

I. Vision

Creating a welcoming and inclusive dining experience.

II. Mission

Dining Services is dedicated to supporting and improving the student and community experience by providing nourishment, fostering strong community, and creating a welcoming and inclusive dining experience while advancing the University’s mission and goals.

III. Goals

Dining Services Goals Mapped to the UMD and Student Life Strategic Plans

Dining Services Goal	Mapping to University Goals	Mapping to Student Life Goals
<p>1. Provide Outstanding Food Intentionally and consistently offer:</p> <ul style="list-style-type: none"> • products that are healthy, sustainable, and delicious • menus that are innovative and responsive • the highest quality ingredients and meals possible • customization options • an appreciation of global influences and modern eating trends • student and community satisfaction 	<p>2, 3, 4</p>	<p>2.2, 3.2, 4.2, 4.3, 5.1</p>
<p>2. Ensure Quality Operations</p> <ul style="list-style-type: none"> • food safety is paramount and documented • maintain pristine food operations • model ourselves as the Champions of Change • sustainability guides operating decisions 	<p>3, 5, 6</p>	<p>3.2, 5.1, 6.3</p>

<p>3. Offer Exceptional Service</p> <ul style="list-style-type: none"> • provide support and service to students, campus partners, and team members • maximize relationships and partnerships with UMD community and partners • create community on campus • identify opportunities for shared services • advance wellness, diversity, and inclusion 	<p>2, 4, 5, 6</p>	<p>2.1, 4.1, 4.2, 4.3, 5.1, 5.3, 6.3</p>
<p>4. Maintain Responsible Financials</p> <ul style="list-style-type: none"> • expand resources for the University's financial stability and growth • ensure services are accessible and affordable to all • generate income that keeps Dining viable 	<p>5</p>	<p>5.1, 5.2, 5.3</p>

IV. Objectives/Outcomes/Assessment

Objective/Outcome	Mapping to Department/Committee Goal	Assessment Strategy
Update and implement new Dining Services Handbook with Mission, Vision and Values for all team members: managers, hourly team members and students.	1	Document completed handbook; delivered to staff
Create Quality Team; hold monthly meetings; set quarterly goals	1	Hold meetings; establish goals
Complete a monthly Food Safety Unit for each unit in Dining Services.	2	Completion of monthly audits
Certify proctor for ServSafe on campus.	2	Certification completed.
Create and implement a system for reporting and forecasting waste.	2	Implementation of system
Create and implement a To-Go program for Superior Dining.	3	Implementation of program

Identify a location for Kiosk locations on campus.	3, 4	Locations identified
Create Student Ambassador Program.	1, 3	Create Proposal, contract, objectives, source team
Introduce Data Analysis to Dining Services.	3, 4	Find program; connect our data systems; create reports.
Develop comprehensive brand strategy and marketing plan.	3	Completed marketing and branding plan
Meet with Multicultural Center leadership twice annually to set goals and review upcoming events.	4	Meetings documented, goals set, reviews completed
Meet with Athletics representative twice annually to review progress, assess communications, needs and upcoming events	4	Meetings documented, reviews completed
Collaborate with Sustainability quarterly to review upcoming events, to offer additional support to Dining to move forward with new sustainability goals (i.e. reusable vs. compostable goals; reusable to go container; Sustainability Student Ambassadors).	3, 4	Meetings documented, goals set, reviews completed
Check in with Residence life twice monthly to address issues with StarRez, student needs and feedback, meal rates, special events	4	Check-ins documented, issues addressed documented
Meet with Kirby Student Center leaders monthly to better partner on all Student events and Camps, Conferences and Events	4	Meetings documented