

# DINING PROPOSAL

May 25, 2018

# Background

- ✓ Why we decided to look at a different Dining model
- ✓ Improving the student experience through a new Dining partnership
- ✓ The top vendors in this space
- ✓ What our peers are doing
- ✓ Insights from hospitality consultant and student input

# Process We Followed

- ✓ RFP with pre-qualification criteria
- ✓ Separate evaluation on qualifications and financials
- ✓ Evaluation team
- ✓ RFP results

# Impact to Students

- ✓ Increased options
- ✓ Better options (fresh, healthy, current)
- ✓ Create social environments where food is served vs. dining halls
- ✓ Using technology to enhance the experience (mobile ordering apps, reduced wait times, pop-up and food trucks)

# Impact to Students

- ✓ 250,000 annual student hours available for those wishing to work
- ✓ Provider will match and support all current programs (i.e.; Up All Night, Move-In Week, RA Meal Plans, ROTC Scholarship Meal Plans)
- ✓ Paid study time and book scholarships for student workers

# Impact to Employees

- ✓ No staff reductions (significant growth projection)
- ✓ Match employee wages
- ✓ Employees with 3+ years have the option to stay on WVU or provider payroll
- ✓ Ability to grow within the industry they are working in
- ✓ Provider working to ensure that benefits plan aligns with current plans

# Impact to Faculty and Staff

- ✓ More attractive food offerings for faculty and staff
- ✓ Ability to create employee meal plans (Florida State model)

# Impact to University and State

- ✓ Provides WVU with needed capital to invest in Dining Operations and enhance student experience
- ✓ Provides guaranteed revenue stream that exceeds current revenues
- ✓ Provider will reimburse WVU for all labor costs (labor + fringe) for all employees electing to stay on WVU payroll
- ✓ New provider will support local farms, sourcing local, West Virginia Forward and other key initiatives
- ✓ New provider has a solid understanding of and is aligned with our overall mission



