot foods, sandwiches, salad bar, desserts, and beverages (West, 1988). The sections usually are placed on three sides of the servery, with the hot foods stations located closest to the kitchen (Wright, 1993; Stokes, 1960). This system creates a feeling of less waiting for the guests (Ninemeier, 1990). The scramble system has become a more popular arrangement in college dining halls.

The University of Illinois had a single-line arrangement, but decided to change it into a modified scramble system. They left the hot food stations intact and created separate serving units for salads, sandwiches, condiments, beverages, and cereals (McCarthy, 1985).

Hobart and William Smith College also put a scramble system into their dining hall. Each counter was positioned so that it was in the logical order in which a student would eat. The deli counter was located on the left side, with the cook-to-order and flexible entree counters in the center, and the desserts were placed on the right side. In the center island, students would find a variety of fruits, vegetables, bread, soups, and salad (Gamrecki, 1985).

At Clark University, the school constructed a modified scramble system within a linear configuration. What is different there, is that the servery equipment is mobile, so that they are free to change the design around and are not locked into something permanently. Their system contains two hot food stations, a third hot entree station for specialties, deli wok, grill, pizza and dessert stations, It also includes a salad bar with soup and "homemade" bread (Baraban, 1991).

The style of service has changed from students being served family-style to cafeteria-style where they more or less serve themselves. With this change, the hours needed to operate have had to change too.

HOURS OF OPERATION

Before the onset of World War II, residence halls were similar to over-grown homes. The dining rooms were able to seat all of the students at the same time, and so the serving hours were relatively short. Breakfast and lunch were about one hour, and dinner was about one and a half hours long (Fairbrook, 1979).

In the mid 1960's, class schedules began to encroach on the lunch periods, and students were not as willing to stand in long lines, so the serving hours began to be extended. Breakfast lines would stay open until 9 or 10 am, lunch might be served from 11 am until 2 pm or so, and dinner would be served from 4:30 to 6:30 pm or later. Some schools have even experimented with continuous hours, by keeping a dining hall open from the beginning of breakfast until the end of dinner in order to give the students a variety of hours (Fairbrook, 1979).

Weekend hours vary a lot between schools. Some schools will serve three meals daily, some two, some only one, and some none at all. The number of meals depends on the location of the school, the habits of the students, and other factors that are specific to each school (Fairbrook, 1979).

In selecting the normal weekday hours, some considerations should be taken into account. These include: class schedules, students' study habits, the ratio of dining

hall spaces to total number of customers, alternative dining possibilities, optimum use of personnel, and quality of food and service (Fairbrook, 1979).

The longer a cafeteria is open, the greater the cost will be on labor. Yet this extra time will allow the customers to spread out more evenly, which would reduce the amount of time the students will be waiting in line and crowding of the dining room. Another look to reducing labor costs would be self-serve lines. This is especially good for continuous hours of service (Fairbrook, 1979). Students are demanding more hours since their studying and eating habits constantly change (Fairbrook, 1979). According to College and University Business, freshmen tend to eat meals at more regular times, while upperclassmen eat at a wider range of times (Eisele, 1983).

All schools will have different operating hours since each school has unique factors to consider. Some examples of food service hours in different colleges are as follows:

Duncan Dining Center at Texas A&M University

(Military school)

Breakfast 7:00 - 7:30 am

Lunch 10:15 am - 2:15 pm

Dinner 6:30 - 7:15 pm

(Ullman, 1992)

University of Illinois at Urbana

Breakfast 6:50 - 9:00 am

Lunch 10:45 am - 1:15 pm

Dinner 4:45 - 6:30 pm

(McCarthy, 1985)

Hobart and William Smith College

Breakfast 7:30 - 9:00 am

Cont. Break. 9:00 - 10:00 am

Lunch 11:00 am - 1:30 pm

Dinner 5:00 - 7:00 pm

(Gamrecki, 1985)

Clark University

Breakfast 7:30 - 10:00 am

Lunch 11:30 am - 1:30 pm

Dinner 4:30 - 7:00 pm

(Baraban, 1991).

All of the hours vary for each school, but are somewhat similar. Class scheduling probably has the largest influence on when the operations are open for service.

Another aspect of the operation which has many similarities and varieties between various schools, are the board plans.

BOARD PLANS

It was not until the late 1960's that students were given the option of meal plans. The board plan had been mandatory and the only option offered to them was 19 to 21 meals per week, depending on the school (Hayes, 1987-1988). When the Free Speech Movement at Berkley came about, students complained that they felt ripped off having to pay for meals that they did not eat (ie. breakfast or meals on the weekend). Choices were made available to them consisting of 14 (2 meals, 7 days), 10 (2 meals, 5 days), or 15 (3 meals, 5 days) meals per week (Kinsella, 1978).

What students do not realize is that when the price for a meal plan is calculated, they are paying for the average amount of meals that they eat (Wright, 1993; Raitz, 1978). The food service administrators figure out the missed meal factor, the average number of meals that a student will actually eat over the course of the semester, and subtract it from the actual cost of the plan. A fairly isolated school with a 21 meal plan will have about 75% attendance for lunch and dinner, and about 40% at breakfast (Kinsella, 1978). Because this factor is subtracted from the full plan, smaller options are not much less expensive, and overhead will still be the same

no matter how many people are served (Fairbrook, 1979). If a student was to eat the majority of meals on the full plan, it could actually be cheaper for the student to purchase the full plan than one of the other options available to them.

Many options of a board plans can be offered to students. Some of these include: no choice, which has one standard plan; limited choice, one of three of four options (21, 14, or 10 meals per week); multiple choice, with various plans that could include meals for five or seven days; scrip plan, where students can purchase coupons and use them as cash (also known as a declining balance); or a no meal ticket, where scrip books are available, but the food should sell itself (Fairbrook, 1979). Schools serving more than 1,500 meals per day tend to offer a greater variety of board plan options (Hayes, 1987-1988).

Meal plans can be presented in a variety of forms. Some of these types are a punch-type ticket, numbered check-off sheets, ID card with (non-removable) labels, meal ticket booklets, scrip books, photo ID card with computer strip, or handprints on a computer system (Fairbrook, 1979). Every school has different options that they give to the students. For example, University of Illinois at Urbana has only one meal plan of 20 meals per week (McCarthy, 1985). Yet Texas A&M

offers six types ranging from 7 to 20 meals per week. There,

the participation is voluntary and still 50% opt for a plan (King, 1991). Texas Christian University offers only two plans, 15 and 10, which are only available Monday through Friday (Stephen, 1980).

Hobart and William Smith has two options, 10 and 19 meals per week. What is interesting with this is how they check the students for their plans. If a student has the 19 meal plan a sticker is placed on his card, and he just shows it when he enters the dining hall. The student who has the 10 meal plan is given a grid card which is checked off meal by meal (Gamrecki, 1985). This makes it easier for the person checking, and decreases the waiting time to get into the dining hall.

University of Las Vegas Nevada offers its students fifteen different meal plans. A student can choose to have anywhere from five to nineteen meals per week, which can be used any day or time of the week (Wright, 1993).

CHAPTER III

METHODOLOGY

SAMPLE POPULATION

This survey sampled at random 33% of the 720 resident student population at Nazareth College. The figure was 240 students sampled. They were chosen for the population since each student, who lives on campus, is required to purchase a meal plan.

Students were well distributed within each year level, gender, and age groups to give the survey a variety of responses.

SURVEY DESIGN

The survey was designed with a couple of factors in mind. An example of the survey can be found in Appendix A. Some of the questions were very similar to those of the survey that Marriott currently uses to evaluate the overall performance of the dining halls. Yet this survey is very general and non-specific to the property. These were the questions which were asked on a Likert scale.

