Creating the SF State Campus Dining/Food Vending Experience

In an effort to provide the SF State community with coordinated and enhanced food service on campus, the University is evaluating the efficacy of a combined food services program. San Francisco State University currently has three separate entities that provide oversight to the various food vendors on campus. They include:

- University Property Management (UPM): UPM contracts directly with Chartwells to provide dining services within the Residence Life community
- Cesar Chavez Student Center (CCSC): CCSC contracts individually with the food vendors located only within the student center
- University Corporation (UCorp): UCorp contracts individually with all campus food vendors located outside of the CCSC.

Vision

Consolidating the vending operations on campus under one umbrella (UCorp) will increase vendor management efficiencies and further develop the student dining and food vending experience on campus. The new program will provide several improvements over the current structure including:

- Eliminate duplication of staffing resources and efforts by consolidating vendor oversight and operations
- Strengthen assessment of food options, services, and access to meet the needs of SF State’s changing student demographics
- Strengthen communication efforts to the SF State community about all of the dining options on campus via a comprehensive student advisory committee, open forums, website, social media, marketing materials, etc.
- Enhance customer services through the use of technology with vendors including developing online or app-based pre-ordering systems
- Explore use of the One Card as a form of payment for vendors across the campus, including the ability to utilize residential meal plans at all campus vendors
- Strengthen consistency among vendor contract agreements
- Insure and maintain mutually beneficial fiscal relationship between the University, our students and campus food vendors
- Expand the role of the student vendor committee to serve in an advisory capacity to UCorp for all food services on campus and not just those available in the Student Center.

Through this transition, the University will strive to fulfill the following goals:

- Provide a smooth transition of vending services from the Student Center to UCorp
- Continue the employment of current Student Center employees supporting vendors services on campus (professional and student)
• Evaluate equity across vendors and develop a plan to address any areas of needed change
• Utilize the RFP process for residential dining services as an opportunity to broaden One Card and meal plan use on campus
• Broaden the vendor committee as a student advisory committee to UCorp for all food options on campus
• Expand the diversity of food options on campus through centralized oversight, recruitment, and RFP processes
• Create a student employee career development program focusing on customer service and the food industry
• Continual consultation and collaboration between all entities involved including Student Center, ASI, Student Affairs/Enrollment Management, and Administration and Finance

Timeline

September 26, 2013
• Meet with EA Team and Vendor Committee Students
October – December 2013
• Meet with CCSC Governing Board
• Meeting(s) with vendors collectively to discuss transition
• Official notification to CCSC vendors (transition of contacts 7-1-14)
• Review and develop new contract drafts
• Meet with vendors individually to discuss transition plan
• Campus survey regarding vendor services
January – March 2014
• Finalize individual vendor contracts
June 30, 2014
• Current operating agreement between University and CCSC expires
July 1, 2014
• All vendors under supervision of UCorp