

CAMPUS MASTER PLAN

University of Dayton

Consultant Update - Envision Strategies

Envision's initial research of the Dining Services study and the web-based survey are complete, and the Market Research report was submitted March 16, 2007. Analysis of the current dining program and facilities relative to customer preferences, institutional plans, and industry trends has been completed.

Key findings of the study to date include:

Current Conditions

- Program has transitioned from traditional residential dining (primarily all-you-care-to-eat operations) to a highly retail-oriented program in response to changes in student demand and eating patterns.
- Program has also become more distributed as campus has developed and consumers have become more convenience-oriented.
- 3 major dining venues (KU, Marycrest & Virginia Kettering) are all in need of reformatting and updating.
- Newer venues (Emporium and several of the Flyer Enterprise locations) are more compact, visible, quick-service oriented and very popular.
- Students are generally satisfied with quality, but would like faster, more convenient service in popular locations and more late night options.
- Faculty/Staff are highly satisfied with the Barrett Dining Room and would like to see this continue.

Master Plan Implications for Dining

- Faculty/Staff are highly satisfied with the Barrett Dining Room and would like to see this continue.
- Any additional housing will further increase demand.
- Any University Center renovations would have significant implications for the extent of improvements made to KU.
- Some new off-campus food venues could also meet some of demand.
- Mix of new facilities suggests need for small-scale, flexible food outlets.
- Street frontage along Brown and Stuart could help draw non-University traffic
- Potential draw form commercial newspaper
- Any new University-affiliated occupants should justify need for a corporate-style dining
- Any catering services could be provided by UD Dining, on-campus tenant, or hotels.

Major Themes

- Meal plan requirement for undergraduates to continue, but not into traditional program (will be distributed for wide variety of options).
- Create more opportunities for community dining in fun and flexible spaces.
- Identify best locations for late night dining that combines food and environment.
- Highly diverse graduate population that has more sophisticated tastes in food.

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