The other questions focused on the food and asked students how they felt about the food, what they liked and did not like, and what foods they felt were served not enough or too often. Additional questions on the survey asked the students about their feelings on the service and atmosphere of the two dining halls.

The students also were asked about their meal plans, and whether or not they liked them. They too were asked which meal plan they were currently on, and how many meals per week they ate in the dining halls. This was to see whether or not there was a correlation between how the students felt about the dining halls, how often they ate there, and if they actually used their meal plan effectively.

In addition to the multiple choice questions, open-ended questions were allowed for certain responses in order to get the students to say what they felt could be improved upon in some areas. This included: the hours of operation, the efficiency of the lines in the serveries, what foods they felt were served too often, what foods they felt should be served more often, and any other comments that they felt could be relevant to the study.

The combination of these questions gave an overall opinion about the various aspects which make the dining experience pleasurable or not.

The questions on this survey were carefully written as to not cause any bias. No where in the questionnaire were questions that could lead a respondent to answer a question in a particular way.

DATA COLLECTION

Before the survey was distributed, it was evaluated by various people to check the continuity and readability of it. Both the Foodservice Director and Dining Hall Manager read the survey through and approved of the questions. Also, several of the students who represented the population at Nazareth College participated in a pilot of the survey to assume, the students responding to the survey would understand exactly what the questions were asking of them.

Once the survey had been approved, 240 surveys were sent out on April 28, 1992. A cover letter and return envelope accompanied each questionnaire (Appendixes B and C). The cover letter explained the reason for the survey, and that the responses were confidential and anonymous.

Seven hundred twenty students reside in the residence halls, so one in three received a survey. The mailroom employee took the surveys and individually placed one in every third mailbox in order to insure randomness and anonymity.

The students then filled out the surveys and returned them through the mail in a pre-paid postage envelope to Rochester Institute of Technology. Of the 240 sent out, 112 were returned with a 46.6% rate of return. A 30% return was required in order to achieve usable data.

DATA ANALYSIS

Once all of the surveys were returned to the Rochester Institute of Technology, the results were entered into a Statistical Analysis for the Social Services (SPSS-X) data file. The program was used to show any correlations between the different items asked on the survey, and if in fact the students identified any problems with food service in the dining halls.

No follow-up survey was conducted since the survey was anonymous, and there was no way of telling which students had returned the surveys or not. The response rate, of 46.6%, was high enough that a follow-up survey was not necessary in order to achieve good results.

LIMITATIONS

One limitation of this study was that the scope of the population was restricted to only one college. This means that the results can really only be valid for Nazareth College.

Being a pilot study, it can serve as a model for others who want to do similar studies in their own college or university.

Another limitation that occurred in this study had to do with the survey itself. One of questions originally put into the survey, later was not allowed by the food service director because of the implications that the answers could have. From this, the survey would not allow the students to give their true feelings on what type of meal card system they would want.

SUMMARY

The methodological steps described in this chapter made it possible to find out how the students at Nazareth College really felt about their food service on campus in an unbiased and anonymous manner. The results of this study would definitely be useful for this particular school in order to better serve their customers. Also others can learn more about similar problems that exist in their particular situation.

CHAPTER IV

FINDINGS AND RESULTS

The results of the survey in the various areas that have been studied have been reported in this chapter. The findings are shown in the forms of tables and graphs for better visual understanding of the results.

DEMOGRAPHICS

The demographic breakdown of the respondents can be seen in Table 1. Students are fairly equally distributed between each class with freshman, 26.4%, sophomores, 24.5%, juniors 26.4%, seniors, 21.8%, and graduates, .9%, comprising of the total number of student respondents. The male and female response made up 22.9% and 77.1% respectively. This is a good representation of the student population, since in 1992, the male to female ratio was 1:6. Most of the students were between 18 and 20 (59.1%), with 38.2% between 21 and 23 years, and 2.7% between 24 and 26 years of age.

Table 1

DEMOGRAPHICS OF STUDENT POPULATION

FRESHMAN	29	26.4%
SOPHOMORE	27	24.5%
JUNIOR	29	26.4%
SENIOR	24	21.8%
GRADUATE	1	.9%
MALE	25	22.9%
FEMALE	84	77.1%
18-20 YEARS	65	59.1%
21-23 YEARS	42	38.2%
24-26 YEARS	3	2.7%

N = 111

DINING HALL PREFERENCE

The first questions the students were asked to respond to was which of the two dining halls they preferred to eat in (Lourdes or Kearney), and why they chose their response (refer to Table 2). Kearney dining hall was chosen more frequently than Lourdes with 51.8% to 47.3%, respectively.

Of all the choices as to why a student picked a particular dining hall, most chose overall atmosphere. For Lourdes, 23 people said that they liked being able to prepare their own sandwiches, and 13 chose it for comfortable seats and other reasons. Kearney's second biggest response was "other" with 19 responses. The responses to the choice of "other" are listed in Appendix D. "Location" and "where friends go" were among the most common answers.

MEAL PLAN

The students were then asked which meal plan they were on, and how many meals per week they ate in the dining halls (Table 3). Twenty-three respondents were on the 10 meals per week plan, 73 students on the 14 meal plan, and 15 students on the 19 meal plan.

Table 2

Reasons for Choosing a Dining Hall

	SEATS COMFOR- TABLE	LIGHT- ING	SELF- SERVE SAND- WICHES	SAND- WICHES PRE- PARED	OVERALL	OTHER
LOURDES	13	5	23	0	44	13
KEARNEY	2	8	1	0	37	19

N=111

Table 3

Meals Eaten per Week vs. Type of Meal Plan

	0-4	5-8	9-13	14-19	TOTAL
10	4	15	4	0	23
14	2	33	34	4	73
19	0	0	4	11	15

N=111

Note: 10, 14, 19 refer to the types of meal plans a student can opt for (ie. 10 meals per week).

Of the 23 respondents who purchased the 10 meal plan, 19 of them ate 0 to 8 meals per week and only 4 ate 9 to 10 meals per week. Out of the 73 respondents on the 14 meal plan, 35 ate 0 to 8 meals per week, and 38 ate 9 to 14 meals each week. The 15 students, who had the 19 meal plan all ate 9 to 19 meals within a given week.

The next question referred to whether or not the students liked their current meal card system, which was a piece of paper taped to their student ID's and was checked off each time they went into a dining hall. Their other option was if they would prefer to have an electronic one, where the student ID has a magnetic strip and is swiped through a machine like a credit card. According to Figure 1, 95 of the students preferred to have an electronic card with only 9 students satisfied with the current system. Along with this question, the students were also asked, if there were such an electronic system, would they like to be able to use it in the retail operations as well. The data shows that 103 of the students approved of the idea, while only 3 did not.

