FOOD SERVICES



Non-Instructional Program Review 04/01/2009



FOOD SERVICES Non-Instructional Program Review

Spring 2009

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FOOD SERVICES PROGRAM REVIEW

Spring 2008

I. INTRODUCTION

Citrus College Food Services is responsible for providing a wide spectrum of services in various settings campuswide. The department operates three types of food services: cafeteria, catering, and event concessions which are subject to Los Angeles County Health Department regulations. Vending and some concessions are outsourced. The Food Services department recognizes that all individuals are innately valuable to Citrus College and the department. The department's goal is to provide healthy foods and snacks, at appropriate prices, as well as clean facilities where students and staff can relax, study and/or visit with friends.

The Stuffed Owl Café, located beneath the Handy Campus Center, operates five days a week and depending on demand, offers full breakfasts, lunch specials, grill service, deli sandwiches, specialty coffees, salads, pizza, and a Mexican Food station, as well as cold drinks and prepackaged snacks.

In addition to the Stuffed Owl Café, several other types of food services are available to both students and staff. Catering service is provided for special events, such as breakfasts, business lunches, meetings, training, and retirements. On request, fresh linen tablecloths and napkins are provided, as well as fresh flowers, silverware and china. The catering menu provides a full range of hot and cold hors d'oeuvres and a large selection of food items, ranging from salads and sandwiches, to full-course meals, which include basil chicken, prime rib, and vegetarian lasagna, all complete with sides. Special requests that are not on the menu can also be provided by contacting the Food Service Supervisor and making arrangements. Food presentation and good customer service are a key part of the catering service at Citrus College.

Event concessions are almost exclusively provided through the concession stands located at the north and south sides of the west end of the stadium. Both stands were torn down in 2007 to make way for a new concession stand located at the main entrance of the stadium expected to be completed in June 2009. While waiting for completion of the new snack stand, temporary facilities are set up for each game and vendors are brought in to supplement in-house offerings.

The actual number of students served is difficult to determine because there is no differentiation between students, staff and campus guests at the registers, during catered events, at concession stands, or vending machines. Services are provided to everyone in the campus community.

A. Objectives

- 1. To provide a comprehensive range of food services to the campus community including students, faculty, staff and visitors.
- 2. To provide a healthy food source that is attractive, flavorful, nutritious, and competitively priced in order to support and promote a supportive learning environment.
- 3. To prepare and serve foods reflective of an increasingly diverse population.
- 4. To provide a clean cafeteria that is inviting, supplements campus life and promotes student engagement.
- 5. To operate at a profit.

B. Staffing

- 1 Full time Food Services Supervisor
- 1 Full time 10-month Food Services Team Leader
- 2 Part time 49% Food Services Assistant I
- 1 Part time 49% Food Services Assistant II
- 2 Part-time, On-call Department Aid I
- 10 -13 Student Workers

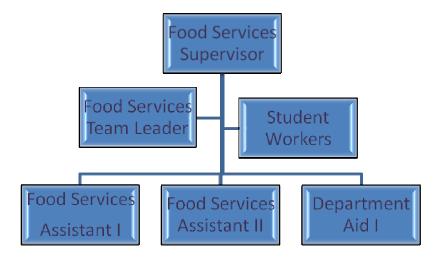
C. Credentials

The Los Angeles County Health Department requires that at a minimum, one person hold a ServSafe® food certification in each unit. Due to the importance of food safety, the Food Services Supervisor requires that all classified staff receive a ServSafe® certificate from the LA County Health Department.

D. Diversity

Ethnicity	Food Service	Campus
African-American Non-Hispanic	0.5%	5.4%
American Indian/Alaskan Native	0%	0.7%
Asian	0%	7.6%
Filipino	0%_	3.0%
Hispanic	75.0%	41.0%
Other Non-White	0.5%	2.1%
Pacific Islander	0%	0.6%
Unknown	0%	8.2%
White Non-Hispanic	15.0%	31.4%

E. Organizational chart



F. Progress made on prior program review recommendations

1. The committee recommends that the district supplement the food service budget for equipment purchases.

The district provided funds for a new ice machine, meat slicer, pizza warmer, delivery cart, and portable food warmer. Concerns raised about vending machine equipment have been resolved through contracting out vending. The North County Vending contract for hot drink and food machines and the PEPSI vending contract for cold drinks were signed in August of 2007. Concerns raised about the inefficient concession stands have been resolved with the help of bond funds used for the demolition of the old stands and the construction of a new concession stand with a functional grill.

2. The committee recommends that the program offer an express and/or less expensive alternative or a smaller portion and/or limited choice alternative.

Affordable menu items were added including specials, soup/sandwich items for three to four dollars. Daily menu choices were also reduced by one item.

3. The committee recommends that outside seating be enhanced with better lighting, a patio cover, and improved landscaping and ashtrays.

Concerns raised about exterior seating have been resolved by replacing the table/seating units outside the cafeteria and upstairs in front of the north entrance of the campus center. Concerns about the inadequate outdoor lighting at night have been resolved by adding metal halide fixtures to better illuminate the patio area at night. Landscaping has improved through the addition of a garden area and avocado grove. The area surrounding the patio has been improved by new landscape. The weather protection in the cafeteria patio area has not been addressed since the last program review.

