

Campus Dining Survey

HIED 8200: Assessment and Evaluation Group Project

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Introduction

The intent of the current assessment project was to review the performance and satisfaction of on-campus dining services at Auburn University. The HIED 8200 assessment class issued a survey at the end of March to garner feedback as Auburn University transitions from Chartwells Higher Education Dining Services to the Aramark Corporation after this academic year. This transition created a need for Campus Dining services to develop a satisfaction baseline of dining options and services across campus.

Tiger Dining currently serves the Auburn University population through catering service, on-campus dining, and food trucks. Our group worked with Tiger Dining and Aramark staff to issue a survey using Intelliscan and Campus Labs' Baseline. In further chapters of this document, our assessment group will draw on findings from this survey and make recommendations to Tiger Dining about customer satisfaction and any other imperative information that surfaces during analysis.

We expected our findings to report overall satisfaction of campus dining, areas in need of improvement, and establish a baseline. Overall, it was revealed that students were fairly satisfied with their campus dining experience. Our findings also showed that students valued healthy eating. It can be assumed that, in the future, if more healthy options are made available on campus, overall satisfaction of campus dining could also increase. This is something that future dining surveys could further explore.

Foundation

Sommer and Sommer (2002) stated that what people like can be as important as what they dislike. This is why a survey should highlight failures, success, frustration, and satisfaction (Sommer & Sommer, 2002). Our assessment project included a survey that had previously been created by dining provider Aramark (see Appendix D) and their third-party survey maker, Intelliscan. Due to the needs of our client, Tiger Dining, our assessment group only had involvement on the survey's open and close date. We will use this section to describe good survey design and existing campus dining research. Later, we will discuss our recommendations for the survey based on this section and the current research.

When designing a survey there are several things to consider, with one of the most important being the use of previously-tested, existing theories or surveys (Banta & Palomba, 2015). Good surveys should also be sure to provide all possible answer choices and require no longer than ten minutes to finish (Banta & Palomba, 2015). As mentioned previously, our group had no control of the survey instrument used. Therefore, we are unaware if the survey was designed with these things in mind. However, certain good survey techniques were implemented in the administration of our survey. Such techniques included sending an informative email invitation and sending reminder emails to non-responders (Banta & Palomba, 2015). We utilized these techniques through collaboration with SGA president, Dane Block, and Tiger Dining administration.

According to Fink (2006), all surveys should consist of questions and instructions, sample and design, data analysis, pilot testing, and response rate. There are two types of survey questions: open-ended and forced-choice (Banta & Palomba, 2015; Fink, 2006; Sommer & Sommer, 2002). Since, once again, our did not have control over most survey components, we

look ahead to data analysis. Once the survey is received, the assessors will compute percentages and convert averages. This will lead to proper data for charts and graphs to visually represent the survey results.

A common issue for surveys is the response rate. Mangione (1995) states that anything higher than 85% is a great rate of return. Typically, a response rate between 60% and 85% is an acceptable response rate (Mangione, 1995). When response rate slips below 60% it gives grounds to question the quality of the data; creating non-response errors. Non-response errors are problematic because they give an inaccurate depiction of the population (Mangione, 1995). By surveying the entire population of Auburn University, we predicted that our response rate might not be as high as desired.

The current assessment was crucial to Auburn University's dining transition. Dining on a college campus is one of the largest categories of the food service industry (Andaleeb & Caskey, 2007; Lam & Heung, 1998). This created an opportunity for Auburn to create a baseline of student and faculty satisfaction as it relates to one of Auburn's biggest revenue centers, campus dining. Not only is on-campus dining a monetary sector, but it is also an environment where students come to socialize and interact with other students and faculty (Smethurst, 2016). Tiger Dining understood the projected growth of campus dining and the need to evaluate its service. While this assessment will create a baseline, it is important to monitor and improve campus dining periodically to retain satisfaction (Joung, Lee, Kim, & Huffman, 2014).

Methods

The survey conducted was a census study (meaning the entire population appx 32,000 faculty, staff and students) administered by Aramark. The survey, called “Dining Styles”, was an existing survey that Aramark used to measure overall experience, dining satisfaction, health, quality, personalization, convenience, etc. For the current assessment, a response rate of approximately 5,000 was needed. After conducting the survey, 2,320 participants took part in the survey, which, in comparison to other SEC schools that had been administered the survey, garnered the highest turnout.

To begin process of administering the survey, our group met with Glenn Loughridge, Director of Tiger Dining, and Gwen Ward, Administrative Assistant of Tiger Dining, to talk about project details and what they expected to see out of the survey. It was decided that the group would help administer Aramark’s existing survey and analyze the data once the survey was complete. From there, we contacted Dane Block, SGA President, and Glenn Loughridge, and received approval of a draft email that would be sent out to students, faculty and staff. Once the draft emails had been approved, the group worked with a Baseline/Campus Labs representative in order to set up the survey within the existing software, so responses could be tracked. This helped us in refraining from sending a reminder survey to those participants who had already submitted responses.

Before our group was able to administer the survey, we received permission from Dr. Iryna Johnson in Institutional Research for access to a complete campus sample, and worked with Dr. Langham to obtain said sample since this was not information that could be given directly to students. Courtesy notices were then drafted and sent to Dr. Woodard and other

Auburn administrators, to inform them that the entire population would be sampled, per Aramark's requirements.

Once we received these permissions and sent the necessary courtesy notices, the survey was officially opened and sent out via email on March 23rd. The survey closed two weeks later on April 6th. Our group sent reminder emails out on March 30th through the same mediums as the initial emails. We then received raw data from Aramark a week after the survey concluded, and analyzed the data retrieved from the survey.

Findings

Our findings reported that most students were fairly satisfied with their campus dining experience at Auburn University. Overall, 767 members of Auburn’s population rated overall campus dining experience a 5 on a scale that ranged from poor, 2, 3, 4, 5, 6, to excellent. Through the different demographics of students surveyed, ranging from freshman to senior, graduate and professional students, faculty, staff and employees, a rating of 5 for overall satisfaction was the leading statistic for each demographic. Below, you can see in depth results for the performance of the overall campus dining program at Auburn University.