Comparison of Use of Meal Card in Retail with Acceptance of Current Meal Card

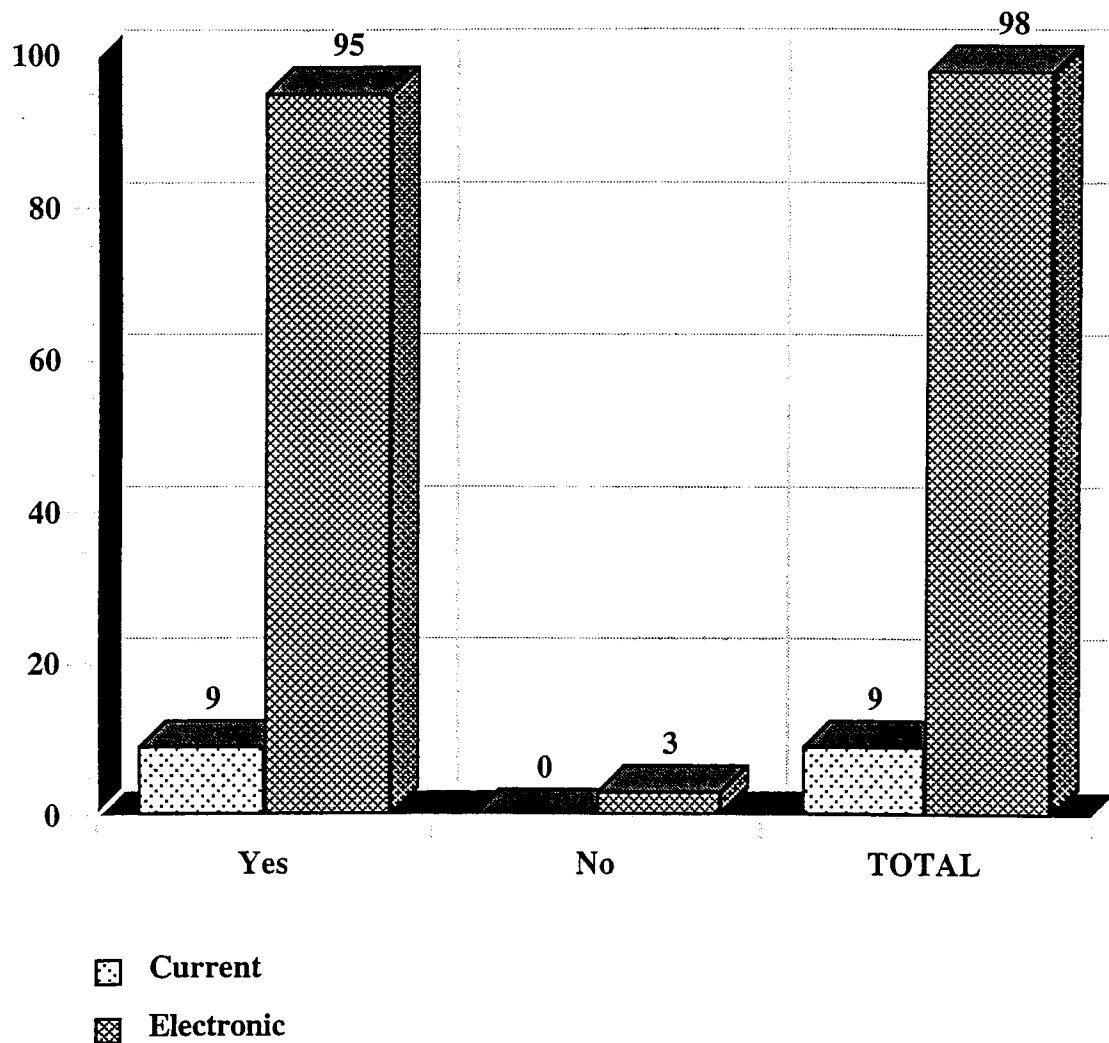


Figure 1

HOURS OF OPERATION

The response to the adequacy of the dining hall hours was pretty mixed (Figure 2). Fifty-four percent of the students approved of the hours in which the dining halls were open for service, yet 45.9% were not satisfied.

In the survey, if the students were not happy with the hours, they were asked what could be done to improve the hours. These responses are listed in Appendix E. Some of the more common suggestions that given were: brunch longer on the weekends, to have breakfast start earlier for reasons as 8:10 am classes and student teaching, breakfast kept open later with hot items available, dinner kept open later than 7 pm, and Friday lunch to be open later, with the possibility of opening Lourdes for lunch on Friday afternoons.

EFFICIENCY OF THE SERVERY LINES

Tables 4 and 5 show how the students felt about the efficiency of the serving lines in each dining hall. The students were asked to rate each dining hall on a scale of 1 to 5, with 1 being poor and 5 being excellent. Both tables were calculated so that their response was matched with their dining hall preference. The mean score for Lourdes, of the students who preferred it, was 3.519, while the mean

Adequacy of Hours of Operation

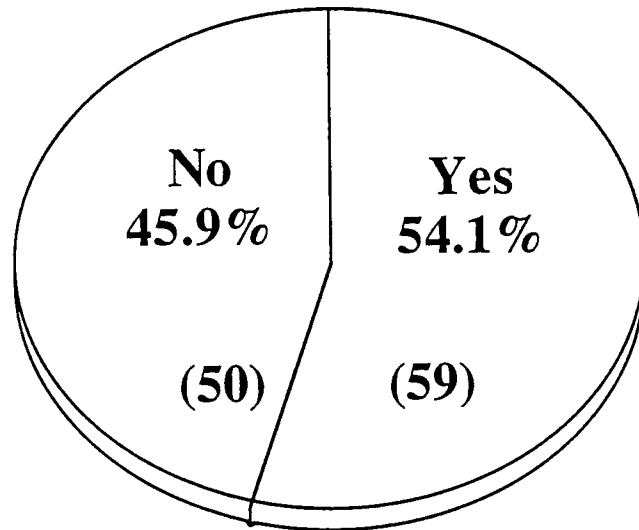


Figure 2

Table 4

Efficiency of Serving Lines - Lourdes Dining Hall

	1	2	3	4	5
STUDENTS PREFER LOURDES	0	4	20	25	3
STUDENTS PREFER KEARNEY	0	5	27	11	4
TOTAL	0	9	47	36	7

NOTE. STUDENTS RANKED THE EFFICIENCY ON A SCALE OF 1 TO 5, WITH
1 BEING POOR AND 5 BEING EXCELLENT

N= 99

Table 5

Efficiency of Serving Lines - Kearney Dining Hall

	1	2	3	4	5
STUDENTS PREFER LOURDES	3	10	32	6	0
STUDENTS PREFER KEARNEY	4	6	28	14	3
TOTAL	7	16	60	20	3

NOTE. STUDENTS RANKED THEIR CHOICES ON A SCALE OF 1 TO 5, WITH
1 BEING POOR AND 5 BEING EXCELLENT

N = 106

MEAN = 2.963

score for Kearney was 3.109 of those who had chosen Kearney. Both were higher than the overall means which were 3.410 for Lourdes and 2.963 for Kearney. These results show that the students felt the efficiency of the lines were just above average.

Again, the students were asked if they were not satisfied with the efficiency, and what they thought could be done to improve the system. These remarks can be found in Appendix E. Of the most concerns, the students thought with keeping the supply of food stocked up to keep the lines moving, and that there was some confusion with trying to get to different food lines for various items.

VARIETY OF FOOD

In two different areas of the survey, the students were asked how they perceived the variety of the food that they were offered. Table 6 displays the results of whether or not the variety of food was adequate on a daily basis and a weekly one. Sixty-five percent replied that they did not feel the daily choices were sufficient, and 84.3% felt that there was not enough variety weekly. This correlates with the other question concerning food variety, since 102 of the 111 responses rated the variety between poor and average. On a scale of 1 to 5, the mean for food variety was 2.261.

Table 6

Satisfaction With Variety of Food

	YES	NO
DAILY	38 (34.9%)	71 (65.1%)
WEEKLY	17 (15.7%)	91 (84.3%)

NOTE. N=109

This table represents whether or not the students were satisfied with the variety of food served daily and weekly.