- 4. The committee recommends that doors and windows be cleaned more often.
 - A student has been assigned to keep the windows and dining area clean.
- 5. The committee recommends that the program review the layout of the seating inside the cafeteria. Concerns raised about interior seating and layout partially have been resolved by replacing the tables and chairs. The interior of the cafeteria is still in need of fresh paint and removal of the old Grind which is on hold because of budget and campus center remodel plans.
- 6. The committee recommends a designated smoking area outside.
 - Since the patio area outside the cafeteria is located in a recessed area, second hand smoke quickly spreads from a designated smoking section to the rest of the patio area. One positive aspect of smoking allowed outside is that the smoke hides the sewer smell coming from the outdoor septic tank.

II. INTEGRATION AND COORDINATION WITH OTHER PROGRAMS

A. How does this program coordinate with the other Student Services programs on campus?

The Food Services program coordinates with other Student Services programs on campus through catering, food vouchers, and meal tickets. In addition to student services, the Food Services department coordinates with the Foundation, outside groups, President's Office and Board of Trustees to provide catering needs. The Food Services Supervisor assists student clubs to be compliant with health regulations when preparing and selling food for club fundraising activities.

B. How does this program work with research and TeCS?

The Food Services Program works with the Director of Institutional Research who assisted with the development of survey questions and focus groups. A workshop was held to train focus group facilitators on how to facilitate a focus group. Questions were developed, do's and don'ts were reviewed, categorization of data collected, and summarization of findings were all produced under Lan Hao's supervision. Tec Services is critical in maintaining the email, phone and computer systems.

C. How is this program integrated with student equity and strategic planning?

The Food services program is integrated with student equity through the support of diverse food options, such as traditional Irish faire on St Patrick's Day, which is sensitive to our culturally diverse student population. The Food Services program is integrated with strategic planning through the continued involvement in Student Learning Outcomes with the assistance of the Student Learning Outcomes and Assessment Coordinator. Data gathered from focus groups and student surveys are also part of strategic planning. Planning also includes attendance at the annual Student Services Planning retreat where annual goals are presented and discussed.

Part of Citrus College Strategic Plan -

- Student Success Directly supports through serving healthy food and attaining related goals.
- Student Learning Outcomes (SLO's) Developed and measured.
- Fiscal Transparency Published annual budget.
- **Communication** Discuss with food services program staff, Associated Students of Citrus College (ASCC), Student Services Committee (SSC) and other services.

III. PROGRAM SELF-EVALUATION

Accreditation Standard IIB states the following: "The institution recruits and admits diverse students who are able to benefit from its programs, consistent with its mission. Student support services addresses the identified needs of students and enhance a supportive learning environment. The entire student pathway through the institutional experience is characterized by a concern for student access, progress, learning and success. The institution systematically assesses student support services using student learning outcomes, faculty and staff input and other appropriate measures in order to improve the effectiveness of the services."

The Food Services program assessed the opinions of its employees and clientele to ensure that it is providing an acceptable level of service. The opinions were gathered from surveys, focus groups, and a food service consultant. The feedback of surveys is measured by taste, selection and perceived healthfulness of the current offerings as well as, the friendliness of the staff and satisfaction with the overall atmosphere of the cafeteria. Findings from these surveys were reviewed and most implemented to improve service. A food consultant was contracted in 2006 to review Food Services operations and developed a detailed report of findings and recommendations. Focus groups expanded on the results of surveys and the consultant's report and raised additional concerns through open dialogue with the help of a facilitator who asked questions to initiate the dialogue.

A. Access

- 1. How accessible is the program?
 - a. Compare demographic data from the college to the program, including ethnicity, gender, age, students with disabilities.

The Food Service program is available to everyone. There is no current tracking mechanism in place to identify whether or not the student population is truly represented. Daily transaction data will begin to be added to the daily financial sales reports beginning May 1, 2009. A campus student satisfaction survey is under development to be distributed during fall 2009.

The actual number of students served is difficult to determine as there is no differentiation between students, staff and campus guests done at the registers or during catered events, concession stands, and vending machines. All Citrus College demographics are served including International, Extended Opportunity Programs and Services (EOP&S), Cooperative Agencies Resources for Education (CARE), California Work Opportunity and Responsibility for Kids (CalWORKs), and Disabled Student Programs & Services (DSP&S) students.

b. How effective is this program in enabling success for underprepared and underrepresented students?

Offering discounted meals enables those who have limited incomes to have access to nutritional foods. The Food Services program collaborates with the CARE program by honoring prepaid cards so that CARE students use them to purchase healthy meals. For some students, this is the only meal they will have during the day.

Fiscal Year	CARE Food Voucher Sales
2002 - 2003	\$33,613
2003 - 2004	\$37,598
2004 - 2005	\$26,974
2005 - 2006	\$30,827
2006 - 2007	\$30,182
2007 - 2008	\$41,316

B. Success

1. How well does this program help students complete their educational goals?

The Food Services department provides a clean, friendly atmosphere where students, faculty and staff can enjoy a healthy meal. This promotes a cooperative learning environment.

C. Student Learning Outcomes

 Describe your progress in the development and implementation of Program Student Learning Outcomes.

In spring 2007, the Food Services department assessed the opinions of its clientele to ensure that it was providing an acceptable level of service as measured by taste, selection and perceived healthfulness of the current offerings, the friendliness of the staff and the satisfaction with the overall atmosphere. Focus groups were conducted in fall 2008. A second improved survey was conducted in spring of 2008. Excellent ideas were gained from the surveys and focus groups. Many of these have already been implemented.

