



CASE STUDY:

CAMPBELL UNIVERSITY EXPANDS STUDENT UNION, DINING, SUSTAINABILITY AND MORE THROUGH ARAMARK PARTNERSHIP

PARTNERSHIP OVERVIEW

In the spring of 2020, student dining on the Campbell University campus will undergo a transformation when it opens its new student union. This cutting-edge building will become the hub of the campus and also feature classrooms, offices, movie theater, banquet hall, fitness center, new apparel and spirit shop, and the new dining hall, Gaylord's Kitchen.

The new dining venue is a major achievement for a university with just 6,800 students. Like many higher education institutions today, Campbell understands that offering its students a satisfying dining experience, including variety and quality, serves two critical objectives: attracting more students and retaining students by keeping them happy.

Campbell has achieved this milestone with help from its dining partnership with Aramark. Before outsourcing dining services to Aramark in 2004, the university was a self-op facility. But it wanted to gain new opportunities to expand its dining program so that it could better meet its students' changing dining preferences. Since 2004, additions have included several national brands, all-you-can-eat dining halls and opportunities for students to work in dining services.

Campbell fully expects the new student union and dining facilities to transform the campus. It is 10 times the size of Campbell's existing Wallace Student Center. Officials anticipate and are excited by the possibility of attracting new levels of student traffic.

Aramark also manages the campus's catering program. The catering department currently services all university departments, including the medical school (located a couple of miles away) and law school (located in downtown Raleigh). So far, Aramark has created some new, innovative menus and hired a catering chef and manager to help support future catering growth. But the program is poised to expand thanks to the addition of space for up to 600 seats in the new student union.

Together, Campbell and Aramark have also added convenience stores, extended meal exchange opportunities, introduced a peer-to-peer meal plan sales team and launched sustainability initiatives. These efforts have truly maximized the student experience on campus.

"A student union is often called the front door or the living room of a campus—it is designed to be the center or the hub of activities. The place to meet. The place for student involvement. The place to eat. The place for group events, clubs and organizations to hold their meetings. A place just to gather. A place to enjoy being together. To exercise, to play board games, to watch a movie, to hold a special event, and I could go on and on. This facility has been needed at Campbell for a long time."

5 BIG **CAMPBELL-ARAMARK** WINS

OPENING A NEW STUDENT UNION

The new dining venue will replace the outdated Marshbanks residential dining hall and will feature a long list of dining options never before available to students — giving them a much greater selection of food options. The new dining facility will feature a grill station, pizza and pasta station, a global station (featuring traditional dishes and ethnic flavors), deli, breakfast area, smoothie bar, dessert bar, coffee bar and a barbecue section serving authentic North Carolina BBQ cuisine.

Along with the latest equipment at each food station, like the smoker, the new dining venue will also feature updated technology with digital menus at each food station.

ADDING CONVENIENCE WITH PODs

Along with the main dining venues and retail brand restaurants on campus, students can also purchase food at four Aramark convenience stores, including two POD Markets and two POD Expresses. The markets sell grab-and-go snacks, meal prep supplies and toiletries, while the express venue offers grab-and-go items. The stores are successful, especially with students who live near them. In fact, the campus extended the hours of one market because there was so much demand from students living nearby.

EXTENDING MEAL PLAN OPPORTUNITIES

Understanding that students love variety and convenience when it comes to on-campus dining, Campbell launched a meal exchange program several years ago that allows them to use their meal plan swipes at select dining locations instead of in the main dining hall. This gives students the meal flexibility they crave without having to dip into their declining balance dollars, called Camel Bucks, on campus.

SUPPORTING STUDENT AMBASSADOR MEAL PLAN SALES

To boost sales of meal plans, Campbell has implemented Aramark's student ambassador, peer-to-peer internship sales program, where college students are trained to sell voluntary meal plans to their peers. Typically, the student workforce supports sales in the first two to three weeks of each semester. While the majority of students living on campus are required to purchase meal plans, students in some residential halls are not, as well as commuter students. However, many still buy meal plans so that they can enjoy the convenience of eating on campus. The campus's new dining venue, with its many dining options, will be a powerful tool the student sales members can use to help recruit new students to purchase meal plans.

LAUNCHING SUSTAINABILITY INITIATIVES

With Aramark's support, Campbell has launched several innovative sustainability programs that have helped the campus be more environmentally friendly. The initiatives currently in place include trayless meal service, strawless dining, composting, cooking oil recycling and Aramark's food waste management system, which helps reduce food waste.

Aramark has also helped Campbell implement post-consumer waste technology through its partnership with Lean Path Spark. The tech allows diners to see their waste tracking in real time on screens near the dish return area.



WHAT OUR CAMPBELL PARTNERS SAY:

“Early on, we saw the many opportunities that Aramark could deliver to help expand and improve our student dining services program. Our Aramark team helps keep us on the leading edge with their innovative ideas on everything from the latest dining programs to campus sustainability initiatives. They help us ensure we’re meeting our students’ dining preferences, so they are happier dining on campus.”

Campbell University spokesperson

QUICK STATS

Aramark Partner Since	2004
Location	Buies Creek, NC
Student Population	6,800
National Brands on Campus	Boar’s Head Deli Chick-fil-A Moe’s Java City (2 locations) Starbucks Oath Pizza

For more information visit us at:
CAMPUSINSIGHTS.ARAMARK.COM