DIETARY NEEDS

Since a trend towards vegetarianism and other special diets has been noted on college campuses, a question was included referring to the students needs (Figure 3). Of the possible choices, 11 said they were vegetarians, 1 was on a salt-free diet, and 9 had other special dietary needs. This made up 19.3% of the sample population, which constitutes almost one-fifth of the total sample.

FOOD SELECTIONS

The students were given a list of entrees, which was developed by asking numerous students which foods they felt were served too often and not enough. On the survey they were asked if each of these foods were served too often, just right, not enough, or if they were not aware of the item. Table 7 displays the results of this section.

The students felt that pasta, turkey cutlets, turkey tetrazzini, burritos and veggie burgers were served too often, while grilled cheese and ravioli were not served often enough. A fair amount of students responded that they were not aware of meat casseroles, veggie burgers, or cheese casseroles.

Dietary Needs

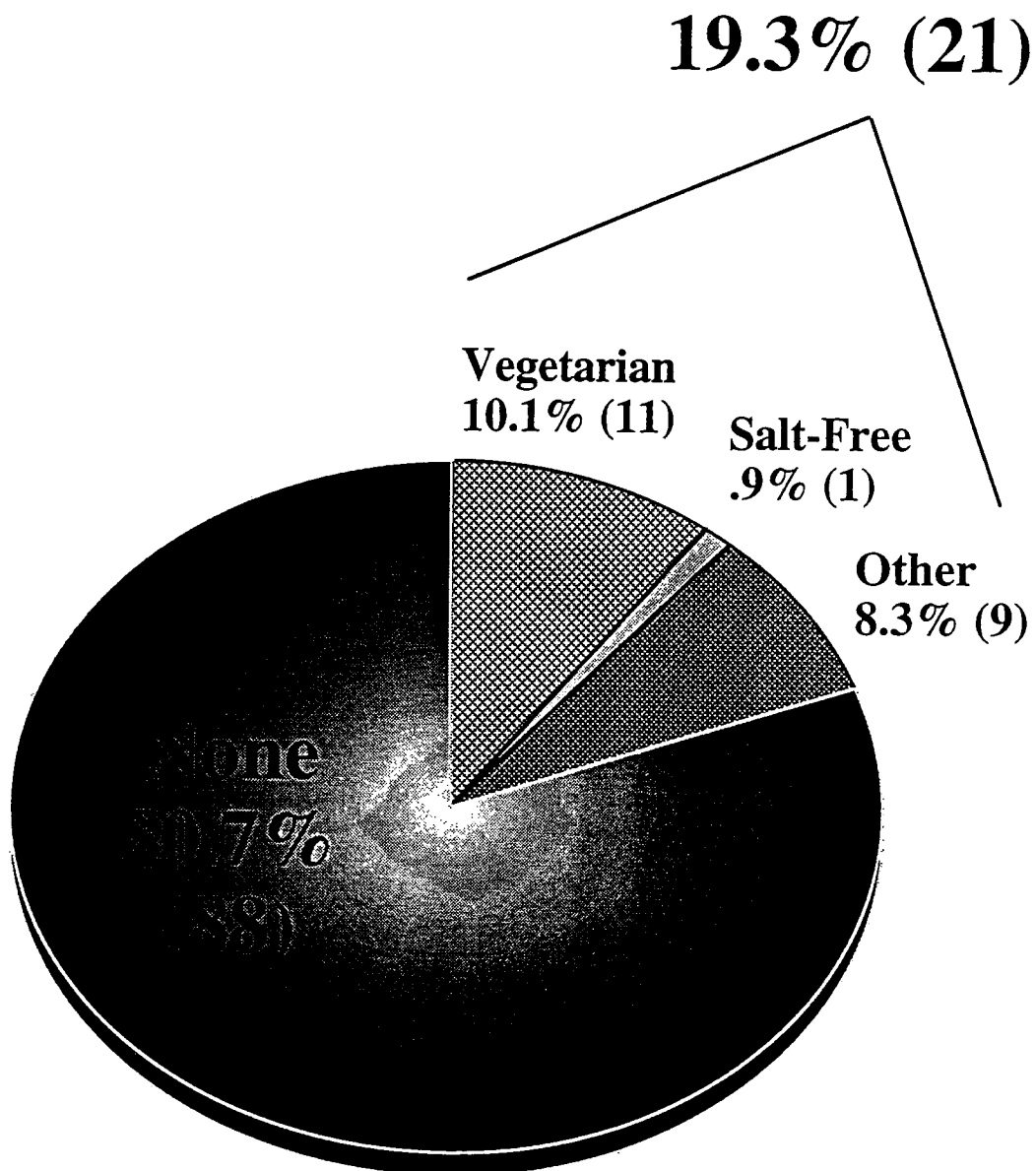


Figure 3

Table 7

Frequency of Food Served

	Too Often	Just Right	Not Enough	Not Aware
Hot Ham Wrap	28 (26.9)	50 (48.1)	14 (13.5)	12 (11.5)
Gr. Cheese	14 (13.3)	45 (42.9)	45 (42.9)	1 (1)
Mac & Cheese	14 (13.3)	53 (50.5)	37 (35.2)	1 (1)
Fish	39 (36.8)	48 (45.3)	18 (17)	1 (.9)
Pizza	25 (23.8)	51 (48.6)	28 (26.7)	1 (1)
Pasta	61 (57)	37 (34.6)	9 (8.4)	3 (8.4)
Turk. Cut.	50 (47.2)	41 (38.7)	12 (11.3)	3 (2.8)
Turk. Tet.	45 (42.5)	38 (35.8)	6 (5.7)	17 (16)
Chick. Pat	38 (35.5)	45 (42.1)	23 (23.5)	1 (.9)
Tacos	27 (25.2)	65 (60.7)	13 (12.1)	2 (1.9)
Meat Cass.	35 (33)	36 (34)	5 (4.7)	8 (7.5)
Burritos	50 (46.7)	42 (39.3)	7 (6.5)	8 (7.5)
Veg Burger	35 (33.3)	25 (23.8)	17 (16.2)	28 (26.7)
Beef Dish	27 (25.5)	57 (53.8)	12 (11.3)	10 (9.5)
Hot Dogs	20 (18.7)	73 (68.2)	9 (8.4)	5 (4.7)
Hamburgers	16 (15)	80 (74.8)	8 (7.5)	3 (2.8)
Ch. Cass.	23 (21.7)	42 (39.6)	12 (11.3)	29 (27.4)
Ravioli	7 (6.7)	28 (26.7)	65 (61.9)	5 (4.8)

Note. The numbers in parentheses represent percentages.

The students were asked whether they thought these food items were served too often, just right, not enough, or were not aware of the item.

N = 111

The students were also asked specifically what foods they also felt were served too often or not often enough. These responses can be seen in Appendices G and H. Of the foods served too often, turkey had the highest response, with pasta, fish, rice, chicken, and monte cristo as other responses. The list for foods that they would like to see more often was more extensive with chicken (boneless breast, grilled, or roasted without skin) being the biggest request. They also wanted to have ravioli, fries, macaroni and cheese, mashed potatoes, and tuna casserole more often.

FOOD ATTRIBUTES

The last group of questions were concerned with various attributes of the food itself and the overall food service within the college. The students were asked to rank each one on a scale of 1 to 5, with 1 being poor and 5 being excellent.

Table 8.0 shows how the students ranked each area of concern. The mean for each category was below a 3.000, the average rating.