2. Include copy of SLO (See Addenda)

D. Compliance

1. Provide an overview of how this program meets applicable minimum requirements of law. For the past eleven years, the Food Services department has received an "A" rating from the Los Angeles County Health Department. The department is visited by a health inspector on a regular basis who recommends changes and/or improvements to the facilities and operating procedures.

E. Student Eligibility

1. Describe eligibility requirements for participation in your program.

The food services program is available to all students, faculty, staff, and the local community. There are no eligibility requirements for participating in the Food Services program.

F. Program Services

 List and describe the services/components offered by your program including numbers of students served.

The Food Services department provides a wide variety of foods, snacks and beverages to students. The department also caters to ethnic students by offering a menu that includes popular requested ethnic foods identified through survey results. The actual number of students served is difficult to determine because there is no differentiation between students, staff and campus guests done at the registers, during catered events, at the concession stands, or vending machines. All of these populations are served.

2. Describe how it compares to similar programs at other community colleges in the service area.

The food services department at Citrus College is one of the few institutionally operated venues remaining in the California community college system. Most community colleges including outlying colleges such as Chaffey College, Mount San Antonio College, Glendale Community College, and Pasadena City College have outsourced their food service operations or have a food service instructional program.

G. Funding, Expenditure & Accountability

1. How does the program work with the business office to monitor expenditures and fiscal reporting?

The Food Services Supervisor works closely with the Dean of Students, and Accounting Technician in the business office to monitor expenditures and fiscal reporting through the review of monthly income statements. The Food Services Supervisor also works with the Dean of Students and Bookstore Supervisor on the annual budget process.

The Food Services program is one of the two self-funded operations on campus, meaning it is income based not fund based; no general funding is appropriated for the Food Services program. The Food Services program is managed by projecting income, cost of goods, and expenses, based on prior activity and enrollment in conjunction with monitoring current trends. Historically, the Food Service program has been operating at a loss every year and has relied on the bookstore transfer to cover the deficit. A summary of income and expenses for the last six years appears below.

Food Service Fiscal Year	Income	(-) Expenses	= Profit/Loss	Bookstore Transfer to cover Food Services Loss
'02-'03	\$ 656,243	\$ 679,222	\$ * (22,979)	
'03-'04	\$ 577,988	\$ 704,479	\$ *(126,491)	* 149,470
'04-'05	\$ 604,909	\$ 708,372	\$ (103,463)	\$ 103,463
'05-'06	\$ 607,850	\$ 726,041	\$ (118,191)	\$ 118,191
'06-'07	\$ 586,706	\$ 729,013	\$ (142,307)	\$ 142,307
'07-'08	\$ 534,334	\$ 597,317	\$ (62,983)	\$ 62,983

^{*} Losses from 02-03 were combined with 03-04 and charged in 03-04.

H. Advancement of Green Environment

1. How has your program contributed to a greener environment? (i.e. increased awareness, energy savings, recycling, paperless)

The Food Services Department collaborates with the "Green Team." At the beginning of spring 2009 semester the Green Team provided compost bins that were installed to store old fruit, vegetables, etc. to be used as fertilizer for the campus. Leaves and grass are also used in the bins to make compound fertilizer. Facilities planted an herb and vegetable garden for organic fruits next to the cafeteria. Used vegetable oil is stored until it is picked up to be recycled.

I. Technology Needs

1. What technology needs currently exist in your program?

Due to the limitations caused by an antiquated cash register system, the cafeteria and concessions need a new Point of Sale (POS) system to better track customers, inventory, ordering and sales history. An improved interactive website for placing food orders or for planning catering orders will assist in providing better customer service and streamlined procedures. More efficient equipment must be purchased to replace aging kitchen equipment. Before any replacement of equipment is considered, repair options must be weighed since the current kitchen is scheduled for renovation in five years.

2. Given your plans for future growth and development, what technology needs do you anticipate in the future?

Planning will begin in winter 2010 for the remodel of the campus student center. During this time, the future food service needs will be assessed and plans made for a new kitchen, food court, and/or dining facility.

IV. EFFECTIVE PRACTICES

A. Describe what is working well including awards and special recognitions.

Marketing the food service operation consists of knowing the customers' food preferences. The Food Service Supervisor must satisfy the customers' wants and needs at affordable prices. Making the selling of food affordable is accomplished by building up and offering specials, discounts and promotions. Catering events and aesthetic display of food items have also been essential to the overall marketing concept.

Cleanliness and customer relations are a very important aspect of the food services operation. The controlling of product costs is implemented by effective purchasing practices. Inventory is taken before the placing of every order. Leftovers are tracked and recycled safely. Servers are ServSafe® certified and trained in portion control. The supervisor maintains the highest culinary standards at the lowest possible cost, ensuring maximum quality control. The supervisor also maintains rapport between the kitchen staff and management.

The Food Services department through the expertise of the supervisor has earned a reputation of serving excellent food, professional catering, and artistic presentation in catering.

Vending machines have a wide selection of affordable beverages and snacks including: a) sandwiches, both cold and microwavable, at \$2.25, b) bagels and burritos at \$1.75 each, and c) personalized pizzas at \$1.25 each.

The menu in the cafeteria changes often with special requests considered. The menu at the moment is working very well and midyear sales raised \$41,647 from December 2007 to December 2008. The Food Services department is also in the process of trying to make space for new menu items, which will further improve sales.

B. What exemplary practices and services do you offer that could be shared with other departments or other campuses?

The Food Services department works closely with student groups by monitoring food temperature for safety, providing free ice to clubs and events, and donating time for campus activities.