Freshmen:

Please rate the performance of the overall campus dining program at your school:	Count
2	16
3	45
4	106
5	168
6	120
Excellent	32
Poor	15
Grand Total	502

Sophomores:

Please rate the performance of the overall campus dining program at your school:	Count of ID
2	11
3	41
4	81
5	139
6	81
Excellent	17
Poor	5
Grand Total	375

Juniors:

Please rate the performance of the overall campus dining program at your school:	Count of ID
2	19
3	37
4	77
5	137
6	79
Excellent	28
Poor	7
Grand Total	384

Seniors:

Please rate the performance of the overall campus dining program at your school:	Count of ID
2	14
3	26
4	63
5	107
6	75
Excellent	15
Poor	8
Grand Total	308

Faculty, staff and employees:

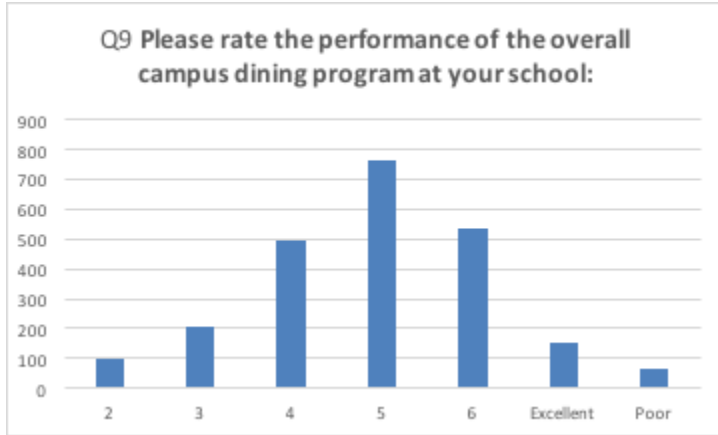
Please rate the performance of the overall campus dining program at your school:	Count of ID
2	26
3	42
4	106
5	145
6	136
Excellent	47
Poor	15
Grand Total	517

Graduate and professional:

Please rate the performance of the overall campus dining program at your school:	Count of ID
2	13
3	15
4	57
5	66
6	45
Excellent	11
Poor	13
Grand Total	220

Total opinion of performance of campus dining:

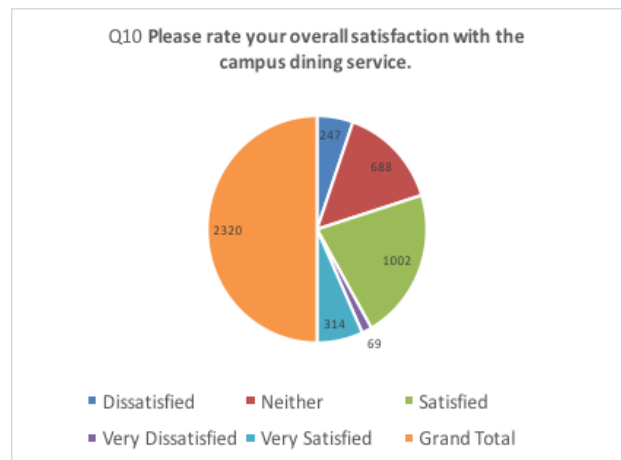
Row Labels	Count of ID
2	99
3	207
4	494
5	767
6	538
Excellent	152
Poor	63
Grand Total	2320



Total satisfaction:

The next question examined in our findings was that of total satisfaction with Tiger Dining. Below, you can see that the 1,002 out of 2,320 participants were overall “satisfied” with the campus dining service, while only 69 were “very dissatisfied.” The two figures below provide a detailed view of overall satisfaction with Tiger Dining at Auburn University.

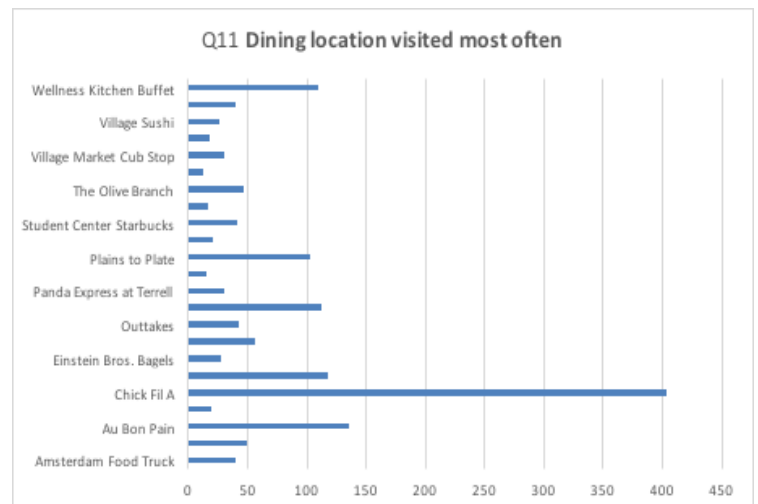
Overall Satisfaction	Count of ID
Dissatisfied	247
Neither	688
Satisfied	1002
Very Dissatisfied	69
Very Satisfied	314
Grand Total	2320



Dining location most visited:

The figure below shows the most frequently visited dining locations on Auburn’s Campus. These findings show that the Chick-fil-A on campus holds the overwhelming majority for most frequently visited dining choice, with 404 of the 2,320 participants choosing this restaurant. The next leading location was Au Bon Pain with just 135. Please see the figures below for a more detailed look at the results for most frequently visited location for Auburn Tiger Dining Services.

