ASSESSMENT REPORT

DINING SERVICES

This is the completed Assessment Report for the NDSU Department of Dining Services for 2012-2013. This report includes assessment goals, outcomes, activities, methods, and findings for the year.
**Reporting unit:** Dining Services

**Person(s) completing report:** Amy Seward

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**Assessment Plan Information**

**Mission Statement:** To create the highest quality of dining and food related experiences, which will enhance the educational and social environment for our students, the university and community.

**Status of implementation of assessment plan:** Year 1 of 3 year assessment plan.

Dining Services has developed a three year plan to assess our impact on student graduation and retention rates, as well as our influence on developing lifelong transferrable work habits and professional skills of our student employees. 2012-2013 was the first year of the plan, which included gathering data and conducting surveys. 2013-2014, will consist of analysis and future planning. Lastly, any actions based on the results will be implemented in 2014-2015.

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**Student Learning and Development**

**Student Learning and Development Outcomes (SLDO):** Through employment with NDSU Dining Services student employees have an opportunity to gain professional skills and develop successful work habits by learning how to:

- Demonstrate the ability to provide quality customer service
- Demonstrate the ability to manage time effectively
- Demonstrate the ability to communicate well with others
- Demonstrate the ability to solve problems and make decisions wisely

Dining Services is dedicated to support a culture of learning and the advancement of student knowledge and professional skill level through providing students with the training and experience needed to help students "embrace the value of ensuring that other people's needs are served" (SA Learning Agenda 2).

**Opportunities to Learn:**

- Student employees have the opportunity to develop and demonstrate good customer service skills through job related training programs and working directly to serve and assist customers with food orders.
- Student Employees have the opportunity to develop and demonstrate good time management skills by being able to effectively managing work/school schedules and reporting to assigned shifts as scheduled.
- Student employees have the opportunity to develop and demonstrate good communication skills by actively communicating with customers, coworkers, and all other persons in contact during work related activities.
• Student employees have the opportunity to develop and demonstrate problem solving and decision making skills through the experiences gained working on assigned duties and tasks.

**Summary of Assessment Process:**
237 student employees were invited to participate in a Dining Services Student Employee Survey. The survey was conducted to assess the effectiveness of employee formal and on the job training in developing the above listed Student Learning Development Outcomes. The survey was created and administered through Campus Labs and sent via e-mail. There were a total of 61 respondents which resulted in a total response rate of 26%.

**Campus Labs – Student Employee Survey**

<table>
<thead>
<tr>
<th>Total Respondents:</th>
<th>61</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Recipients:</td>
<td>237</td>
</tr>
<tr>
<td>Total Response Rate:</td>
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</tr>
<tr>
<td>Total Complete:</td>
<td>37</td>
</tr>
<tr>
<td>Percent Complete:</td>
<td>60.66%</td>
</tr>
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</table>

**Summary of Assessment Evidence:**

SLDO of Customer Service:
When asked if working for Dining Services has helped strengthen the student employee’s customer service skills, the most popular response was: 51.02% Moderately Agree. When asked to what extent did initial training focus on developing customer service skills, the most popular response was: 36.07% Considerably. When asked if the student employee was aware of the basic components of customer service, the most popular response was: 72.13% Strongly Agree. The student employees were then asked what some ways they have provided customer service was. The responses indicated student employees were aware of the principles of customer service by providing such answers as: answering customer questions, be kind, be cheerful, smiling, help customer make decisions (See Appendix A).

SLDO of Managing Time Effectively:
When asked if working for Dining Services has helped strengthen the student employee’s time management and decision making skills, the most popular response was: 44.90% Moderately Agree. When asked if the student employee was aware of how to manage their time effectively, the most popular response was: 63.27% Strongly Agree. The student employees were asked what were some steps they took or tools they used, to manage time effectively. The answers indicated they were aware of how to many time effectively by: Using calendars and schedules, Plan out week ahead of time, and using to-do lists and a planner (See Appendix A).