C. What successful pilot projects have been implemented by your program?

The Food Services department has implemented the Green Team Program for waste foods. Waste oils are picked up and recycled and waste foods are used for composting.

D. How do faculty, administrators, staff and students participate in improving the effectiveness of this program?

The Food Services department distributed surveys, hired a consultant to evaluate the food services program. The Associated Students of Citrus College (ASCC) held focus groups to solicit input from students and staff on areas of improvement. Several recommendations made by respondents that were implemented to improve services include:

- Improve cleanliness by assigning a student worker to clear and clean tables
- Retrain staff to provide better customer service
- Review prices (added affordable menu items \$3.50 & \$5) and develop a profitable catering plan
- Install new menu and signage on doors to include kitchen hours and vending hours
- Remove cigarette cans
- Serve better coffee and add a better selection of bread for sandwiches
- Update menu periodically and increase the use of organic foods
- Accept Credit cards
- Cut back to 1 hot entrée and restore Mexican food line
- Add Asian food options rice bowl/noodle bowl

V. OPPORTUNITIES FOR IMPROVEMENT, RECOMMENDATIONS AND NEEDS IDENTIFICATION

A. Identify areas where you may need to make adjustments or changes in order to better serve students.

The food services program has been assessed through various sources during the past two years. A consultant was hired in 2006, student focus groups were conducted in 2008, and students and staff participated in surveys during the past three years. The findings of these evaluations as well as, this program review have allowed us to explore several options to improve services in the cafeteria. All options lead to more funding. The cafeteria is not a self-sustaining operation and therefore calls for an investment from the campus community if the cafeteria is to be a viable program. The Food Services department continues to operate at a loss as evident by its financial performance during the past six years. Based on these facts, the college must either be amenable to the Food Services department operating at a loss or consider other options. Below is a list of recommendations:

1. Use data and previous discussions as a foundation for recommendations.

- a. A solution to the continued sewer stench must be engineered so that the outdoor eating experience is a pleasurable one. It is recommended that a solution to the sewer vent pipe smell be found to promote a healthy, safe and inviting eating environment.
- b. It is recommended that Food Services increase healthy grab-and-go fresh food, such as apple, oranges, bananas and pre-packaged grapes and carrot-sticks (possibly, with a small dressing cup).
- c. Seating inside the cafeteria is often inadequate particularly in the early parts of the semester. It is recommended that the old "Grind" be removed to free up space for more seating.
- d. The current dining facility requires new lighting and paint as an inexpensive fix until the complete remodel in five years. It is recommended that the cafeteria's dining area be painted as a temporary update until the campus center renovation.
- e. It is recommended that weather protection for seating in the patio area be installed to make the area usable when the weather is inhospitable.
- f. It is recommended that the Food Services department install a Point of Sale system to better track inventory, customers, sales, and menus.
- g. Additional and more efficiently designed space is needed to provide better services and healthy options such as a char broiler for cooking meat and the ability to create ethnic dishes such as Asian foods and Indian foods to better serve Citrus students. It is recommended that a char broiler be installed in the kitchen by 2011 if budget permits.
- h. The location of the cafeteria is a detriment to its success. It is located in the lower section of the campus center which is not visible and easily accessible. It is recommended that the campus center remodeling committee consider the possibility of relocating the cafeteria upstairs or a location that is more visible and accessible.

Consider needs for data, staffing, program growth and/or restructuring.

a. Include plans, timelines, resources needed, and person(s) responsible for implementing plans.

The campus center is slated to have a complete remodel in five years. Renovation plans include the formation of a committee during winter 2010 to begin the process of planning. The first decision that will need to be made will be if the Food Service department will be improved in its current format or contracted out.

For each of these options, staffing, budget, and physical plant needs must be considered. Current staffing positions will be affected by program decisions and long term goals. Budgetary needs from sales income and general fund sources will vary with the chosen food program. For the physical plant, plans must be made for a new kitchen, including food court, catering, and dining possibilities.

The current dining facility requires new lighting and paint as an inexpensive fix until the complete remodel in five years. Current kitchen equipment is in need of repairs and/or replacement. Short term goals with responsible parties and due dates are listed below.

After her retirement, the current Food Services Supervisor recommends the creation of a Head Chef with a proper culinary background instead of the supervisor position along with a full time Food Services Operations Coordinator and a 49% Catering/Daily Menu Coordinator to ensure efficient daily operations and the continued level of excellent service.

	Food Services Needs	Responsible Person	Due Date	Progress
•	Add a third register to better handle traffic flow. (Fiscal Transparency)	Philomena	September 08	Done 9/08
•	Complete Program Review. (SLO's)	Philomena	December 08	Done 1/09
•	Change Linen service to improve pricing and quality. (Fiscal Transparency)	Philomena	September 08	Done 9/08
•	Increase sales by 15% through marketing and daily specials. (Fiscal Transparency)	Philomena	July 09	In Process
•	Improve signage for better visibility at the grill. (Communication)	Philomena/Martha/Eric	August 09	In Process
•	Change name through student committee. (Communication)	Philomena & Student Committee	August 09	In Process
•	Repaint and add decorative lighting in the dining area. (Fiscal Transparency)	Philomena/Martha/Eric	August 09	
•	Purchase a char broiler to improve grill sales and offer healthier food. (Fiscal Transparency)	Philomena/Martha/Eric	February 10	
•	Contract out concessions. (Fiscal Transparency)	Philomena/Carol	February 10	
•	Install Point of Sale system. (Fiscal Transparency)	Philomena/Carol/Eric	July 10	
•	Finalize campus center remodel plans. (Student Success)	Campus remodel committee	August 10	
•	Install all weather covering in outdoor patio area. (Fiscal Transparency)	ASCC	August 10	
•	Add a coffee and food stand outside of Cosmetology. (Student Success)	Philomena/Eric	January 11	

3. Technology needs.

- a. What technology needs currently exist in your program?