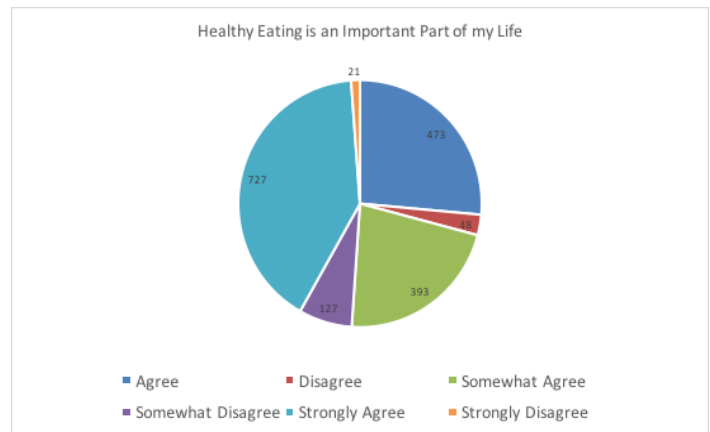
Row Labels	Count of ID
Amsterdam Food Truck	40
API Trading Company	50
Au Bon Pain	135
AU Smokehouse	19
Chick Fil A	404
Chicken Salad Chick	118
Einstein Bros. Bagels	27
Lowder Starbucks	56
Outtakes	42
Panda Express at Foy	112
Panda Express at Terrell	30
Papa John's	15
Plains to Plate	102
Rye of the Tiger at Terrell on the Hill	21
Student Center Starbucks	41
Terrell Market	16
The Olive Branch	47
Village Dining - 844 Burger	12
Village Market Cub Stop	30
Village Market Deli	18
Village Sushi	26
Village Tiger Zone Buffet	40
Wellness Kitchen Buffet	110
Grand Total	1511



Value of healthy eating:

The figures below depict how much students valued healthy eating in their life. From the survey results, 727 subjects strongly agreed that healthy eating was a part of their life and 473 subjects agreed, while only 21 subjects strongly disagreed and 48 subjects disagreed. From the results, the majority of Auburn students, faculty, and staff agree to some extent that eating healthy is an important part of their life.

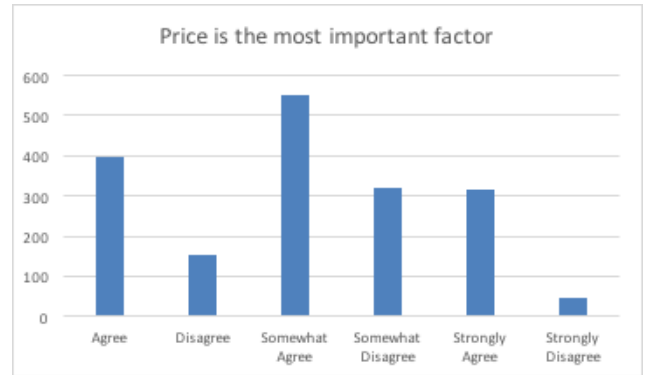
Healthy Eating:	Count of ID
Agree	473
Disagree	48
Somewhat Agree	393
Somewhat Disagree	127
Strongly Agree	727
Strongly Disagree	21
Grand Total	1789



Price as a factor in purchasing food:

The figures below depict the findings for Auburn students, faculty, and staff opinion on price being the most important factor when their choosing dining options on campus. Out of the participants, 319 subjects strongly agreed and 399 subjects agreed that price is the most important factor when choosing food options. 553 subjects somewhat agree and 322 subjects somewhat disagree, while 152 subjects disagree and 47 subjects strongly disagree. While the majority of subjects, 553, somewhat agree, it seems as though the respondents were more spread out in their opinions on price of food impacting their decisions than in other categories.

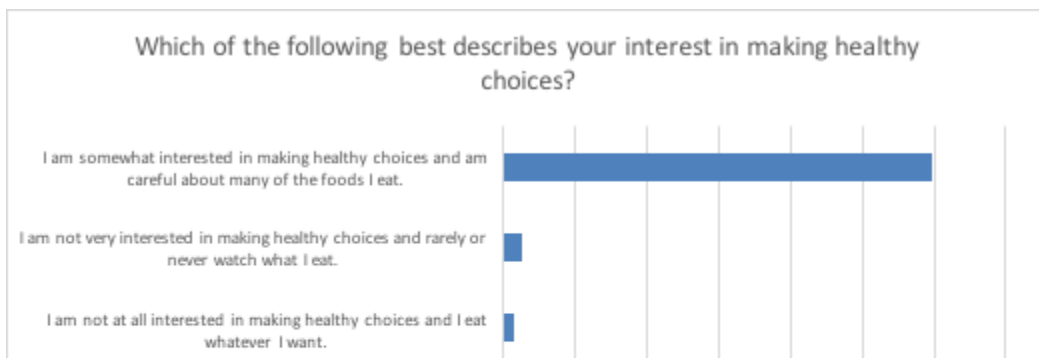
Price is the most important factor	Count of ID
Agree	399
Disagree	152
Somewhat Agree	553
Somewhat Disagree	322
Strongly Agree	316
Strongly Disagree	47
Grand Total	1789



Healthy choices:

The figures below depict the findings on Auburn respondents interested in making healthy choices when choosing eating options. Of the 2320 respondents, over half of the respondents (1192) responded “I am somewhat interested in making healthy choices and am careful about many of the foods I eat.” The next highest response was, “although I am interested in making healthy choices, I rarely or never watch what I eat,” with 595 responses. The lowest number of responses was in the category of “I am not at all interested in making healthy choices and I eat whatever I want,” with 28 responses. From these answers, we saw that respondents are overall interested in making healthy choices and are careful about many of the foods they eat.

Which of the following best describes your interest in making healthy choices?	Count of ID
Although I am interested in making healthy choices, I rarely or never watch what I eat.	596
I always watch what I eat/ am interested in making healthy choices.	455
I am not at all interested in making healthy choices and I eat whatever I want.	28
I am not very interested in making healthy choices and rarely or never watch what I eat.	49
I am somewhat interested in making healthy choices and am careful about many of the foods I eat.	1192
Grand Total	2320



Recommendations

For your reference, we have included in this section several general recommendations for future dining-related surveys, as well as question-specific recommendations. We hope you will feel free to utilize any and all of these in the future with any other surveys you may send out to the student population at Auburn regarding campus dining. These recommendations are tailored to survey question design, based on what we have learned in our assessment course this semester.

Formal Recommendations

Our first recommendation is that, for a survey with a population being sampled this large, more quantitative, scale-based questions would be useful. This would make the coding process after the surveys have been collected much more efficient and allow generalizations to be made.

A progress bar allowing students and staff to track how far along they have come during the process of taking the survey would also be a beneficial addition to the survey and would increase retention rates throughout. If people do not know how far along they are progressing within the survey, they may lose interest and drop out halfway through.

