

Administration and Finance

UNIVERSITY ENTERPRISES CORPORATION

ASSESSMENT PLAN 2021



CSUSB WE DEFINE THE *Future*

UEC Commercial Services Background

- UEC is responsible for the commercial activities of CSUSB including the Coyote Bookstore, pouring rights, vending, and dining services. These activities are managed by UEC through third-party agreements.
- In early 2020, UEC completed an RFP process for Dining Services to select a new dining services operator that was more student focused and CSUSB centric. Chartwells Higher Education was selected and started in July 2020.
- Yotie Eats is the name of the campus dining program operated by Chartwells and provides food service to all San Bernardino Campus students, faculty, staff and guests.

Assessment Purpose

- The purpose for the 2021 Assessment Plan was to determine the impact of COVID-19 on student behavior and interests within the scope of campus dining services. To accomplish this task UEC partnered with ASI to send a survey out to all CSUSB students.

Assessment Goals

- To acquire feedback from students on how the COVID-19 pandemic has influenced their at-home dining habits.
- To determine opportunities for implementing new mobile food ordering technology.
- To determine improvement opportunities for providing better food options from campus dining services.

Assessment Methodology

- Methodology:
 - UEC utilized a Qualtrics survey tool
 - UEC partnered with ASI to access its primary customers (students) by utilizing the campus student list serv
 - The survey was conducted from May 16 – July 31, 2021
 - Survey respondents were incentivized by an opportunity drawing to win 1 of 10 prizes from the Coyote Bookstore

Assessment Questionnaire

- There were six questions on the questionnaire -
 - What are your preferences for campus dining services when we return this Fall?
 - What can campus dining services offer (products or services) to make the return this Fall easier on you?
 - How important do you feel expanding mobile ordering for food and drinks, such as ordering drinks at Starbucks or food at Einstein Bros. Bagels, will be for you in Fall 2021?
 - What was your go-to food option during the COVID-19 pandemic?
 - Do you have any additional ideas for future potential campus services?
 - The last question provided an option to enter into an opportunity drawing

Assessment Data

- Assessment Data:
 - 5% response rate based on receiving 900 responses from the 17,924 students that received the survey (as of Spring 2021).
 - Multiple choice questions with three or more predetermined answer options were utilized with the exception to Question 3, which utilized a 5-point Likert scale.

Assessment Findings

■ Overall -

- Students preferred to have all dining venues fully open upon their return in Fall 2021.
- A return to campus dining would be easier if Yotie Eats offered a mobile ordering app and contactless payment methods.
- 40% of the respondents stated that pizza was their “go-to food option” during the COVID-19 pandemic.

■ Student Comment –

“I am comfortable with “normal” operations. Most restaurants in CA have returned to normal service/operation... As far as mobile ordering, it concerns me if I or another student forgot our phone and couldn't use mobile ordering, I wouldn't want that to limit my food options.”

Assessment Outcomes

- Yotie Eats was generally on track to provide the dining program that students wanted as the fall term began.
- Yotie Eats needed to make an adjustment to its food options on campus to offer pizza. Wild Pie Pizza was introduced on October 15th.
- ASI and student input needs to be sought consistently throughout the academic year.