Table 8

Food Attributes and Overall Food Service

	1	2	3	4	5	MEAN
TASTE	15	30	57	9	0	2.541
APPEAR- ANCE	13	34	50	14	0	2.586
VARIETY	26	40	36	8	1	2.261
QUALITY	20	38	45	8	0	2.369
SERVING FOOD YOU LIKE	24	40	36	10	1	2.315
FLAVOR AND SPICE	36	44	22	8	1	2.045
OVERALL FOOD- SERVICE	14	35	50	9	1	2.523

Note. STUDENTS RANKED THE ATTRIBUTES ON A SCALE OF 1 TO 5,
WITH 1 BEING POOR AND 5 BEING EXCELLENT.

N = 111

ADDITIONAL COMMENTS

At the end of the survey, the students were asked to express any other opinions that they had. These are listed in Appendix I. These responses varied a lot. One of the students' biggest concerns involved their current meal plan and ID situation. From their comments, the students indicated that they feel that they are not using their meal plan efficiently and would like to have a declining balance type of plan. They would like to be able to use their plan in the retail operations and be allowed to pay for their guest with their plan. The students also do not like how a piece of paper is attached to their ID's and checked off each time they enter the dining halls. They would prefer their ID's to have a magnetize strip and be swiped.

Another problem area appeared to be with the variety of the food. Many students complained that there was not enough variety in the food served, with turkey as one item highlighted as being served too often.

CORRELATIONS

A Pearson's correlation test was done to see if any correlations existed between any of the demographics (year in school, gender, age) and the rest of the variables. Only two were found.

The first one was linked to the dining hall preference of the students and related to all three of the demographic variables. In terms of the year in school, the freshmen favored Kearney dining hall over Lourdes by 19 to 10. The sophomores and juniors were pretty mixed about their preferences, but the seniors chose Lourdes over Kearney by responses of 15 to 8.

Gender also played a role in the preference of the dining hall. Nineteen males of the 25 total (76%), chose Kearney over Lourdes. The female population though had a higher response rate to Lourdes with 45 (54.88%) of the 82 preferring this dining hall.

Finally, the age also showed a significant correlation of responses. In the age range of 18-20 years, 40 students, out of 64 (62.5%), responded that they preferred Kearney to Lourdes. On the other hand, 27 out of 41 students (65.85%) in the 21-23 year range, preferred Lourdes to Kearney.

These statistics demonstrate that the younger students at Nazareth College, especially the males, prefer Kearney dining hall, while the older and female students favor Lourdes.

A correlation was also found between the year in school, age, and the particular meal plan that a student was on. The majority of the freshmen, sophomores, and juniors were on the

14 meal plan, while the majority of the seniors were on the 10 meal plan. The same age-related pattern could be seen as with the age pattern: there were more younger students on the 14 or 19 meal plan while the older students were on the 10 or 14 meal plan.

The freshmen and sophomores are required to be on the 14 or 19 meal plan, while the upper classmen are allowed to pick any one of the three plans. Of the juniors and seniors, only 4 out of 52 (7.68%) chose to be on the 19 meal plan.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This survey illustrated that some problems do exist with the food service at Nazareth College, from the students' point of view. The last group of questions that asked the students to rate the taste, appearance, variety, quality, and flavor of the food; to evaluate the popularity of the kind of food, and to rate the food service overall clearly demonstrates dissatisfaction. More responses were found on the lower end of the scale than the higher end. The mean for all of these items ranged from 2.045 to 2.586. With a 3.000 being the median, all of these attributes were below average in the student's perspective.

Some areas definitely showed little or no need for improvement, according to the results of the survey. The dining halls, for example are fine. The responses were split just about in half between the two dining halls. Since these dining halls have such different atmospheres, they appeal to the varying tastes and need of the students.

The meal plans too, are not in need of change. The students tend to eat a majority of the meals on their specific plan. A third area that scored above average was the efficiency of the food lines in both dining halls.

The areas that the students felt needed improvement were mainly with the food itself, the hours of operation, and the meal cards.

From looking at the results, the students' largest dissatisfaction is with the food. The foodservice staff are advised to examine the menu cycle and try to establish which foods are being served too often. The one the survey identified the most was turkey; it should be served less frequently. The students also want more variety, flavor, and taste in their food. Some new recipes could possibly be tried to give a variation.

Another area that should be considered is the vegetarian offerings. The administrators should try to get a more exact count of how many students are vegetarian and assess whether or not their needs are being met. A focus group of these students could be used to evaluate potential vegetarian offerings.

The hours of operation should be re-evaluated as well. The main complaints were with breakfast, lunch on Fridays, and the weekend hours. Labor costs are the biggest issue here in terms of correcting the problem. From the comments which the students made, if breakfast hours started fifteen minutes or so earlier, they would be satisfied. They felt that with early morning classes and student teaching, they were not given enough time to go to breakfast.

Lunch on Friday also seemed to be a concern. A few students suggested that Lourdes open on Friday, but that may require too much labor. Possibly, Kearney could stay open longer so that students who have later classes could make it to lunch without feeling rushed.

The weekend hours probably do not need to be altered, since many students leave on the weekends, and meal attendance is lower.

The meal card needs to be changed; 98 out of 107 (91.5%) students responded that they wanted it changed. That is a high figure. Since the time of the survey, Nazareth has instituted an electronic system where the students' ID's are swiped as they enter the dining hall. Many students comment on wanting a declining balance (debit account system) so that they could use it in the retail operations as well. Because of the size of Nazareth, this would not be profitable. A possible solution to this would be adding some debit money to the meal plans. Rochester Institute of Technology offers the same meal plan options as Nazareth College. Instead of decreasing the prices of the 10 and 14 meals plans, they offer the plans with a certain amount of debit money on the student's card. This way a student is allowed to use their card in any retail operation, or, as some of the students are concerned about at Nazareth, the students could use this debit to pay for a guest in the dining halls. It would bring up sales all around.

Other recommendations as a follow-up to this survey would

be for Nazareth to create a new survey specific to its operation, and survey the students twice per semester. Focus groups would be another way of getting feedback. Just walking around during meal periods and talking to the students would be informative and develop a cooperative relationship between the students and the food service operation. Feedback is very important in getting problems solved, or even finding if problems do exist.

Other studies that could be done include how the students feel about the service specifically and sanitation. The food service administration should find out if the students prefer being served food or self-service of the food, and if they feel that self-service food is sanitary.

A final area is nutrition. A study could be done as to whether or not the students are educated at all about the subject, and if they feel that the food they are served is nutritious.

Many aspects must be considered in trying to satisfy the students, and time is limited. But an effort needs to be put forth in any college food service because the students are the customer, and if they are not content with the way things are done, it will impact the bottom line of the food service and, potentially, the enrollment of the college.

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APPENDICES

APPENDIX A

Marriott Survey

RESIDENT DINING SERVICES SURVEY

This survey is being conducted as part of our continuing effort to provide you with satisfactory food service on campus. Your cooperation in completing this questionnaire will be most appreciated. We are interested in understanding your needs and the needs of others like you. To complete, please answer the following questions by circling the number of the answer which best describes your opinion. When you have completed the survey, please return it to the person who gave it to you.

- 1. How would you rate your overall satisfaction with this campus food service location, using a scale where 10 means extremely satisfied and 1 means not at all satisfied?

EXTREMELY SATISFIED 10 9 8 7 6 5 4 3 2 1 **NOT AT ALL SATISFIED**

2. How would you rate this food service location on each of the following attributes, using a scale where 10 means excellent and 1 means very poor?