Thirdly, there seemed to have been several different themes apparent in this survey. Some of the questions relate more directly to campus dining at Auburn, and others look to better understand student's eating habits and perceptions towards health. When beginning a new section on a new topic, it may benefit students to include a short blurb letting them know what they are about to answer questions on. For example, this could be something as simple as "the next few questions will ask you some questions about your health and eating preferences. Please answer them as accurately as possible." It is okay to go back and forth between themes within your survey, but there should be some kind of communication of this.

Lastly, there might have been a miscommunication component to this recommendation between our group and Aramark, but the survey link email we sent out told students and staff that they could choose to opt out of any question they did not wish to answer; however, when we tested this by choosing to skip a question while taking the survey, an error message popped up saying, “this is a required field.” While we want positive response rates on all of our questions, if we are going to tell individuals that they may opt out of a question, we have to provide that ability.

Question-Specific Recommendations

Recommendation one

Where do you live?

- On-campus - with a kitchen in an apartment or suite
- On-campus - with access to a kitchen (e.g. on the floor or in the building)
- On-campus - with no access to a kitchen
- Off-campus - live within walking distance to campus
- Off-campus - drive or take public transportation less than 3 miles from campus
- Off-campus - drive or take public transportation more than 3 miles from campus

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This question seems to be tackling two issues at once- whether or not students have a kitchen and how far away off-campus students live from campus. While the question itself is not a double-barreled question, perhaps consider splitting into two questions in the future, or consolidate, based on what information you are truly trying to find. Leedy and Ormrod (2010) wrote 12 guidelines for developing a questionnaire; one of those was to use “clear, unambiguous language” (p.194). Meaning, that while creating the survey you should decide what you want to know. Using this example, do you want to know if they live on campus or do you want to know if they have a kitchen. Leedy and Ormrod (2010) suggest a Likert scale to remove ambiguity.

Recommendation two

Please tell us how often during a typical week you get something to eat/drink for lunch from the following: (Maximum of 7 total for the week)

On-campus food court, snack bar or restaurant	0 1 2 3 4 5 6 7
On-campus convenience store or vending machine	0 1 2 3 4 5 6 7
On-campus coffee shops	0 1 2 3 4 5 6 7
Off-campus fast food, fast casual or sit-down restaurant	0 1 2 3 4 5 6 7
Off-campus convenience store or vending machine	0 1 2 3 4 5 6 7
Off-campus coffee shop	0 1 2 3 4 5 6 7
Home/Apartment/Dorm Room	0 1 2 3 4 5 6 7

Do not eat/drink during this time period

This question was a bit frustrating for us as survey-takers, as it required us to keep track of our totals for the week. Perhaps consider implementing the use of a Likert-scale in the future. So, for each available element, give the options of “not at all” “not frequently” “neither frequently or infrequently” “frequently” “every day.”

Recommendation Three

In a typical week how much do you spend (in cash or declining balance) at each of the following locations? (Just give your best estimate - please use whole dollars only)

On-campus food court, snack bar or restaurant	\$ <input type="text"/>	per week
On-campus convenience store or vending machine	\$ <input type="text"/>	per week
On-campus coffee shop	\$ <input type="text"/>	per week
Off-campus fast food, fast casual or sit-down restaurant	\$ <input type="text"/>	per week
Off-campus convenience store or vending machine	\$ <input type="text"/>	per week
Off-campus coffee shop	\$ <input type="text"/>	per week
Grocery Store	\$ <input type="text"/>	per week

To make this information more quantitatively easier to analyze, consider changing the questions from open-ended, to providing “range” options. For example, “0-\$10 per week” “\$11-\$20 per week” “\$21-\$30 per week” “more than \$30 per week,” etc. This will also eliminate the

issue of students not knowing specifically how much they spend at each of these entities each week.

Recommendation Four

From the list provided, please indicate the dining location on campus you go to most often (even if you have only visited that place once).

- Amsterdam Food Truck
- API Trading Company
- Asian Market & Boba Tea at Terrell on the Hill
- Au Bon Pain
- AU Smokehouse
- Chick Fil A
- Chick In a Box at Terrell on the Hill
- Chicken Salad Chick
- Drawing Board Cafe
- Einstein Bros. Bagels
- Firetruck BBQ Food Truck
- Golden Tiger Food Truck
- Kick 6 Cafe at Terrell on the Hill
- Leila's Pizza at Terrell on the Hill
- Local Greens at Terrell on the Hill
- Lowder Starbucks
- Noodle Fun Food Truck
- One Hibachi Food Truck
- Outtakes
- Panda Express at Foy
- Panda Express at Terrell
- Papa John's
- Philly's Food Truck
- Plains to Plate
- Rye of the Tiger at Terrell on the Hill
- Smooth N Groove Food Truck
- Student Center Starbucks
- Taco/Burrito Food Truck
- Terrell Market
- The Olive Branch
- University Donut Food Truck
- Village Dining - 844 Burger
- Village Market Cub Stop
- Village Market Deli
- Village Sushi
- Village Tiger Zone Buffet
- Wellness Kitchen Buffet

Thinking about Chick Fil A, please rate the PERFORMANCE of that location in the following areas using a scale of 7-1, with 7=Excellent and 1=Poor.

Overall experience	<input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1
Food quality	<input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1
Food variety	<input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1
Convenience	<input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1
Availability of nutrition information	<input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1
Availability of healthy options	<input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1
Availability of vegetarian/vegan options	<input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1
Price/value	<input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1
Welcoming / friendly dining staff	<input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1
Knowledgeable / helpful dining staff	<input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1
Speed of service	<input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1
Cleanliness	<input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1
Hours of operation	<input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1
Place to socialize	<input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1
Comfortable and fun dining atmosphere	<input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1
Freshness of food	<input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1

Analysis based on the layout of this question becomes quite complicated, because each of the 40 listed dining locations then breaks into sixteen different subcategories. We also received emails during the survey process and Prevail coffee being left off of the list. This creates problems when creating a baseline because it does not include everyone.

Recommendation five

What specific changes would you like to see made to Chick Fil A? Please be specific.

