

I. Vision

Dining Services provides an inclusive dining experience and promotes understanding and appreciation of different lifestyles while striving for complete customer satisfaction.

II. Mission

Dining Services provides students, faculty, staff, and the surrounding community with quality food and services. This is accomplished by practicing creative menu development, ensuring a friendly environment and incorporating variety and convenience.

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

Dining Services Goal	Mapping to University Goals	Mapping to Student Life Goals
Develop and implement a marketing plan to include website upgrade and enhanced social media presence.	6	4.2, 5.1
Utilize results of the Employee Engagement Survey to build respect and improve working relationships among staff and management.	2	2.1, 5.2, 6.3
Continue education regarding the use of locally and regionally sourced food, and how Dining incorporates sustainable practices into our menus and operation.	4, 5, 6	3.2, 4.1, 4.2, 5.3
Continue the Dining Center remodel process, focusing on the importance of creating effective spaces that are sensitive to our current students' needs, as well as a tool for attracting new students.	1, 6	3.2, 4.1, 5.2, 5.3

IV. Objectives/Outcomes

Goal 1: Develop and implement a marketing plan to include website upgrade and enhanced social media presence.

- Work with other Student Life departments to develop a shared full-time position that will focus on marketing efforts.
- Create an informative and user-friendly website to include details regarding: retail, menus, dietary information, hours of operation, programs, services, etc.
- Develop a new Catering website that is focused on event planning and service. Work with colleagues in Kirby Student Center, Glensheen, and other campus partners to create an Catering & Events collaboration.
- Develop a student organization catering menu; plan for and implement a Catering open house/showcase for the campus.

Goal 2: Utilize results of the Employee Engagement Survey to build respect and improve working relationships among staff and management.

- Offer annual training sessions for: Respect in the Workplace, MERTKA training, CPR training, fire extinguisher training, etc.
- Continue work on the Employee Engagement Action plan, sharing results with staff, and working with management to implement changes.

Goal 3: Continue education regarding the use of locally and regionally sourced food, and how Dining incorporates sustainable practices into our menus and operation.

- Offer “pop-up” information sessions in all food areas to educate the campus community about sustainable food choices.
- Offer specific sessions for our staff to educate them on the UMD Farm, SAP, and our use of sustainable food and incorporating sustainable practices. Look at the potential to offer on-site farm tours for our staff.
- Continue working with the Office of Sustainability to identify additional ways to source local/regional food, develop sustainable waste management plans, and energy consumption.

Goal 4: Continue the Dining Center remodel process, focusing on the importance of creating effective spaces that are sensitive to our current students' needs, as well as a tool for attracting new students.

- Continue the involvement of the Planning Team in all aspects of the project.
- Develop new menus that incorporate the varied dietary needs of our students including: vegetarian, vegan, gluten-sensitivity, food allergies, etc.
- Utilize the Dietician and members of the Dining Advisory Committee to assist in making decisions regarding food options, service delivery, etc.
- Develop a transition plan for service in the Ballroom during construction – to include an effective communication plan to inform students and the campus community. Maintain open lines of communication with our partners in FM.

V. Assessment Plan

- Track web traffic on new Catering website
- Track utilization of the Student Organization Catering menu; solicit feedback about changes/improvements
- Track numbers and types of staff training
- Compare results of Employee Engagement Survey with prior years; identify areas for continued focus/improvement
- Track percentage of locally/regionally sourced food.
- Work with FM and Waste Management to develop a process to more accurately weigh different waste types. Compare percentage of recycling, compost, and general trash.