		EXCELLENT										VERY POOR
		10	9	8	7	6	5	4	3	2	1	
Taste of food →		10	9	8	7	6	5	4	3	2	1	
Appearance of food →		10	9	8	7	6	5	4	3	2	1	
Variety of foods →		10	9	8	7	6	5	4	3	2	1	
Hot foods served hot →		10	9	8	7	6	5	4	3	2	1	
Cold foods served cold →		10	9	8	7	6	5	4	3	2	1	
Consistency of food quality →		10	9	8	7	6	5	4	3	2	1	
Friendliness of servers →		10	9	8	7	6	5	4	3	2	1	
Friendliness of checkers →		10	9	8	7	6	5	4	3	2	1	
Appearance of personnel →		10	9	8	7	6	5	4	3	2	1	
Speed of service - servers →		10	9	8	7	6	5	4	3	2	1	
Speed of service- checkers →		10	9	8	7	6	5	4	3	2	1	
Consistency of service →		10	9	8	7	6	5	4	3	2	1	
Appearance of serving area →		10	9	8	7	6	5	4	3	2	1	
Appearance of dining area →		10	9	8	7	6	5	4	3	2	1	
Cleanliness of serving area →		10	9	8	7	6	5	4	3	2	1	
Cleanliness of dining area →		10	9	8	7	6	5	4	3	2	1	
Cleanliness of china, glass, etc. →		10	9	8	7	6	5	4	3	2	1	
Convenience of hours →		10	9	8	7	6	5	4	3	2	1	

3. Overall, how would you rate the value of the meals you receive from the board plan you have purchased, using a scale where 10 means excellent value and 1 means very poor value?

EXCELLENT VALUE 10 9 8 7 6 5 4 3 2 1 **VERY POOR VALUE**

THESE LAST FEW QUESTIONS ARE ABOUT YOU.

4. Are you ... 1 Male 2 Female
5. Are you ... 1 Freshman 4 Senior
 2 Sophomore 5 Faculty/staff
 3 Junior 6 Other
6. Do you ... 1 Live on campus 2 Live off campus?

PLEASE USE THE REVERSE SIDE FOR ANY ADDITIONAL COMMENTS

APPENDIX B

Cover Letter

April 28, 1992

Dear Student,

My name is Sue Morganstein, and currently I am working in the Roost at Nazareth. I am working on my thesis at R.I.T. in the area of food service management. My study is about Nazareth's food service in the dining halls. I am interested in seeing if the students are satisfied with the food and the operations in Lourdes and Kearney.

Enclosed you will find a survey, and a return envelope. I would really appreciate it if you would take the time to fill it out and mail it back. This survey is anonymous, so no one, including myself, will know who has filled out the questionnaire. These surveys have been put into people's mailboxes in a random order to insure anonymity.

Also, this survey is being done by me alone, and has no ties to Marriott or the food service in anyway. I do plan to show the results to Marie and Marianne, so this may or may not have any affect on what happens in the dining halls in the future.

Again, thank you for taking the time to help me with my research. Please try to return this survey to me by May 5.

Thank you.

Sincerely,


Susanne Morganstein

APPENDIX C

Survey Instrument

PLEASE CIRCLE THE NUMBER THAT CORRESPONDS TO YOUR ANSWER.

1. WHICH DINING HALL DO YOU PREFER EATING IN?

- (1) LOURDES
- (2) KEARNEY

1A. WHY DO YOU PREFER IT?

- | | |
|--------------------------------|---|
| (1) SEATS ARE MORE COMFORTABLE | (4) HAVING SANDWICHES PREPARED
FOR YOU |
| (2) THE LIGHTING | (5) OVERALL ATMOSPHERE |
| (3) SELF SERVE SANDWICHES | (6) OTHER _____ |

2. WHICH MEAL PLAN ARE YOU CURRENTLY ON?

- (1) 10 MEALS
- (2) 14 MEALS
- (3) 19 MEALS

3. APPROXIMATELY HOW MANY MEALS PER WEEK DO YOU EAT IN THE DINING HALLS?

- (1) 0-4
- (2) 5-8
- (3) 9-13
- (4) 14-19

4. WHICH TYPE OF MEAL CARD WOULD YOU LIKE TO HAVE IN USE?

- (1) CURRENT MEAL CARD SYSTEM
- (2) ELECTRONIC CARD SIMILAR TO THE PRESENT SYSTEM,
WHERE YOU HAVE A SET NUMBER OF MEALS THAT ARE
SUBTRACTED EACH TIME YOU USE THE CARD

5. IF AN ELECTRONIC CARD SYSTEM WERE TO BE SET UP, WOULD YOU WANT TO BE ABLE TO USE IT IN THE RETAIL OPERATIONS?

- (1) YES
- (2) NO

6. DO YOU FEEL THAT THE HOURS OF OPERATION IN THE DINING HALLS ARE ADEQUATE TO YOUR NEEDS?

- (1) YES
- (2) NO

6A. IF NO, WHAT WOULD YOU LIKE TO SEE CHANGED ABOUT THE HOURS?

7. HOW EFFICIENT DO YOU FEEL THE FOOD LINES RUN IN:

	EXCELLENT		AVERAGE		POOR
LOURDES	5	4	3	2	1
KEARNEY	5	4	3	2	1

7A. IF NOT SATISFIED WITH EFFICIENCY, WHAT COULD BE IMPROVED?

8. DO YOU FEEL THAT THERE IS ENOUGH VARIETY IN THE KINDS OF FOOD SERVED FROM DAY TO DAY?

- (1) YES
- (2) NO

8A. FROM WEEK TO WEEK?

- (1) YES
- (2) NO

9. DO YOU HAVE SPECIAL DIETARY NEEDS?

- (1) VEGETARIAN
- (2) SALT-FREE DIET
- (3) OTHER _____
- (4) NO

10. WHICH OF THE FOLLOWING FOODS DO YOU FEEL ARE SERVED TOO OFTEN,
NOT OFTEN ENOUGH, OR JUST RIGHT?

	TOO OFTEN	JUST RIGHT	NOT OFTEN ENOUGH	NOT AWARE OF THIS ITEM
HOT HAM WRAP	1	2	3	4
GRILLED CHEESE	1	2	3	4
MACARONI AND CHEESE	1	2	3	4
FISH	1	2	3	4
PIZZA	1	2	3	4
PASTA	1	2	3	4
TURKEY CUTLETS	1	2	3	4
TURKEY TETRAZZINI	1	2	3	4
CHICKEN PATTIES	1	2	3	4
TACOS	1	2	3	4
MEAT CASSEROLES	1	2	3	4
BURRITOS	1	2	3	4
VEGGIE BURGERS	1	2	3	4
BEEF DISHES	1	2	3	4
HOT DOGS	1	2	3	4
HAMBURGERS	1	2	3	4
CHEESE CASSEROLES	1	2	3	4
RAVIOLI	1	2	3	4

11. WHAT OTHER FOODS, IF ANY, DO YOU FEEL ARE SERVED TOO OFTEN?

12. WHAT OTHER FOODS, IF ANY, WOULD YOU LIKE TO SEE MORE OFTEN?

13. HOW WOULD YOU RATE THE FOLLOWING OVERALL QUALITIES OF THE FOOD?

	EXCELLENT		AVERAGE		POOR
TASTE OF FOOD	5	4	3	2	1
APPEARANCE OF FOOD	5	4	3	2	1
VARIETY OF FOOD	5	4	3	2	1
QUALITY OF FOOD	5	4	3	2	1
SERVING THE KINDS OF FOOD YOU LIKE	5	4	3	2	1
FLAVOR AND SPICINESS OF THE FOOD	5	4	3	2	1

14. OVERALL, HOW WOULD YOU RATE THE FOOD SERVICE IN THE DINING
HALLS AT NAZARETH?

EXCELLENT		AVERAGE		POOR
5	4	3	2	1

15. WHAT YEAR ARE YOU?

- (1) FRESHMAN
- (2) SOPHOMORE
- (3) JUNIOR
- (4) SENIOR

17. WHAT IS YOUR AGE RANGE?

- (1) 18-20
- (2) 21-23
- (3) 24-26
- (4) 27+

16. WHAT IS YOUR GENDER?

- (1) MALE
- (2) FEMALE

PLEASE FEEL FREE TO MAKE ANY ADDITIONAL COMMENTS THAT YOU MIGHT
HAVE CONCERNING THE FOOD SERVICE AT NAZARETH:

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY.