 Due to the limitations caused by an antiquated cash register system, the cafeteria and concessions require a new Point of Sale (POS) system to better track customers, inventory, ordering and sales history. An interactive website for placing food orders or for planning catering events would be a help to the operations and improved customer service. More efficient equipment must be purchased to replace aging kitchen equipment.

 Before any replacement of equipment is considered, repair options must be weighed since the current kitchen will be renovated in 5 years.
- Given your plans for future growth and development, what technology needs
 do you anticipate in the future?
 Planning will begin in the winter 2010 for the remodel of the campus student center. During this
 time, the future food service needs will be assessed and plans made for a new kitchen, food

VI. TECHNICAL ASSISTANCE/TRAINING NEEDS

court, and/or dining facility.

A. Is there any training or technical assistance that you believe would improve the effectiveness of your program?

The Los Angeles County Health Department requires at least one person have a ServSafe® food certification in each unit. Due to the importance of food safety, the Food Services Supervisor requires that all classified staff receive their ServSafe® certificate.

VII. SUPPLEMENTAL INFORMATION

A. Examples of materials that are provided to students.



Hours: Monday-Friday: 7:30 a.m.-2 p.m. Breakfast: 7:30-10 a.m. Lunch: 11 a.m.-1:30 p.m.

Coffee Grind: Monday-Thursday: 7:30 a.m.-8 p.m.



Stuffed Owl Café Menu

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	Served Daily
Grilled Chicken Breast Florentine with one vegetable \$5.50 Swedish Meatballs over Noodles with one vegetable \$5.00	Oven Roasted Turkey \$5.50 (carved to order) with stuffing, vegetables, mashed potatoes and gravy Baked Macaroni & Cheese with garlic bread \$4.50	Chicken Fettuccini with garlic bread \$5.50 English Style Shepherd's Pie with brussels sprouts and walnuts \$5.00	Fried Fish and Chips with one vegetable \$5.50 Spaghetti and Meatballs with garlic bread \$4.50	Chef Special	Breakfast Oatmeal Cream of Wheat \$1.50 each Grill is open everyday for breakfast, cooked to order Lunch Daily Specials Fresh Salads \$5.10 each Tossed to Order
Special of the Day \$3.50 Cup of soup with half of a deli sandwich	Special of the Day \$3.50 Cup of soup with half of a deli sandwich	Special of the Day \$3.50 Cup of soup with half of a deli sandwich	Special of the Day \$3.50 Cup of soup with half of a deli sandwich	Special of the Day \$3.50 Cup of soup with half of a deli sandwich	Try Our New Salads • Bread Salad with Chicken bites • Tossed Spinach Salad with Roasted Pine Nuts and Blood Oranges Burrito and Tostada Bar \$5.10



Weekly Bulletin



Stuffed Owl Cafe Menu

Check out our \$3.50 daily specials!

Monday

- London Broil for \$5.50
- Chicken Teriyaki for \$4.00

Tuesday

- Oven Roasted Turkey for \$5.50
- Rigatoni Bolognese with Sicilian for \$5.00

Wednesday

- Cilantro & Lime Grilled-Chicken Breast for \$5.50
- Pasta Primavera for \$5.00

Thursday

- Stuffed Flank Steak for \$5.50
- Baked Cod Florentine with Cream Sauce for \$5.00

Friday

Chef's Special

Daily breakfast and lunch specials are also available. For more information, visit the Stuffed Owl Cafe. Hours of operation are: Breakfast, 7:30 to 10 a.m.; Lunch, 11 a.m. to 1:30 p.m.

VIII. ADDENDA

A. Student Surveys

Spring 2007 Survey
Please mark the response to each statement below that most closely matches your opinion.

THE GRIND	Strongly Disagree	Disagree	Agree	Strongly Agree
I think the food in the cafeteria usually tastes				
good.				
I think the cafeteria offers fairly healthy food				
choices.				
I would eat in the cafeteria more often if they				
had healthier food choices.				
I think the selection in the cafeteria is pretty				
good.				
I think the cafeteria staff is pretty friendly.				
I'm generally comfortable with the atmosphere.				
I have eaten in other college cafeterias				
numerous times.				

MORNING GRILL	Strongly Disagree	Disagree	Agree	Strongly Agree
I think the food in the cafeteria usually tastes				
good.				
I think the cafeteria offers fairly healthy food				
choices.				
I would eat in the cafeteria more often if they				
had healthier food choices.				
I think the selection in the cafeteria is pretty				
good.				
I think the cafeteria staff is pretty friendly.				
I'm generally comfortable with the atmosphere.				
I have eaten in other college cafeterias				
numerous times.				

LUNCH	Strongly Disagree	Disagree	Agree	Strongly Agree
I think the food in the cafeteria usually tastes				
good.				
I think the cafeteria offers fairly healthy food				
choices.				
I would eat in the cafeteria more often if they				
had healthier food choices.				
I think the selection in the cafeteria is pretty				
good.				
I think the cafeteria staff is pretty friendly.				
I'm generally comfortable with the atmosphere.				
I have eaten in other college cafeterias				
numerous times.				

