Food Service Advisory Committee
Minutes of Meeting

Date: Wednesday, August 27th, 2014 – 10:30am
Room: Davis Building, Room 3214
Guests: E. Morano (Kaizen), D. Purcell (Kaizen)

1. **ADMINISTRATIVE**

   - Kaizen wanted to discuss any feedback from the Committee on the Self-Op Feasibility Study from the previous meeting
   - Kaizen also wanted to review the next steps in terms of research and soliciting UTM Community feedback, regardless if the decision was to go self-op or to go with a food service contractor

2. **REVIEW OF PHASE ONE – SELF-OP FEASIBILITY STUDY**

   - No questions regarding the Self-Op Feasibility Study were submitted beforehand
   - P. Donoghue stated that he reviewed the Self-Op Feasibility Study report from Kaizen several times and had conversations about the report with colleagues
     - P. Donoghue pointed to the fact that the food service operation would need a $400k to $500k subsidy per year to cover the increase in annual operating costs in a self-op model, which is contrary to the first principle of Ancillary Operations – that the Operations need to be self-supporting
     - P. Donoghue also noted that this subsidy would only sustain the food service operation and not include contingencies for improving it
     - From the point of view of the administration, P. Donoghue felt that moving into a self-op food service model was a “non-starter”
   - No other issues or questions were raised regarding the self-op feasibility study
3. SOLICITING COMMUNITY FEEDBACK REGARDING TO HELP DETERMINE THE FUTURE FOOD SERVICES

- Kaizen reviewed the methods for soliciting community feedback that, in their experience, was most effective
  - Stakeholder meetings
  - Focus groups
  - Open houses
  - Customer surveys
- Stakeholder meetings
  - Kaizen is open to doing as many of these meetings as necessary
- Focus groups
  - Kaizen felt that focus groups of 5-20 participants were ideal and are more effective with Staff/Faculty than with students, although Kaizen is open to doing focus groups with students as well
- Open houses
  - Kaizen felt that open houses work best with students, and P. Donoghue believes that town hall/open house format would be beneficial at the UTM based on past experience
  - Kaizen would like to identify 5-6 discussion topics on which the attendees can share their thoughts with the mediators, and the mediators can then ask questions to clarify and to get more information
  - The open house mentors would be from Kaizen and the Food Service Advisory Committee
  - Kaizen would also set up discussion boards and focus groups based on the output from the open houses
- Customer surveys
  - Kaizen is open to creating several surveys, with different surveys for individual stakeholder groups
  - Kaizen will frame the survey questions and send them to the Committee for feedback
  - Kaizen asked about the length of the surveys and whether or not there should be an incentive to fill out the survey
    - A. De Vito responded that the last food service survey in 2011 took about 10-15 minutes to complete on-line, and it received 18% response rate with no incentive
- Kaizen committed to quickly identifying the stakeholders for the focus groups so that a schedule can be established
- Kaizen also committed to having all results from the stakeholder meetings, focus groups, open houses, and customer surveys in a presentation to the Committee by October 31st.
- The Committee asked if there could be more opportunities for students to participate in the feedback process less formally (i.e. using tweets and hashtags)
  - Kaizen will look into this
  - Kaizen also reminded the Committee that open-ended questions are harder to analyze
• C. Nuttall agreed to share pre-existing survey data regarding food service on campus – specifically regarding food quality, choice, and pricing – from Residence Surveys with Kaizen.

• E. Agbeyegbe asked if it was possible for Kaizen to develop mini-surveys for students who may not want to complete the survey.
  o Kaizen replied that the mini-surveys would likely not be effective, but forums like open houses would work better for these people.

• D. Ball suggested that a computer be set up during open houses as a survey kiosk for people to complete the survey at that time.

• C. Nuttall suggested possible stakeholder groups as past conference groups, past camp groups, continuing study students, special interest groups, and student societies.

• Other stakeholder groups suggested by the Committee – graduate students, athletics, Rez Council, part-time students.

• P. Donoghue suggested that the UTMSU Executive should be its own interest group and, as a result, have its own focus group discussion.

• D. Ball suggested that a possible opportunity to liaise with graduate students would be during Grad Student Orientation on September 15th – he will speak with the Grad Student Orientation organizers and get back to the Committee if this is a possibility.

• The Committee also suggested that the Faculty Club lunches be used as an opportunity to meet with Faculty and Staff.

• The Committee also discussed organizing a group of 8-15 staff for a focus group.

• C. Nuttall suggested that staff and faculty be encouraged to participate in the open houses since they may feel the open houses are for students only.

• Open house dates and locations were established:
  o Student Centre – Sept 25, 12pm-2pm
  o Meeting Place – Oct 8, 12pm-2pm
  o Deerfield Hall – Oct 20, 12pm-2pm
  o Colman Commons/Oscar Peterson Hall – Oct 21, 5pm-7pm

• Staff focus group to be held on Sept 22, 12pm-1pm in the Faculty Club – email to be sent out the managers from different departments to send random staff to attend.

• Kaizen will send a draft of the customer survey to the Committee for review, and the Committee will determine if a meeting is required to discuss the survey.

• The Committee listed possible discussion topics for the open house boards, which included: hours of operation, quality, diversity, pricing, dietary requirements, sustainability/local/fair trade, authenticity, food preferences.

• Kaizen stated that they will need volunteers from the Committee to assist with open houses.

• Kaizen will frame communication to the Community for distribution when the feedback process is ready to begin.

• The UTM will use digital signage to remind the Community of specific dates for each feedback event.

4. **NEXT MEETING** - to be determined