APPENDIX D

'Other" Responses

Students who responded to question #1 with the response of G.
Other:

Selected Kearney dining hall for the following reasons:

vegetarian bar

everyone goes there

closer (4)

ice cream (3)

hamburger grill

hot chocolate

more choices of food (cereal, vegetarian bar)

not as crowded

don't have to climb over tables and chairs

bigger

brighter than Lourdes

more people go there - good time to see people

tables further apart

more selection

Selected Lourdes dining hall for the following reasons:

less crowded (6)

dining with mature upper classmen

get food faster

quieter

smaller cozier atmosphere

relaxed

live in building

shorter lines

not so noisy (2)

APPENDIX E

Hours of Operations Comments

Students comments about the hours of operation:

brunch kept open longer (4)

hot breakfast open later than 8:30

Lourdes' hours great during the week

full breakfast go all morning

extended weekend hours

longer dinner hours

all day service at anytime

all day

breakfast and dinner longer and later

Kearney have longer hours

able to eat at night - like Roost but use card

longer hot breakfast hours -later dinner

breakfast earlier for 8:10 classes

Fridays - longer lunch - one hour

open longer on Friday lunch, dinner Saturday and Sunday

Lourdes open later for those who have internships or play sports

later hours

three meals on Saturday

breakfast start at 7:30, Lourdes open same as Kearney

open Lourdes on weekends, breakfast 7:45 - 10:00 am

longer breakfast - Kearney - longer lunch and dinner

open later

hot lines stay open until 2 pm for student classes past 1 pm

open all day

able to get food late at night

longer lunch and dinner

open longer

lunch until 1:30 or 1:45, don't have to have deli stuff

wrong hall open all day - Kearney has more to offer -open

from Breakfast on

some kind of store or anything for odd hours, not everyone can

make it in one hour

Kearney open longer on weekends - lines get too long - seating

hard to find

late lunch on Friday

Lourdes open on Fridays - confuses students and forget it's not

open

Friday hours changed

during "prime" dining hours, more servers working

more hours available, later than 7 pm

earlier in morning

Lourdes open on Friday afternoon

morning hours lengthened - late evening schedule for soup and

sandwich (9:00 - 10:00 or 10:30 pm)

extended hours - Kearney

hot meal offered later

longer hours weekends, especially Sunday brunch and dinner

breakfast longer - 9:30

longer hours Saturday and Sunday 11-6

not open late enough

lunch extended, dinner extended

longer hours available on weekend, either in Kearney or Lourdes

Lourdes open on weekends - breakfast open later

(7:45 - 10:00 am)

when hall closes at 7 pm, they take the food away - should leave

the food until 7:15 or later

open more hours

earlier breakfasts and meals that work around test schedules

lunch and dinner hours extended - Lourdes open on Friday

longer span of time to be open

Lourdes open Friday, Saturday, and Sunday

APPENDIX F

Efficiency of the Servery Lines Comments

Students responses to the efficiency of the lines in both dining halls:

more help in Kearney and more main entree lines-separate food lines for hamburger and make own sandwiches (Kearney)

more than one line - vegetarian, two lines hot meals

during rush hours, difficult to get at things like desserts,
lines blocking

getting food out to service line faster

better line system - Kearney - definite separation between main
food line and sandwich line

lines in Kearney everywhere for hot food, sandwiches,
hamburgers, etc.

should be faster and food hotter

enlarge areas in Kearney and Lourdes where food is served, too
crowded

get people to wear hair nets and braids - hair all over

more than one line - more servers

have food ready (popular items)

move desserts away from line

food not brought out fast enough

crowded in Kearney - keep open longer - 2 people making
sandwiches - extra meat and bread on hand

arrangement of materials - buffet line and individual lines -
salad, sandwiches, and burgers

organization

Kearney - sandwich and grill lines get mixed together with ~~dessert~~
and hot foods
when there are two servers, both should be working
more servers, longer serving area
make sure food is ready so students are not waiting 5 - 10 min.
another dining hall
get workers who care
availability of hot food in a timely fashion
Kearney- separate deli, grill, and hot food
serving areas arranged so that lines do not intertwine -
too crowded and confusing
layout of kitchen too small
place to put trays, lines going into dining halls
lines in Kearney more organized
length of time food stays on line for late eaters
change grill and sandwich lines - Kearney
bigger area in hot food service on Kearney
more space for students to stand
keep food coming so that lines move quickly
having next serving batch set up before last batch is gone
have more food available
back up food ready to come out ASAP - always a line of people
waiting around

keep things stocked - pizza, fries, hamburgers, grilled cheese

have to wait forever

more people in serving line and anticipate busy times

food should be done and ready so there is no waiting in line

longer meal display so more employees can be back there

APPENDIX G

Foods Served Too Often Comments

Students responses to foods that are served too often in the dining halls:

monte cristo (4)

turkey dishes (11)

chili

rice (fried, plain, spanish) (5)

stir fry (2)

pasta (5)

roast beef sandwich with potato and gravy

fish (baked cod, perch) (5)

bean burritos

sloppy joes

broccoli

raw red meat

fettucine alfredo

chicken (4)

dessert selections

deli meats

green vegetables

casseroles with turkey

turkey soups

meatloaf (3)

liver

spaghetti

french dip

change breakfast menu

applesauce
non-sugar desserts
during lent, other options instead of cod and perch
tomato sauce
fajitas
beef noodle soup
potatoes (3)
cheese dishes
frozen, pre-made, processed food
meatball sandwiches
eggplant parmesan
french dip
pizza
cheesecake yogurt
cauliflower
broccoli
pancakes
turkey tetrazzini (3)
sweet and sour pork
chicken patties
sandwiches (variety)
all meat products
turkey cutlets
tacos
foods that are too starchy
mexican food

Missing Page

APPENDIX H

Foods Served Not Enough Comments

Students responses to foods that should be served more often in the dining halls:

ravioli (7)

chicken (boneless breast, grilled, roasted without skin) (12)

grilled food

eggplant parmesan (2)

vegetarian dishes (3)

pasta dishes (2)

fries (6)

steak (3)

new menu

mashed potatoes (4)

macaroni and cheese (5)

turkey

tuna noodle casserole (4)

grilled cheese (3)

roast beef

stuffing

salad bar

fresh foods

tacos (4)

chili (2)

med

tuna casserole (4)

tuna salad

fruit salad (3)
ziti
squash
fresh fruit cup
more green leafy vegetables
vegetarian - wider variety
calzones
different bread, ie. dinner rolls
vegetable casseroles
different variety of fruits and vegetables (2)
breakfast sandwich (english muffin, egg, meat)
fried eggs and omelets
pork chops
rice
tacos without spices and tomato in the meat
sub sandwiches (Italian)
chicken patties
chicken wings
egg salad
oriental/ vegetable food
various cuts of beef
seafood dishes
sloppy joes
tomato soup
clam chowder
veggie fried rice

