



AT NORTH CAROLINA CENTRAL UNIVERSITY, ARAMARK COLLEGIATE HOSPITALITY'S MEAL PLAN OPTIMIZATION PROCESS SUPPORTS REVENUE GROWTH, STUDENT SATISFACTION, AND RETENTION

A partnership with Aramark Collegiate Hospitality means trust, collaboration, and alignment, ensuring that an institution's goals are at the forefront of all strategies and programs. When Aramark is awarded a new partnership with a university or college campus, they thoroughly review all aspects of the current dining services program to identify opportunities for success in collaboration with key campus stakeholders. Aramark and North Carolina Central University (NCCU) initiated their partnership in the fall of 2021. As part of this standard review, Aramark conducted a comprehensive analysis of meal plans. Leveraging their strategic proprietary Meal Plan Optimization process, the dining services program has experienced significant growth in the dining and hospitality space.

Created by Aramark's Student Experience Team and informed by student satisfaction and expectation insights, Meal Plan Optimization highlights opportunities to increase student engagement and sales on campuses. With exciting dining enhancements, including a new Student Center, it was imperative to conduct a meal plan program review to ensure meal plan offerings matched students' needs and supported all the dynamic upgrades and opportunities on campus.



North Carolina Central University's partnership with Aramark has been instrumental in the growth and transformation of Dining and Retail Services on campus...Through meal plan optimization, we've seen significant increases in meal plan revenue."

Derrick N. Magee

MBA, Associate Vice Chancellor -
Campus Enterprises
North Carolina Central University

THE MEAL PLAN OPTIMIZATION PROCESS

The Meal Plan Optimization process uses campus meal plan, dining, and student data to extract insights, which are then analyzed and translated into actionable steps. This information can be used to make informed decisions on meal plan program changes to drive growth. It's a proprietary system that tracks up to 250 data points per campus. The process includes several steps, such as assessing each institution's meal plan goals and strategy, its current program and most popular meal plans, and its student purchasing behavior.

Derrick Magee, Associate Vice Chancellor at NCCU, supported the initiative and was instrumental in providing Aramark the data needed for a thorough analysis. From there, Aramark began the analysis and prepared a set of comprehensive meal plans that would be introduced to NCCU in a phased approach, supporting the entire campus community—residents and commuters alike.

After a strategic meal plan analysis, Aramark provided the University with recommendations for meal plan changes that would benefit the growing campus and align with future developments. With the approval of campus leadership and gaining insights from students, Aramark introduced meal plan enhancements to support new retail builds, eliminate underperforming meal plans, and encourage students to choose higher-tiered options to grow the program. Highlights of these changes include:

- A new unlimited meal plan with more declining balance dollars
- Adjustment of weekly allowance for resident and upperclassmen meal plans
- Introduction of an all-declining balance plan for commuters
- Default meal plan upgrade to the unlimited meal plan

The implementation of our Meal Plan Optimization process, along with other campus factors such as the availability of housing facilities for apartment residents and a comprehensive marketing campaign, led to remarkable growth in meal plan purchases and, by extension, a significant increase in return to the University. This success underscores the effectiveness of Aramark Collegiate Hospitality's tailored approach and the strong partnership they have built with NCCU.

Learn how Aramark Collegiate Hospitality can support and elevate your campus dining program.

For more information visit us at:

[ARAMARK.COM/COLLEGIATEHOSPITALITY](https://aramark.com/collegiatehospitality)

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THE RESULTS

The results of the partnership on meal plans with NCCU have been outstanding. Through collaborative efforts, the University achieved significant improvements in revenue and meal plans sold.

FALL 2021 TO FALL 2022



6%

increase in dining revenue



13%

increase in the number of voluntary meal plans sold

FALL 2021 TO FALL 2024



42%

increase in dining revenue



152%

increase in the number of voluntary meal plans sold

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