SLDO of Communicate Well with Others:
When asked if working for Dining Services has helped strengthen communication skills, the most popular response was moderately agree with 60.47%. When asked how comfortable they were communicating in a group or in a one on one setting, the most popular response was: 51.16% and 55.81% respectively Strongly Agree (See Appendix A).
SLDO of Solve Problems and Make Decisions Wisely:
When asked if working for Dining Services has helped strengthen time management and decision making skills, the most popular response was: 44.90% Moderately Agree. When asked if the student employee understands the decision making process and is comfortable using resources and taking actions to make decisions, the most popular response was: 61.22% Strongly Agree (See Appendix A).

Use of Assessment Evidence:
The results of the survey were distributed to the Director and Dining Services Managers for review. As part of our three year assessment plan, we will meet and discuss the results of all assessment activities during the 2013-2014 period. We will be looking at how closely we agree with the employee responses and how well they feel they are doing compared to our assessment of those skills. We will also be discussing any opportunities to improve our training program and ways to measure learning effectiveness, such as usage of rubrics. Methods or incentives to increase response rate of future employee assessments will be discussed as well.

Operational Effectiveness

Key Indicators and Goals:
Goal: After eating in NDSU Dining Services facilities, students, staff and faculty will have a high degree of satisfaction with the menu items, the quality of service and the dining facilities, that will lead to an increase in meal plan participation rates.

Indicator: Dining Services participated in the 2012 NACUFS Customer Satisfaction Benchmarking Survey. By measuring, analyzing, and benchmarking our customers’ needs and opinions on various operating characteristics, this tool is a key performance indicator designed to assist with decision making in regard to providing exceptional food service.

Indicator: Meal Plan Sales

Summary of Results:
The 2012 NACUFS Customer Satisfaction Benchmarking Survey was distributed and collected by paper on November 5-7, 2012, at all of the Dining Services locations. The report summarized and presented key pieces of data that offered significant insight into our institutions position, in various formats. A Summary of the results is as follows:

For overall aggregated dining hall & retail units, when asked how satisfied or dissatisfied with the dining services provided by campus, with 1,012 respondents, the results showed 43% Very Satisfied, 43% Somewhat Satisfied, 9% Mixed, and 5% between somewhat and very dissatisfied. This score ranks better than the national score of 32% Very Satisfied and 41% Somewhat Satisfied (See Appendix B1).

The top five factors identified to predict overall satisfaction were: 1. Food: Overall, 2. Taste, 3. Cleanliness: Overall, 4. Speed of Service, 5. Nutritional content. Other indicators of satisfaction included freshness, value, and variety of menu choices, amongst many others. NDSU had a
greater level of mean satisfaction in all areas compared to the aggregated national responses (See Appendix B2).
The Gap Analysis presented the separation between the rated factor of importance and rated satisfaction levels. NDSU scored a lower mean gap in 24/25 of the characteristics compared to the aggregated national scores (See Appendix B2).

Meal Plan Sales
This section contains the data for Meal Plan Sales for 2012-2013 (removed from public posting).

Use of Results: Again, as part of our three year assessment plan, we will meet and discuss the results of all assessment activities during the 2013-2014 period. Areas of discussion will include opportunities to lessen the gaps between importance and satisfaction in certain characteristics. Areas noted as opportunities for improvement are addressed during the RHA meetings, along with any other important topics that may concern satisfaction levels. Ongoing assessment of acceptability factors or popularity scores of our recipes and menu offerings are continually reviewed and analyzed in our menu management system, FoodPro.

Dining Services will discuss ways we can increase Meal Plan sales, such as increased marketing efforts to inform students of the various meal plan options or access to purchasing meal plans online.

Retention and Persistence

Programming Dining Services asseverates the link between student satisfaction and retention. Noel-Levitz published a research study that was conducted in 2009, titled Linking Student Satisfaction and Retention. The study included results from 65 four-year institutions, with 27,816 participants. The findings state “Across all the models and class levels, the satisfaction indicators added significantly to our ability to predict student retention,” and proclaims “We can conclude that Campus Climate is not only an important factor in students’ decisions to remain enrolled, it is the most important factor” (Schreiner, 2009).