broccoli cheese crepes
cottage cheese at breakfast
real meat (not turkey, chicken, casseroles)
option to have hot dogs and hamburgers in Lourdes
baked potatoes
cream of mushroom soup
cappicola - sandwich line
chicken noodle soup
lasagna (3)
french bread pizza
fish patty
bean burrito
scalloped potatoes
ham
seafood (other than fish)
pizza
eggplant
clam strips
wings
more special meals
chicken stir fry
pepper steak
caesar salad
muffins (blueberry, banana)
broccoli cheese soup
eggplant parmesan

hot ham wrap
tomato soup
bacon (breakfast)
egg salad
onion rings
cream of wheat
chili nachos
fried clams
fishwich
sundae bar more often
mint chip ice cream
waffle bar
more fruits for pancakes and waffles (not apples and cherries)
crepes
cheesecake
carrot cake
sweet breads
french onion soup
real meat - not just turkey or ground beef
turkey or pork fried rice
"fresh" cake
grapes
raisins on salad bar
granny smith apples
herbal tea
real whipped cream for hot chocolate

doughnuts

muffins and breads

caesar salad

fresh lettuce on salad bar

mixed vegetables

corn

real turkey instead of sandwich meat warmed

more fish

APPENDIX I

Additional Comments

Overall comments made by the students:

I honestly believe that the overall foodservice operations are run efficiently, but the quality and variety of food offered needs definite improvements.

I transferred Wittenberg. I have never seen such a poor dining hall as Nazareth's. I work in the dining hall and feel that they need more help, new ideas and a larger area in which to work.

Keep on improving, definitely the electronic food card.

Although they now have a vegetarian bar, I feel the choices are few. They always have the same items on the bar when they could give a few alternative choices from time to time.

I just want a good breakfast because all there is when I get there are bagels and cereal.

get a different company.

I feel that the food service should take into account what the students want and not just what Marriott wants. I think they should use a meal card like a credit card. A card that you can use anywhere on campus, not just in Kearney and Lourdes, but in the

Cab. and Roost as well.

I think our meal card should be an electronic one which begins with the amount of money in it which we paid for our meal ticket. Each meal should be subtracted, according to how much food we got, and we should be able to use at both dining halls, the Snack Bar, and the Roost. This way, guests could eat with us on our meal plan, and we would have money to snack with from the Roost at night. Also, it would cut down on the food wasted because students would be reluctant to get what they aren't going to eat.

The same old stuff all the time! The fact that we cannot take food out if we are planning on eating it (of course not excessive amounts). There is no way that our meal charge equals the service or the proportions we get.

Food need to be fully heated, and more variety is necessary.

A little more variety. It would be a great bonus if meal cards could be used in the Roost and Snack Bar.

It's embarrassing to have had better food in high school than here at college. The present meal card system has got to go, it's too much a waste of money (for students), it's time consuming, and

those ridiculous pieces of paper hanging off our ID's is embarrassing and old fashioned compared to any other college.
(PS I like the way that RIT manages their plans, by debit card)

I would really like to see a way we could get food at night , like in the Roost, and to be able to pay for it through our meal cards.

The pasta isn't drained well enough and is overcooked. The pizza is too mushy.

Marriott workers are all wonderful to the students, very pleasant aspect to the system. We love them!

The food could taste better and we could have a little more variety.

Wish there was a greater variety of fruits served ie. fruit salads.

I believe students should have a conscience choice when choosing meal selections. Students would also be more responsible and learn how to manage their money with a declining meal plan.

Everything has too many onions and paprika. Everything seems to have the flavor- horrible!!

The food here is bad. It isn't served well and is generally an

unpleasant experience to eat here.

Well, it isn't bad but the servers just look too unsanitized. Everybody has so much hair. Only the black guy wears a net. Get everybody else on the right track.

Having transferred from a school with a good food service, I was very disappointed. while dining hall hours are good for scheduling, food served at 6:45 (when I get out of 3 hour class) is rare- or else uneatable.

Our meal card system sucks. If we miss a meal on a certain day we lose it. We should be able to eat as long as the meals are available on our meal card.

How come the food at the Roost and the Snack Bar is so much better??? Cook the French Dip sandwiches more!

By the end of the year I feel that every meal is "the same old thing." Variety is needed. We all seem to miss so many meals that a declining balance may suit us better. The server are friendly, which is good.

I can honestly say that I had better food in the Marine Corps where 5X as many people had to be served.

The current meal card system is ok, but the dining hours suck! Give a greater range of hours if not all day.

Could we have more fresh fruits and vegetables? The fresh fruit salad is good and we don't have to often enough.

Many of the state schools use an electric debit card system. This would be much more cost-effective to the students and highly appreciated.

I'm really glad that I'm a senior and don't have to suffer through another year of Marriott food!

I am pleased with breakfast that is served at Nazareth. It's the one meal of the day that is always great.

I'd like to know where they came up with turkey parmesan - It's disgusting.

Love those HOT wings!!

Better dining hours in the weekend.

When they serve decent meals, it's all on one day.

Yogurt should be available in both dining halls.

I really don't like the food here (and my friends don't either.) We order out a lot!!

Lourdes dining hall is too crowded-the way the tables are arranged and the lighting is too dim.

Breakfast should be opened by at least 7:30 and hot items should be served until 9:00 (at least.)

You must improve your food. The system is absolutely ridiculous and I can't believe we still have a contract with Marriott. We need much more in the line of service, quality and overall performance of Marriott. The food is horrendous and I'm surprised more people haven't complained! Thank you for allowing me this opportunity to enlighten you on all the negative outlooks toward our dining services.

We should be able to use our card at the Roost (at least once a week.)

I usually eat sandwiches unless there is something I really like/want at the other line!

Sundae bar more often, more mint chip ice cream...Waffle bar?...more fruits for pancakes and waffles (no apples or cherries.)

Fresher rice for the wok.

For as much as we pay to go here, we should have more of a variety of food. I really like making my own sandwiches because then they are just how I want them.

I think they should try to make some food better-ie, they should drain the pasta and cook it all the way through.

I dislike the Marriott food and the system they use.

Create a survey looking into new types of food to be offered in the future. Many students in my encounters are looking for better variety and better tasting foods.

I feel my answers are adequate since I recently transferred here from another school. (I have something to compare Naz food to.) Contrary to what others think - I think the food here is excellent, as well as the service and efficiency of getting the food! Keep it up!

Should ask students what we want, not only in terms of food, but in \$ regarding meal plan, we should be reimbursed for meals we miss or be able to put in more \$ if we want it. I like "computerstrip" idea on I.D. I would like to be able to

use it in bookstore, Roost and snack bar too!

My work study is with Marriott and I realize that they want to make things better. With this in mind, I know they are trying. Also, I am more accustomed to eating lots of pasta (peppers) etc. so in a sense I'm spoiled to homemade cooking. The food here isn't great, but it could be worse.

The ham and cheese wraps should contain much more ham than is in them now. Provide grapes as a fruit item. Raisins on the salad bar. Almond delight cereal. Granny apples. Herbal tea. Real whipped cream for hot chocolate. Donuts. More muffins and breads.

In Kearney - the idea with some one serving you your deli foods is terrible - They are so slow and the line is very long. They really have to implement the credit, electronic card deal - it would be so much better and save us \$\$.

Take a look at the salad bar sometime - 50% of what's out there is old and/or spoiled. The condiments usually look disgusting, but that's the students fault--there's ketchup in the cream cheese, mustard in the butter, etc.

I would rather see regular butter sticks than whipped butter. I

like the variety in the salad bar.

Definitely get rid of current meal cards and get more taste in foods.

Food is tasteless - looks great - I see this as a big problem.

I've had hospital food that taste better.