We think this is a good use of an open-ended question in order to allow students to provide any specific feedback they might have. However, since it is tailored to their “most-visited” dining location, there is still bound to be a plethora of answers to sort through. Perhaps a question like this could best be used for feedback about the overall dining experience at Auburn, including all locations. For example, “what specific changes would you like to see made to Auburn dining?” Leedy and Ormrod (2010) suggest leaving out discussion responses all together; for the purpose of our survey we understand the purpose of getting feedback from students and faculty. Therefore, if you decide to maintain the discussion responses they need to be manageable. Remember, we are asking people to volunteer their time, so perhaps having just one final “any more thoughts on campus dining” at the end of the survey is best (Leedy & Ormrod, 2010).

Recommendation six

With which of the following statements do you agree most strongly in regard to your thought process for evaluating the value of a meal purchase in general?

- I am price conscious. Value to me is only about how much I pay.
- Value to me means that I get a large portion for what I pay.
- Value to me means that the quality of the food is excellent for what I pay.
- I believe value is about the overall experience. I will pay more at a place that offers a better experience.
- Value is not a concern for me at all.

How would you rate the value you receive when dining on campus?

7 = Very High Value and 1 = Very Low Value



We really like this question in terms of understanding what students believe to be a “good value.” However, we think the following changes could be made to improve:

- Keep the first question.
- For the second question, instead of relying on the definition the students answered above, provide all definitions. For example, the question could say: “based on the following definitions of value, how would you rate the value you receive when dining on campus,” and look like the following:

	7	6	5	4	3	2	1
Value is defined solely on how much I pay							
Value is defined by the portion size I receive for what I pay							
Value is defined by the quality of food I receive for what I pay							
Value is defined by the overall experience I receive, including price, portion size and quality of food							

Recommendation seven

How likely are you to purchase a meal plan **NEXT YEAR?**

- Definitely will buy because I am required to participate
- Definitely will buy even though it is not required
- Probably will buy
- Might or might not buy
- Probably will not buy
- Definitely will not buy

What is the most important factor that would have to change about the **meal plan** to get you to participate next year?

- Size of the meal plan
- How the meal plan can be used
- Where the meal plan can be used
- Different residential or retail outlets
- A larger number of retail outlets
- Not applicable / not attending next year (e.g., graduating, transferring, etc.)
- Other (please be specific)

We thought this question provided great insight into those students who currently do not enjoy having a meal plan, so much so that they would choose not to purchase if given the opportunity again. For the follow-up questions, you may choose to make the answers more specific in the years to come. For example:

- Size of the meal plan in terms of meals allowed per week
- How the meal plan can be used in terms of type of food allowed to be purchased

Recommendation eight

Please indicate your agreement with the following statements:

(6=Strongly Agree, 5=Agree, 4=Somewhat Agree, 3=Somewhat Disagree, 2=Disagree, 1=Strongly Disagree)

My life is so busy and hectic I often feel overwhelmed	6 5 4 3 2 1
It's important for me to have options for where I choose to eat	6 5 4 3 2 1
Healthy eating is an important part of my life	6 5 4 3 2 1
I prefer to eat in a more social atmosphere with lots of activity and interaction	6 5 4 3 2 1
On weekdays, I prefer to eat out instead of cooking at home	6 5 4 3 2 1
Price is the most important factor when deciding what I want to eat	6 5 4 3 2 1
Managing my weekly/monthly budget is a challenge	6 5 4 3 2 1
I am very happy	6 5 4 3 2 1
I feel like I am academically successful	6 5 4 3 2 1

As students taking this survey, this section seemed like an arbitrary grouping questions. Because we are in a survey design course, we could see the benefits of having such demographic data on file about students taking this survey, but perhaps tailor it more back to the primary purpose (the change of campus dining providers). For example, the following statements could be tweaked:

- My life is so busy and hectic I often feel overwhelmed
 - Because my life is busy and hectic, I often choose the quickest, most convenient dining option
- I am very happy
 - I am happy with the current dining options on campus

Recommendation nine

Below are pairs of statements about various attitudes and perceptions related to food. Please read each pair and select which one you agree with more than the other.

If you agree with one statement **MUCH** more, select the button closest to it. If you agree (or disagree) with **BOTH** statements, select one of the middle buttons that is closer to the statement that better describes you.

I am particular about the food that I eat	○	○	○	○	I am not super-picky
I eat whatever I want	○	○	○	○	I carefully watch my diet
I want to be able to see the nutritional content (e.g. sugar, fat, etc.) of the food that is available.	○	○	○	○	I don't pay attention to nutritional content
I seek out organic foods, whenever I can	○	○	○	○	Organic food is not worth the cost or effort to get
I like going to fast food restaurants	○	○	○	○	I avoid fast food restaurants if at all possible
I am OK with spending extra money to get exactly what I want to eat	○	○	○	○	I compromise what I really want to eat to save money
I frequently read restaurant reviews online or via social media	○	○	○	○	I rarely check restaurant reviews online or on social media
I am usually the one who gets everyone to go out to eat	○	○	○	○	I mainly go out if others suggest it

Consider cleaning up the wording of the directions for this question. Also, with a Likert Scale, there should be an odd number of options. You can trim down the selection buttons from four to three. You could try something along the lines of, “Below is a question which will ask you to rank your attitudes related to food on a scale. Please read each pair and select which you

agree with more than the other, by selecting the button closest to your choice. If you have no preference, choose the middle button.” Leedy and Ormrod (2010) list providing clear instructions at the beginning of their guideline list. Instructions should communicate exactly how you want people to respond; a questionnaire should never assume a respondent understands a Likert scale (Leedy & Ormrod, 2010).

Recommendation ten

Which of the following best describes your level of engagement with sustainability and environmental responsibility initiatives?

- Activist
- Advocate
- Follower
- Not Interested
- Opposed

Since the terms “activist,” “advocate,” and “follower” are not clearly defined, and the last two options explain actions rather than nouns (being not interested or opposed), consider changing all options to a verb format.

Reflection

Gracie

The project had positive and negative aspects. The positives included gaining practical experience and knowledge in assessment, as well as engaging in an area of student affairs we might not have been able to interact with in our current positions. The negatives included the frustration of navigating communication with several parties, our group did not get to make the survey, and having to wait on Aramark and Intelliscan which caused us to stray from our original timeline.

