aramark COLLEGIATE HOSPITALITY






STUDENT SATISFACTION SOARS AFTER COMPLETE DINING TRANSFORMATION AT MUSKINGUM UNIVERSITY

MUSKINGUM UNIVERSITY

TOTAL ENROLLMENT:
1,500 udergraduates

LOCATION:
New Concord, OH

Muskingum University prides itself on keeping a pulse on student trends. When the existing residential and retail dining spaces on campus were in need of a major facelift, MU and dining partner, Aramark, went straight to the experts of campus dining – the students. Together, the two surveyed students and monitored feedback to determine their dining requests, from ingredients and menu offerings to their preferred dining formats. The feedback was incorporated into a campus transformation – a complete renovation to the existing residential dining halls and retail space.

The result: the highest satisfaction scores the University has ever seen and a program that is utilized as a recruiting tool for incoming students.



STUDENT SATISFACTION SCORES REACH ALL-TIME HIGH

After implementing the residential and retail dining updates, student satisfaction is at an all time high. In Fall of 2021, months after the retail transformation, MU captured two key results:

44% increase in food quality over the previous semester

29% surge in student dining satisfaction



We worked together [with Aramark] in the design and construction of the new dining venue which included collaboration with our Student Senate and other key stakeholder groups on campus. Our students are really enjoying their dining experience."

– Philip Laube, Vice President for Finance and Operations at Muskingum University



LISTENING TO STUDENTS DELIVERS RESULTS

RESIDENTIAL DINING TRANSFORMATION

Before the dining hall remodel in 2017, the two existing residential dining halls were outdated and had limited dining options. Aramark and MU consolidated the existing operations into one large facility that could support an expanded menu and provide students with a cross-functional space to hangout and dine. During the planning process, Aramark met with students to understand their needs and best provide a solution that would create a memorable dining experience for many years to come.

The new dining hall is an inviting space with robust dining options that are cooked from scratch, including an authentic international station, brick pizza oven, and a made-for-you station where students can get dishes cooked from scratch. There is even a student-favorite "Muskie Bowl" inspired by popular Mexican burrito bowls. The salad bar and deli at the forefront of the dining facility highlight locally sourced produce, and members from the New Concord community even visit the new dining hall to enjoy meals. MU was thrilled with the positive feedback as a result of the upgraded residential space, and the student satisfaction scores soared.

RETAIL DINING TRANSFORMATION

After assessing the student response to the residential changes and continuing to monitor student feedback, MU and Aramark determined the need for updated retail dining options as well. At the start of 2021, a complete renovation to the existing retail dining space was completed. What was previously an underutilized space is now a large hangout hub, built to meet the needs of the student body, complete with student favorite local and national brands.

The campus dining renovations include:

- Updated dining concepts in the Bait Shop café
- Starbucks, a highly requested addition from students
- Kennedy's Bakery, a local family-owned shop

The results at Muskingum include a 29% boost in student satisfaction to achieve the highest satisfaction scores ever, the creation of a strong recruiting tool and a boost in year-over-year retail sales. The modern dining options often impress students considering attending Muskingum, and university officials use the dining services as a selling point when marketing the school to new potential students and their parents.

HOW SWEET IT IS! — LOCAL FAVORITE BRINGS TREATS TO CAMPUS

Kennedy's Bakery has been a downtown Cambridge landmark for three generations. The sweet smell of fresh baked goods has drifted on the morning air since 1925. Now the aroma of freshly baked bagels, cupcakes, donuts and more is delighting students and staff on the Muskingum campus thanks to its new featured venue in the campus dining hall. This campus and local business partnership is meeting students' desire for familiar foods with a local connection.



IF YOUR CAMPUS WANTS TO REINVISION THE STUDENT DINING EXPERIENCE, CONTACT ARAMARK TO LEARN HOW WE CAN COLLABORATE.

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