Fall 2007 Stuffed Owl Focus Group

Main Question: "Why are the students not using the cafeteria?

1.	How many of you have eaten at the cafeteria? Why or why not?
2.	How many times have you eaten in the cafeteria this semester?
3.	What was your experience when you visited the cafeteria?
4.	What can we do to make it more likely for you to use the cafeteria?
5.	If you were the cafeteria manager, what would you change besides the cost of food and why?
6.	Is there anything I left out?



Stuffed Owl Café Spring 08 Customer Survey

1.	I use my Credit/Debit card at the Café.		
	□ Strongly Agree	□ Agree	□ No Opinion
	□ Disagree	☐ Strongly Disagree	-
2.	The cashiers are courteous and friendly.		
	□ Strongly Agree	□ Agree	□ No Opinion
	□ Disagree	☐ Strongly Disagree	•
3.	I like the fresh cooked breakfast and lune	ch from the grill.	
	□ Strongly Agree	□ Agree	□ No Opinion
	□ Disagree	☐ Strongly Disagree	
4.	I am happy with the sandwich line.		
	□ Strongly Agree	□ Agree	□ No Opinion
	□ Disagree	☐ Strongly Disagree	
5.	The selection at the Mexican line is satisf	actory.	
	□ Strongly Agree	□ Agree	□ No Opinion
	□ Disagree	☐ Strongly Disagree	
6.	I enjoy the tossed-to-order salads.		
	□ Strongly Agree	□ Agree	□ No Opinion
	□ Disagree	☐ Strongly Disagree	
7.	I like the idea of having daily specials.		
	□ Strongly Agree	□ Agree	□ No Opinion
	□ Disagree	□ Strongly Disagree	
8.	I like the "grab & go" food.		
	□ Strongly Agree	□ Agree	□ No Opinion
	□ Disagree	□ Strongly Disagree	
9.	I feel there could be a wider selection of i	tems.	
	□ Strongly Agree	□ Agree	□ No Opinion
	□ Disagree	□ Strongly Disagree	
10.	I believe the food is satisfactory.		
	□ Strongly Agree	□ Agree	□ No Opinion
	□ Disagree	□ Strongly Disagree	
11.	The service was quick and friendly.		
	□ Strongly Agree	□ Agree	□ No Opinion
	□ Disagree	☐ Strongly Disagree	
12.	Do you think the café is clean and sanita		
	□ Strongly Agree	□ Agree	□ No Opinion
	□ Disagree	□ Strongly Disagree	

Feel free to write any additional feedback on the back of this survey. Thank you for your input. In appreciation, please enjoy a complimentary cookie or a medium soft drink.



Stuffed Owl Cafe

Voucher for 1 complimentary cookie OR 1 Meduim Soft Drink

B. Student Learning Outcomes

FOOD SERVICE

Student Learning Outcomes

I	II	III	IV	V	VI
Program Purpose	Core Competency	Program Student Learning Outcomes	Assessment Method and Criteria for Success	Assessment Results 2007	Use of Results 2007
Applicable college mission objective: "Furnish support services for the intellectual and personal development of all Citrus College students." Department goal: The college's food service is responsible for providing the campus with the balanced nutrition necessary for any individual development to occur. In order to fulfill its role it must offer food that students and staff find appealing in a friendly and comfortable environment	Community/ Global Consciousness and Responsibility Lifelong Learning Discipline/ Subject Area Specific Content Material Adulthood Independence	The college's food service will assess the opinions of its clientele to ensure that it is providing an acceptable level of service as measured by taste, selection and perceived healthfulness of the current offerings as well as the friendliness of the staff and the satisfaction with the overall atmosphere	A survey of customers will be conducted which will measure their levels of satisfaction regarding the taste, selection, and perceived healthfulness of the current offerings as well as the friendliness of the staff and the overall atmosphere. The survey will be conducted during the morning and lunch periods in the main serving area and at the "Campus Grind" coffee bar. It will also measure the degree to which customers are familiar with food service at other colleges. The survey will be conducted using a four-point Likert scale in which: 1= "Strongly Disagree" 2= "Disagree" 3= "Agree" 4= "Strongly Agree" For those items (1, 2, 4, 5, & 6) measuring satisfaction, a mean value of at least 3.00 will constitute success. Items 3 & 7 are for information n only.	Data indicate that the food service is successful in all five areas measured. Item #1 — usually tastes good mean results: morning = 3.47 lunch = 3.46 "Grind" = 3.36 Item #2 — offering healthy choices mean results: morning = 3.26 lunch = 3.12 "Grind" = 3.38 Item #4 — selection mean results: morning = 3.39 lunch = 3.15 "Grind" = 3.15 "Grind" = 3.15 "Grind" = 3.15 Item #5 — friendly staff mean results: morning = 3.74 lunch = 3.55 "Grind" = 3.62 Item #6 — atmosphere mean results: morning = 3.79 lunch = 3.44 "Grind" = 3.54 Data also provide the following information: Morning customers (2.20) slightly disagree and lunch customers slightly agree (2.69) that they would patronize the cafeteria if it offered healthier food choices. "Grind" customers agree (3.08) Only the lunch customers (2.24) and "Grind" customers (2.24) and "Grind" customers (2.38) slightly disagreed	Collecting and analyzing the data will allow food service supervisor to identify and work to improve in the areas identified either as not being successful or being only marginally so. The major limitation of this survey is that it was completed only by current customers. While the value of a survey completed by non-customers would be significant, the problems associated with administering it properly would also be significant. During the Fall of 2007 the Associated Students formed focus groups so that a more in-depth survey of student opinion on food service operations could take place.