The practical experience was heavily communication based. I enjoyed being able to see every small step. From courtesy emails to sending marketing materials to residence life, there were more things to consider than I originally thought. I also enjoyed seeing how to use baseline. However, I wish our group had gotten the experience of actually constructing a survey. I do not recommend having another group of students work with three different parties in addition to communicating with a large student group. Despite the frustrations, I am appreciative of this real world experience and that I was able to develop the transferable skills that will be necessary in my future career.

Abbi-Storm

When reflecting on this project it brought up good and bad feelings. As a group, I think we handled the assignment as best we could. We are learning from the good and bad experiences. I came into this project having done survey research before, but never at the assessment level. I enjoyed being able to use some of the research design knowledge from past classes and apply it in this context. It was also interesting to work through the steps of sampling an entire campus population, e.g. courtesy emails, permissions, etc. Campus dining is such an

interesting branch of campus because it touches nearly everyone on campus and they have their hands in so many different pots. It was cool to see how everything worked together.

I think all of our reflections will mention the frustration of working through so many people to accomplish something that affects our grades. I understand that by the time it all came to light it was too late and out of our hands, but for the sake of everyone's sanity in the future I would avoid another partnership like this one.

Macy

Looking back on this project, I think that I learned a lot about the "dos and don'ts" of assessment and found it very relatable to a lot of real-life situations that can happen in the workplace.

Some of the things that I really enjoyed about the project was being given the opportunity to help in administering a survey that was sent to the entire Auburn population. Being able to work with professionals such as Glenn, Gwen, Tracey, and Dr. Langham was great experience for future scenarios that could take place beyond our schooling. Seeing how Baseline/Campus Labs worked was also something that I really enjoyed, although I do wish that we were able to use it to its full potential, I am still glad that we got to use it and learn about it at all.

Some things that I thought could have gone better during the project were the many roadblocks that we came across along the way. Having to navigate through three different parties, and having a student group to communicate with on top of that, I thought was a little hindering in terms of productivity and efficiency of our time and work.

Overall, I really enjoyed doing this project and learning about what goes into sending out a survey to a large University like Auburn and learning more about Tiger Dining and all that they do!

Jess

The concept of this project, and what it was meant to teach us, was, for me, very useful. I have always been one to learn through hands-on application, and being able to take complete responsibility of a real-world assessment project definitely taught me skills I would not have otherwise been able to receive. However, I think with the nature of our project, working with Campus Dining, Aramark and Intelliscan, it felt like there were too many parties involved with the administration of this survey, and communication was definitely a difficulty. I also felt that, by not creating our own survey, I still feel somewhat lacking in the skill of carrying out an assessment plan from start to finish. Relying on Aramark for the survey questions and raw data took steps out of the process that I would have liked to be involved in. It also made the coding of data difficult for us, since the questions were not our own, and we would have reworded/completely changed many of them if we had the chance. Overall, the project was useful in learning more about the assessment process, but I would not recommend working through a third-party like this for future groups.

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Appendix A

Marketing Material - Residence Hall Monitor Graphic



Appendix B

Social Media Graphic



Appendix C

Faculty/Staff and Student Survey Email

Dear Auburn Community:

You are invited to participate in a survey about Campus Dining. The study is being conducted by the Office of Campus Dining in Student Affairs. You are receiving this invitation because you are a faculty/staff member at Auburn University. Campus Dining values your Auburn University employee perspective.

Your participation is completely voluntary. Your feedback will be used to gain valuable insight to help improve your overall campus dining experience. The risks associated with participating in this study are minimal; you may opt to skip any questions that you do not wish to answer. If you have any questions or concerns you may contact me - Glenn Loughridge, Director of Campus Dining, at gal0008@auburn.edu

This survey will take approximately 5-10 minutes to complete. All responses are completely confidential.

If you change your mind about participating, you can withdraw at any time by closing your browser window. Your decision concerning whether or not to participate will not jeopardize your future relations with Auburn University. If you choose to participate in this study, please click the link below to begin.

Instructions

Thank you for your participation,

Glenn Loughridge '94
Director of Campus Dining
Auburn University
255 Heisman Dr, Suite 1203
Auburn, AL 38649
Office: 334-844-8504

Dear Auburn Students:

You are invited to participate in a survey about Campus Dining. The study is being conducted by the Office of Campus Dining in Student Affairs. You are receiving this invitation because you are a student at Auburn University. Campus Dining values your student perspective.

Your participation is completely voluntary, but your feedback will be used to gain valuable insight to help improve your overall campus dining experience. The risks associated with participating in this study are minimal; you may opt to skip any questions that you do not wish to answer. If you have any questions or concerns you may contact Mr. Glenn Loughridge, Director of Campus Dining, at gal0008@auburn.edu.

This survey will take approximately 5-10 minutes to complete. All responses are completely confidential. By completing this survey, you will be entered to win one \$150 Visa® e-Gift Card or one of three \$50 Visa® e-Gift Cards.

If you change your mind about participating, you can withdraw at any time by closing your browser window. If you choose to participate in this study, please click the link below to begin.

Instructions

Thank you for your participation and War Eagle!

