



Florida State University Goes Virtual to Reach Voluntary Meal Plan Goal



FLORIDA STATE UNIVERSITY

PARTNER SINCE:
2021

LOCATION:
Tallahassee, FL

**TOTAL UNDERGRADUATE/
GRADUATE ENROLLMENT:**
44,597

Florida State University (FSU) has seen tremendous meal plan success year-over-year since partnering with Aramark in 2021. While undertaking this shift in dining providers during the pandemic, FSU did not hold back on setting a high bar for meal plan sales (nearly doubling the meal plan counts sold from the prior semester). To achieve this, Aramark built a sales campaign that surpassed the target and set up the university for continued success.

Leading up to the meal plan sales campaign, Aramark and FSU partnered on a critical first step called Meal Plan Optimization. This proprietary data-driven process, led by a team of trained experts, uses a campus's own meal plan, dining, and student data to extract insights, which are then translated into actionable steps. The result was a new meal plan structure that aligns with student expectations and provides flexibility, convenience and value. With an optimal meal plan structure in place, the team turned its attention to driving sales.

Thanks to a strategic digital campaign and timely follow-up with students to ensure dining decisions were top of-mind for incoming students, the university reached its initial meal plan goal. Additional achievements include increased revenue and participation in mobile ordering and improving declining balance reloads. Vital elements of the meal plan marketing strategy included a data-driven email program, courteous calling incoming students, and both in-person and digital orientation collateral to introduce new students to the campus dining program. The data also provides essential insights so that the dining services team can create the best future meal plan options for students.



Aramark continues to grow its meal plan sales through data-driven analysis and innovative marketing strategies. Their targeted Meal Plan Optimization process has led to impressive year-over-year sales increases, high student engagement, and a significant boost in overall satisfaction with the FSU dining experience.”

Mitch Kilcrease

Assistant Vice President of the Office of Business Services at FSU



KEY PROGRAM FOCUS BEHIND FSU'S MEAL PLAN SALES SUCCESS

These two strategic focuses deliver information and personalization required to continually boost meal plan sales:

TECHNOLOGICAL INNOVATION

- PayPal introduction of affordable payment plans to specific target markets
- Ordering Kiosks in locations across campus
- Mobile Ordering via Transact Mobile
- Declining Balance Reload Promotions (FSU had the highest amount of reloads five semesters in a row across all participating Aramark accounts)
- Orientation kiosks with information about Seminole Dining

PERSONALIZED COMMUNICATION

- Email Marketing: Personalized emails sent to each student sharing meal plan components and features based on the meal plan they selected
- Targeted Courteous Calling: Partnering with the University to courteous call incoming students and families to answer dining questions and let them know about current meal plan promotions
- Social Media: Keeping students engaged with relatable content that serves them and keeps them coming back

The success of FSU's meal plan strategy offers a positive outlook on how enhancing meal plans and selling efforts affects a university's success. The Aramark team continues to evolve the dining program at FSU, resulting in impressive meal plan results, due to aligning with campus needs and knowing their customers best.



If meal plan sales aren't increasing on your campus, contact Aramark to learn how we can help.

For more information visit us at:

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



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