Student Learning Outcomes 2007-08 Spring 2007 Survey

FOOD SERVICE

The survey was taken on Thursday, May 4 2007.

Respondents were given \$1 off of purchase coupon at the cash register upon turning in a completed survey. The survey was conducted using a four-point Likert scale in which:

- 1= "Strongly Disagree"
 2= "Disagree"

- 3= "Agree" 4= "Strongly Agree"

The Grind	mean
Food Taste	3.36
Healthy Choices	3.38
More if Healthy	3.08
Good Selection	3.15
Friendly Staff	3.62
Comfortable	
Atmosphere	3.54
Other College	
Cafeterias	2.38
Morning Grill	mean
Food Taste	3.47
Healthy Choices	3.26
More if Healthy	2.72
Good Selection	3.39
Friendly Staff	3.74
Comfortable	
Atmosphere	3.79
Other College	
Cafeterias	2.24
Lunch	mean
Food Taste	3.46
Healthy Choices	3.12
More if Healthy	2.69
Good Selection	3.16
Friendly Staff	3.55
Comfortable	
Atmosphere	3.44
Other College	
Cafeterias	2.65

Student Learning Outcomes 2007-08 Spring 2007 ECOD SERVICE

FOOD SERVICE

ASCC CAFETERIA FOCUS GROUP SUMMARY

(100 student members)

- 1. How many of you have eaten at the cafeteria? All group members have eaten in the cafeteria.
- 2. How many times have you eaten in the cafeteria this semester? Why or why not? On average, group members have eaten at least four times this semester. Overall, group members said they did not eat at the café more often because the food is too expensive for the quality and quantity. They also told us the staff is unfriendly.
- 3. What was your experience when you visited the cafeteria? Overall, the group members said that the experience was not that great. Some members said the cafeteria looks like a hospital lunch room. Some said it looks plain and boring. Others said the staff is unfriendly and rude to them. One member said that, "the cafeteria is dirty and smells pretty bad".
- 4. What can we do to make it more likely for you to use the cafeteria? Some group members said to rearrange the entire layout and repaint the cafeteria. Add bench style seating. Give it some great geometric design and color. Some said that the student workers need to be more professional. Others told us that the hours are too short and they need to leave the coffee place open at night for the students taking night classes. Some members said the cafeteria should have a kiosk booth in the campus center mall between the Math and the Cosmetology buildings. Group members also told us that the prices are too high and should be lowered. They also told us that there should be a 99 cent menu.
- 5. If you were the cafeteria manager, what would you change besides the cost of food and why? Some group members told us that they would change the appeal and make it feel like a restaurant and less "cold". Make the place feel like the campus center, warm and welcoming and a very fun place to stay. The place you order the food is badly designed and arranged. Some members would hire happier cafeteria staff. Some would put the cafeteria where the bookstore is. Some said that they would put the kiosks all around the campus.

6. Additional comments:

Positive/needs improvement	Suggestions for new services/items
Non-cleanliness in dining area	Cultural/ethnic dishes
Love the microwaves	99 cent burgers
Like the tables outside	Create a buffet style line ending at registers
The vending machines are expensive	Free refills
Friendlier and organized staff	Extended hours
Expand variety of food choices	Breakfast all day
More cashiers	Hold more events downstairs
Higher quality food at lower prices	Live performances
Better organized lines	Clarion food reviews
Post hours	Bring Video Games Downstairs
Better advertizing	Juke box in dining hall
Less "comfort" food	Designated outdoor smoking spots
Cafeteria needs remodeling	Open at night
More signage	Bring in Starbucks
Healthier foods	Uniforms for employees
Soup and salad bar	Offer smoothies
Limited seating for customers	Southern style food
Improved outdoor lighting	Comedy Night

Student Learning Outcomes 2007-08 Spring 2008 FOOD SERVICE

	2008 Survey						
	2008 Survey	Strongly		No		Strongly	Mean
	Results	Agree	Agree	opinion	Disagree	Disagree	Result
1	I use my credit/ debit card at the café.	44	64	30	23	10	3.64
2	The Cashiers are courteous and friendly.	75	68	20	7	1	4.22
3	I like the fresh cooked breakfast and lunch from the grill.	89	56	23	1	2	4.34
4	I am happy with the sandwich line.	51	73	29	13	5	3.89
5	The selection at the Mexican line is satisfactory.	40	65	51	13	2	3.75
6	I enjoy tossed-to-order salads.	54	73	37	4	3	4.00
7	I like the idea of having daily specials.	71	81	5	10	4	4.20
8	I like the "grab & go" food.	47	101	13	10	0	4.08
9	I feel there could be a wider selection of items.	47	65	55	2	2	3.89
10	I believe the food is satisfactory.	65	81	20	2	3	4.19
11	The service was quick and friendly	66	76	20	7	1	4.15
12	Do you think the café is clean and sanitary?	67	67	20	10	7	4.04
		_			_	Total 171 surveys	