Sincerely,

Dane Block, Jr.
Auburn University
SGA | President

Appendix D

Campus Dining Survey

Aramark DiningStyles™ Survey Question Set

SCREENERS /CLASSIFIERS

Questions	Answer Options	
[ASK IF ENROLLMENT Q9=1, COLLEGE/UNIVERSITY WITH GRADUATE STUDIES] 1a) What is your <u>campus status</u> ?	1st year Student	
	2nd year Student	
	3rd year Student	
	4th year Student	
	Graduate/Professional Student	
	Faculty	
	Employee	
	Other:	
[ASK IF ENROLLMENT Q9=2, COLLEGE/UNIVERSITY WITH NO GRADUATE STUDIES] 1b) What is your <u>campus status</u> ?	1st year Student	
	2nd year Student	
	3rd year Student	
	4th year Student	
	Faculty	
	Employee	
	Other:	
	[ASK IF ENROLLMENT Q9=3, COMMUNITY COLLEGE] 1c) What is your <u>campus status</u> ?	1st year Student
2nd year Student		
3rd year Student		
Faculty		
Employee		
Other:		
2) Which of the following best describes your schedule?		Full time
		Part time
	Night/weekend	
3) Please indicate your gender:	Male	
	Female	
	Prefer Not to Answer	
[FACILITY ONLY; ASK IF: Q1a=1-5; Q1b=1-4; Q1c=1-3; SKIP IF ENROLLMENT Q16=2, School Offers On-Campus Housing = No from enrollment] 3a) Where do you <u>live</u> ?	On-campus	
	Off-campus	
[SKIP Options 1-3 IF ENROLLMENT Q16=2 "School Offers On-Campus Housing = No" from enrollment] 4a) Where do you live?	On-campus - with a kitchen in an apartment or suite	
	On-campus - with access to a kitchen (e.g. on the floor or in the building)	
	On-campus - with no access to a kitchen	
	Off-campus - live within walking distance to campus	
	Off-campus - drive or take public transportation less than 3 miles from campus	
	Off-campus - drive or take public transportation more than 3 miles from campus	

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Aramark DiningStyles™ Survey Question Set

**Campus Behavioral Dining Habits/Share of Spend
DINING ONLY & DINING/FACILITY**

Questions	Answer Options
<p>SP4ALL) Please tell us how often during a typical week you get something to eat/drink for LUNCH from the following :</p> <p>(Maximum of 7 total for the week.)</p> <p>(Note: You do not need to fill in all of the cells; please fill in only the applicable cells or check box)</p> <p>All you care to eat dining location on-campus On-campus food court, snack bar or restaurant On-campus convenience store or vending machine On-campus coffee shops Off-campus fast food, fast casual or sit-down restaurant Off-campus convenience store or vending machine Off-campus coffee shop Home/Apartment/Dorm Room</p> <p>[CREATE A MUTUALLY EXCLUSIVE BOX FOR THIS COLUMN. WHEN THE BOX BELOW IS CLICKED, THE COLUMN SHOULD BE GRAY]</p> <p>Do not eat/drink during this time period [PLACE TOTAL BOX UNDER COLUMN]</p> <p>[IF COLUMN TOTAL ADDS TO GREATER THAN 7, SHOW THE FOLLOWING ERROR MESSAGE UNDER THE COLUMN WHERE THE ERROR OCCURRED]:</p> <p><u>The TOTAL value in the column must be no more than 7. Please review the information in this column.</u></p> <p>[IF COLUMN IS LEFT EMPTY, SHOW THE FOLLOWING ERROR MESSAGE]:</p> <p>You did not enter any information into this column. Please fill in the cells in this column that apply to you.</p>	<p>Lunch (11:00 AM-1:59 PM) (Maximum of 7 total for the week.)</p>

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Aramark DiningStyles™ Survey Question Set

Questions	Answer Options
<p>[PLACE DOLLAR SIGN IN FRONT OF BLANK CELL AND “per week” AFTER EACH CELL; SHOULD APPEAR AS FOLLOWS \$_____per week] [RANGE IN EACH CELL IS 0-500]</p> <p>SP5) In a typical week how much do you spend (in cash or declining balance) at each of the following locations? (Just give your best estimate)</p> <p>Location</p> <p>On-campus food court, snack bar or restaurant On-campus convenience store or vending machine On-campus coffee shop</p> <p>Off-campus fast food, fast casual or sit-down restaurant Off-campus convenience store or vending machine Off-campus coffee shop</p> <p>Grocery Store</p>	<p>Dollar Amount (enter a value between \$0-\$500)</p>

CAMPUS DINING PERFORMANCE AND SATISFACTION

Questions	Answer Options
9) Please rate the performance of the overall campus dining program at your school:	7-EX, 6, 5, 4, 3, 2, 1-POOR
10) Please rate your overall satisfaction with the campus dining service.	5-VS, 4-S, 3-N, 2-D, 1-VD
[IF Q10=1, 2 ASK Q10a] 10a) You indicated that you are Dissatisfied/ Very Dissatisfied with the campus dining service, and we'd love to understand why. We would like feedback about your experience so that we can improve.	[Open End]
11) From the list provided, please indicate the dining location on campus you go to most often (even if you have only visited that place once).	[INSERT CODES FROM ENROLLMENT Q12]
12) Thinking about [INSERT ANSWER FROM Q10], please rate the PERFORMANCE of that location in the following areas using a scale of 1-7, with 7=Excellent and 1=Poor. [RANDOMIZE ATTRIBUTES WITH THE EXCEPTION OF OVERALL EXPERIENCE WHICH SHOULD ALWAYS APPEAR FIRST] Overall experience, Food quality, Food variety, Convenience , Availability of nutrition information, Availability of healthy options, Availability of vegetarian/vegan options, Price/value, Welcoming / friendly dining staff , Knowledgeable / helpful dining staff, Speed of service, Cleanliness, Hours of operation, Place to socialize , Comfortable and fun dining atmosphere, Freshness of food, Affordability, Made from organically and sustainably sourced products	7-EX, 6, 5, 4, 3, 2, 1-POOR
12a) What specific changes would you like to see made to [INSERT ANSWER FROM Q10]? Please be specific	[OPEN END]

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Aramark DiningStyles™ Survey Question Set

DINING ADVOCACY

Questions	Answer Options
Please indicate how likely you would be to recommend the campus dining service to a friend.	7-EL, 6, 5, 4, 3, 2, 1-EU

VALUE

Questions	Answer Options
13a) With which of the following statements do you agree most strongly in regard to your thought process for evaluating the value of a meal purchase in general?	I am price conscious. Value to me is only about how much I pay.
	Value to me means that I get a large portion for what I pay.
	Value to me means that the quality of the food is excellent for what I pay.
	I believe value is about the overall experience. I will pay more at a place that offers a better experience.
	Value is not a concern for me at all.
13b) How would you rate the value you receive when dining on campus?	7-VHV, 6, 5, 4, 3, 2, 1-VLV
[IF Q13b=1, 2, 3 ASK Q13c]	
13c) Why do you perceive the value to be low when dining on campus?	[Open End]

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Aramark DiningStyles™ Survey Question Set

