



UNIVERSITY OF
TORONTO
MISSISSAUGA

Food Service Advisory Committee

Minutes of Meeting

Date: Wednesday, August 27th, 2014 – 10:30am
Room: Davis Building, Room 3214
Attendees: V. Jezierski, P. Donoghue, A. Maughn, E. Agbeyegbe, A. De Vito, L. Seto, P. Desrochers, C. Nuttall, H. Havili, A. de Lorenzis, D. Ball
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
 - 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
 - Student Centre – Sept 25, 12pm-2pm
 - Meeting Place – Oct 8, 12pm-2pm
 - Deerfield Hall – Oct 20, 12pm-2pm
 - 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