Through the methods and tools listed in the sections above, NACUFS 2012 Customer Satisfaction Survey, meal plan sales, RHA advisory meetings, menu satisfaction reports and other data analysis, Dining Services strives to maintain a high level of customer satisfaction that validates our impact on the link between satisfaction and retention as stated above.

Evidence of supporting retention and persistence:
Reference the Operational Effectiveness section for the results of our 2012 Customer Satisfaction Survey. Again, the biggest supporting evidence is having 86% of students ranking their overall dining satisfaction as Very and Somewhat Satisfied. Also, confirming NDSU consistently outscores other benchmarked institutions, by students rating their satisfaction levels at our institution higher in almost all areas then the students enrolled elsewhere, is very supporting.

Use of results:
Dining Services will continue to support the efforts of student affairs and the campus as a whole in our goal to increase student retention and graduation. Through continual campus
communications and further internal discussions in this area, Dining Services hopes to continue to evolve our efforts into consistently meaningful and measureable outcomes, which will effectively communicate our efforts and true impact.
APPENDIX A

Tables and Graphs Supporting Student Learning

SLDO of Customer Service:

Q3. Please indicate your level of agreement with the following statement: Working for Dining Services has helped to strengthen my customer service skills.

Q4. Customer Service: Please indicate your level of agreement with the following statements pertaining to work skills: I am aware of the basic components of customer service.

Q7. To what extent did initial training focus on developing customer service skills?

Answers to: Ways you have provided customer service

Answering customer questions, providing them with things they need
Assisting with orders.
Being kind
Being cheerful, friendly, and helping to every request
By helping people for everything they ask for as a customer.
Communicating with customers on how they would like their catering to be done to best suit them.
Fixed beverage machines
Help them find a fixed product
Helped patrons make decisions
Helping the persons who come to eat
I always use the way of smile to service my customers. I think that smile can make a good mood for everyone.
SLDO of Managing Time Effectively:

Answers to: What are some steps you take or tools you use, to manage your time effectively?

Before every semester starts, I would help write down my schedule for the days that I have exams or cannot work.

By finding more effective ways to do tasks after doing them multiple times to save time without skipping steps.

Calendars and schedules
check email often to know the schedule, make plans first
check my schedule always before taking shifts

SLDO of Communicate Well with Others:

*Note: The bar graphs show the distribution of responses to the questions related to managing time and communication skills.*
SLDO of Solve Problems and Make Decisions Wisely:

3. Please indicate your level of agreement with the following statements: I understand the decision making process and am comfortable with using resources and taking actions to make a decision.

Other relevancies:

023. Please indicate your level of agreement with the following statements: I have been exposed to at least one other culture while working for dining services.

03. Please indicate your level of satisfaction with the opportunity to develop valuable skills for future endeavors.
## APPENDIX B

Supporting Material for Operation Effectiveness

NACUFS 2012 Customer Satisfaction Survey Results:

### B1

<table>
<thead>
<tr>
<th>Sample Type</th>
<th>Percentage Very Dissatisfied</th>
<th>Percentage Somewhat Dissatisfied</th>
<th>Percentage Neither</th>
<th>Percentage Somewhat Satisfied</th>
<th>Percentage Very Satisfied</th>
<th>Mean Satisfaction</th>
<th>Sampling Error</th>
<th># Resp</th>
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<tbody>
<tr>
<td>Entire Sample</td>
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<td>1%</td>
<td>2%</td>
<td>11%</td>
<td>4%</td>
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<td>.05</td>
<td>1068</td>
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***Gap = Mean Importance minus Mean Satisfaction***

### B2

<table>
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<tr>
<th>Predictor Status</th>
<th>Predecessor Status</th>
<th>Unstandardized Coefficient</th>
<th>Sig. (Likelihood that this item's predictor status was due to random chance)</th>
<th>Mean Satisfaction</th>
<th>Mean Gap***</th>
<th>Mean Satisfaction</th>
<th>Mean Gap***</th>
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</table>

***Gap = Mean Importance minus Mean Satisfaction***

2012-2013 Dining Services Assessment Report
APPENDIX B cont.

Supporting Material for Operation Effectiveness

Meal Plan Sales

B3

(Removed from public posting)
References