MEAL PLAN PROGRAM

Questions	Answer Options
14) Which of the following best describes your current participation in the school meal plan?	I am required to participate in a meal plan I participate in a meal plan even though it is not required I do not participate in any type of meal plan, even though it is offered I am not sure meal plans are available to me Does not apply to me
15) How likely are you to purchase a meal plan NEXT YEAR?	Definitely will buy because I am required to participate Definitely will buy even though it is not required Probably will buy Might or might not buy Probably will not buy Definitely will not buy
15a) What is the most important factor that would have to change about the meal plan to get you to purchase a meal plan next year?	Size of the meal plan How the meal plan can be used Where the meal plan can be used Different residential or retail outlets A larger number of retail outlets Not applicable / not attending next year (e.g., graduating, transferring, etc.) Other (please be specific)

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Aramark DiningStyles™ Survey Question Set

Questions	Answer Options
<p>Please place an "X" in the column that matches the answer to each statement</p> <p>My life is so busy and hectic I often feel overwhelmed</p> <p>It's important for me to have options for where I choose to eat</p> <p>Healthy eating is an important part of my life</p> <p>I prefer to eat in a more social atmosphere with lots of activity and interaction</p> <p>On weekdays, I prefer to eat out instead of cooking at home</p> <p>Price is the most important factor when deciding what I want to eat</p> <p>Managing my weekly/monthly budget is a challenge</p> <p>I am very happy</p> <p>I feel like I am academically successful</p>	<p>1 Strongly Disagree</p> <p>2 Disagree</p> <p>3 Somewhat Disagree</p> <p>4 Somewhat Agree</p> <p>5 Agree</p> <p>6 Strongly Agree</p>

Below are pairs of statements about various attitudes and perceptions related to food. Please read each pair and select which one you agree with more than the other.

If you agree with one statement MUCH more, select the button closest to it. If you agree (or disagree) with BOTH statements, select one of the middle buttons that is closer to the statement that better describes you.

I am particular about the food that I eat	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	I am not super-picky
I eat whatever I want	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	I carefully watch my diet
I want to be able to see the nutritional content (e.g., sugar, fat, etc.) of the food that is available	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	I don't pay attention to nutritional content
I seek out organic foods, whenever I can	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Organic food is not worth the cost or effort to get
I like going to fast food restaurants	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	I avoid fast food restaurants if at all possible
I am OK with spending extra money to get exactly what I want to eat	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	I compromise what I really want to eat to save money
I frequently read restaurant reviews online or via social media	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	I rarely check restaurant reviews online or on social media
I am usually the one who gets everyone to go out to eat	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	I mainly go out if others suggest it

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Aramark DiningStyles™ Survey Question Set

HEALTH AND WELLNESS

Questions	Answer Options
<p>HW1) Which of the following best describes your interest in making healthy choices?</p>	<p>1) I always watch what I eat/ am interested in making healthy choices.</p> <p>2) I am somewhat interested in making healthy choices and am careful about many of the foods I eat.</p> <p>3) Although I am interested in making healthy choices, I rarely or never watch what I eat.</p> <p>4) I am not very interested in making healthy choices and rarely or never watch what I eat.</p> <p>5) I am not at all interested in making healthy choices and I eat whatever I want.</p>
<p>[IF QHW1=1,2,3,4 ASK QHW2] HW2) What are your preferred methods for obtaining information about healthy eating on campus? (Choose all that apply)</p>	<p>In Dining Locations</p> <p>On Printed Menu / Menu Board</p> <p>By Menu Item at Station</p> <p>Facebook</p> <p>Instagram</p> <p>Campus Dining Website</p> <p>Mobile App</p> <p>Special Events</p> <p>Other (Please specify)</p>

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Aramark DiningStyles™ Survey Question Set

<p>HW3) Which of the following programs or activities related to health and wellness would you be most likely to utilize? (Choose all that apply)</p>	Attend a culinary demonstration on healthy eating
	Enroll for a cooking class focused on making healthy meals
	Participate in a health and wellness fair
	Participate in a “dine with the dietitian” event
	Use a mobile application to search healthy options on a menu
	Use a mobile application to track eating habits and caloric intake (e.g.: MyFitnessPal, Weight Watchers, etc...)
	Wear technology designed to track daily physical activity (e.g: Fitbit Flex, Nike+ Fuel Band, etc...)
	None of the above
	Other (Please specify)
	<p>HW4) Please select any diets you follow or restrictions you have. Please select all that apply</p>
Vegan	
Pescetarian	
Flexitarian	
Gluten-Free	
Dairy-Free	
Halal	
Kosher	
Paleo/Primal	
Nut allergies	
Other allergies	
Other, please specify:	
None of the above	

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Aramark DiningStyles™ Survey Question Set

CONSUMER ENGAGEMENT

Questions	Answer Options
CE1) Are you aware that we have a Facebook page? IF YES, are you a fan	Yes No Yes No
CE2) Are you aware that we have a Twitter handle? [Program only for accounts with Twitter] IF YES, do you follow Dining Services?	Yes No Yes No
CE3) Are you aware that we have an Instagram page? [Program only for U.S. accounts with Instagram] IF YES, do you follow Dining Services?	Yes No Yes No
CE4) Through which channel would you most like to receive information from Dining Services? (pick 1)	Facebook Twitter Instagram Campus Dining Website Printed Materials E-mail Word of Mouth/From Friends Information sent to my parents

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Aramark DiningStyles™ Survey Question Set

SUSTAINABILITY

Questions	Answer Options
<p>SUS1) Which of the following best describes your level of engagement with sustainability and environmental responsibility initiatives? (select 1)</p>	<p>Activist</p> <p>Advocate</p> <p>Follower</p> <p>Not Interested</p> <p>Opposed</p>
<p>SUS2) Please choose UP TO THREE of the environmental initiatives listed below to indicate which are most important to you.</p>	<p>Sustainable Foods</p> <p>Recycling</p> <p>Composting</p> <p>Energy conservation</p> <p>Water conservation</p> <p>Reusable Products (i.e. mugs, bags, to-go containers)</p> <p>Responsible purchasing</p> <p>Environmentally friendly cleaning products</p> <p>Green Buildings</p> <p>Sustainability education, events and programming</p> <p>Donation of surplus food</p> <p>Other – Please specify</p> <p>None of these initiatives are important to me</p>

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