# Proposed Summer Renovation Schedule

## Mountainlair

- Chick-Fil-A expansion
- Blue Tomato
- Tres Habaneros
- BurgerShop

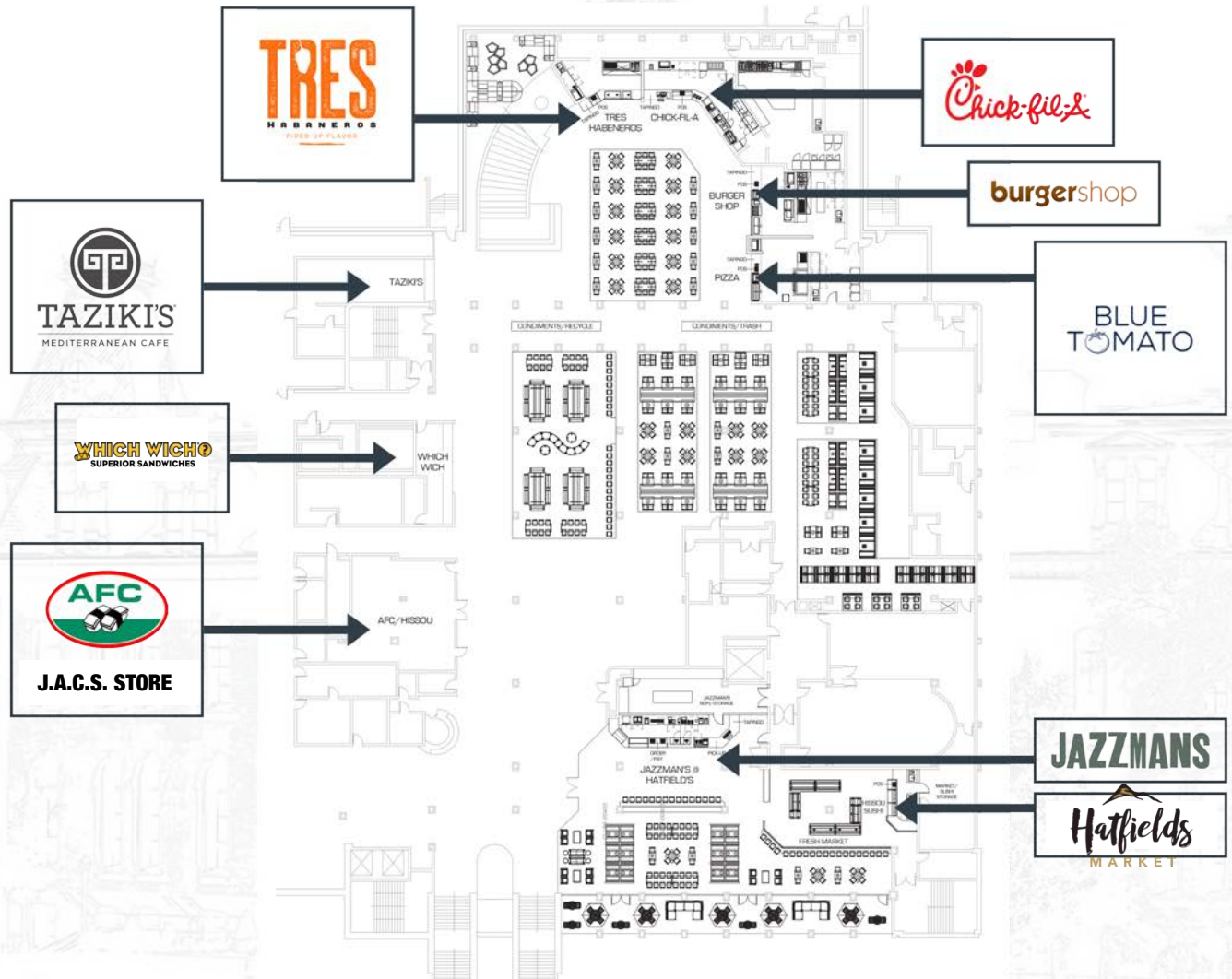
## Evansdale Café remodel

## Summit remodel

## Health Sciences Center

# PHASE 1

- FOOD COURT
- HATFIELD'S



# Chick-fil-A





BLUE  
TOMATO



**TRES**

**HABANEROS**

FIRED UP FLAVOR

by **sodexo**<sup>\*</sup>

**burger**shop



# SUMMIT CAFE

How to Provide "Unique Value" in Your Content

for Content:

- appear elsewhere on the web
- contains content that humans + engines interpret as a unique topic the searcher's query solves the searcher's query in a useful, efficient manner
- provides information that's unavailable or hard to get elsewhere
- easy and pleasurable to consume on any device

Unique Value

1. Maximize uptake in aggregate searchability, not design

How? Use search-friendly, but unique content that's well presented or available

Available nowhere else

Content: The highest value information available

with a missing, distinctive, or valuable piece of information

Facebook

Twitter

LinkedIn

YouTube



EAT. PLAY. LEARN.





# HEALTH SCIENCES CENTER



# Proposed Spring Renovation Schedule

## ✓ Hatfields

- Jazzman's Bakery
- Hatfields Market

## ✓ Life Sciences

- Au Bon Pain

# JAZZMANS

Pumpkin Chai Latte

Pumpkin Spice Latte



# Hatfields

## MARKET

### FEATURED PARTNERS:

Vested Heirs

Kale

Micro Genesis

Microgreens

Stewart's Farm & Greenhouse

Garlic

The Charm Farm

Onions

The Vegetable Garden

White potatoes

Ordinary Evelyn's

Pickled Beets

Jackson's Mill

Cornmeal

Sickler Farm

Eggs

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# au bon pain.

the bakery café



# Proposed Fall 2019 Renovation Schedule

- ✓ Evansdale Café remodel
- ✓ Engineering
  - Starbucks
- ✓ Beckley Bears Den
- ✓ Keyser Commons

# EVANSDALE CAFE

## CHEF'S LAB





Impossible  
is just a  
challenge

MOUNTAIN STATE

Coca-Cola

# EVANSDALE & HEALTH SCIENCES

simply.to.go @ CAVANAUGH'S

eat  
by sodexo

natural!  
by sodexo

● Cavanaugh's



simply.to.go @ PARK PLACE



● ERC Towers

● ERC



sub  
connection  
by sodexo

● College of Engineering



10% Vegan items, 30% Mindful, 15% Vegetarian

# Beckley Bears Den

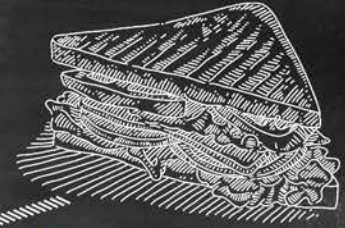


## Breakfast



### Cinnamon Oatmeal

Tart sweetness of apples and subtle spice of cinnamon



## Lunch



## V VG Dinner

### Global Taco Bar

From guacamole to queso and shredded chicken to grilled tofu...get creative topping your tacos.

## Soup

### Chicken and Corn Chowder

Creamy and cheesy, the chicken and corn create a kick of flavor.



## Dessert!!!!

### S'moreo Pudding

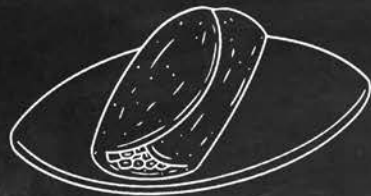
Oreos crushed with chocolate, graham crackers and gooey goodness!



# BECKLEY



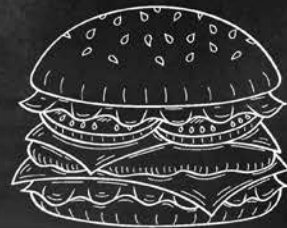
# Keyser Commons



## Breakfast

### Avocado Egg White Omelet on Flatbread

*Kick-off your day healthy and full of flavor with this classic pairing*



## Lunch

### Pizza Burger

*Too good to be true? Not when your two favorite classics come together in this mouth-watering selection!*

### Mac & Cheese Bar

*Just when you thought it couldn't get any better, this gooey homestyle favorite is the perfect mid-day meal. Make it how you like!*

## Dinner

### Tandoori Chicken Flatbread Pizza

*This slice is sure to indulge your spicier side!*

### Deli Bar

*Have it your way! With endless possibilities, how could you go wrong?*

## Soup

### Homestyle Chicken and Rice

*A perfect selection for heart and soul, we dare you not to smile as you explore these familiar, yet exciting tastes.*

## Dessert!!!!

### Irish Cream Bar

*A golden opportunity to pamper your sweet tooth! No hot, perky, or spicy, you get it!*



# KEYSER



# QUESTIONS