Student Learning Outcomes 2007-08 Spring 2008 FOOD SERVICE

I	II	III	IV	V	VI
Program Purpose	Core Competency	Program Student Learning Outcomes	Assessment Method and Criteria for Success	Assessment Results 2008	Use of Results 2008
Applicable college mission objective: "Furnish support services for the intellectual and personal development of all Citrus College students." Department goal: The college's food service is responsible for providing the campus with the balanced nutrition necessary for any individual development to occur. In order to fulfill its role it must offer food that students and staff find appealing in a friendly and comfortable environment	Community/ Global Consciousness and Responsibility Lifelong Learning Discipline/ Subject Area Specific Content Material Adulthood Independence	The college's food service will assess the opinions of its clientele to ensure that it is providing an acceptable level of service as measured by taste, selection and perceived healthfulness of the current offerings as well as the friendliness of the staff and the satisfaction with the overall atmosphere	A survey of customers will be conducted which will measure their levels of satisfaction regarding the taste, selection, and perceived healthfulness of the current offerings as well as the friendliness of the staff and the overall atmosphere. The survey will be conducted during the morning and lunch periods in the main serving area. The survey will be conducted using a five-point Likert scale in which: 1 = "Strongly Disagree" 2 = "Disagree" 3 = "No-opinion" 4 = "Agree" 5 = "Strongly Agree" For those items (2 -12) measuring satisfaction, a mean value of at least 4.00 will constitute success. Item 1 is for information only.	The results are located in the table above. Data indicate that the food service is successful in 8 out of 11 areas measured. Improvement in the areas of the sandwich line, the Mexican line, and the assortment of items available to customers should be considered.	Some of the recommendations gathered from question six of the focus group sessions were implemented after all surveys were completed. This is a part of our continuing goal of improved customer service and healthy product selection.

C. 2008 – 2009 Goals

Student Services Program Plans - 2008-09

Program: FOOD SERVICE "Good Service and Excellent Food"

Please include goals appropriate to your area from the campus strategic plan, categorical site visit Compliance requirements and recommendations, student equity plan, and Board goals. Please include only New and/or revised activities, not routine items.

GOAL	Responsible Person	Due Date
Add a coffee and food stand outside of Cosmetology. (Student Success)	Philomena	June 09
• Improve signage for better visibility at the grill. (Communication)	Philomena	February 09
• Change name through student committee. (Communication)	Philomena/Student Committee	February 09
Add a third register to better handle traffic flow. (Fiscal Transparency)	Philomena	September 08
• Complete Program Review. (SLO's)	Philomena/Martha/Eric	December 08
 Change Linen service to improve pricing and quality. (Fiscal Transparency) 	Philomena	September 08
• Increase sales by 15% through marketing and daily specials. (<i>Fiscal Transparency</i>)	Philomena	June 09

Please briefly describe the progress made on goals from 2007-08

GOAL	Progress
Increase sales through marketing and daily specials	Working on this, has shown improvement.
2. Develop a Grab and GO Menu	• In process, have added more grab and go items.
3. Develop a \$2.50 & \$3.50 menu	 Offering inexpensive daily specials, new menu choices have been very successful. Cup of soup and ½ deli sandwich.
4. Name change	 In process
5. Complete vending machine conversion	• Complete
6. Improve signage	• In Process
7. Reduce deficit by \$75,000	• Succeeded
8. Student focus groups	Completed and working with suggestions.

D. Recommendations from surveys, consultant, and focus groups

Cafeteria recommendations resulting from the consultant's report, surveys, and focus groups were divided into primary priorities, secondary priorities, and consultant recommendations:

Primary Priorities

a. Repaint and decorate to bring a pleasant and inviting atmosphere

- 1) Decorative accessories
- 2) New plasma televisions
- 3) Paint bring color into the dining area
- 4) Improve cleanliness by dedicated student clearing and cleaning tables
- 5) Retrain staff to provide better customer service
- 6) Add colorful uniforms for staff

b. Menu

- 1) Review prices (affordable menu items \$1, \$3, & \$5)
- 2) Update menu periodically
- 3) Add ethnic foods
- 4) Add healthy salad options
- 5) Add vegetarian options
- 6) Increase organic foods
- 7) Add grab and go to the menu

c. Change signage

- 1) Colorful Signage
- 2) Add hours of operation to marquee
- 3) Signage on doors to include kitchen hours and vending hours.

d. Advertize weekly specials

- 1) Signage
- 2) Web
- 3) Clarion

e. Display merchandise

1) Organize and display presentation

f. Move sandwich bar to the grind

- 1) Staff with a permanent staff member
- 2) Offer soup, fruit, yogurt, dessert, muffins
- 3) Grab and go salads/sandwiches
- 4) Better coffee
- 5) Better lighting around the grind

g. Dining patio

- 1) Need better lighting
- 2) Designate a small smoking area
- 3) Remove cigarette cans

Secondary Priorities

- 1) Kiosk
- 2) Cart
- 3) New Floor
- 4) Remodel serving area
- 5) Char broiler
- 6) Pizza Oven
- 7) Rotisserie grill
- 8) Salad bar
- 9) New Furniture
- 10) Move Sewage vent further away from outside eating area
- 11) Weather cover for parts of outside patio area

Consultant Recommendations

- 1) Increase sales through marketing and specials
- 2) Catering trays (pick-up and drop off)
- 3) Pricing \$2, \$3, \$5
- 4) Grab and go
- 5) Food trays and repair fund
- 6) Mobile catering cart near cosmetology
- 7) Credit cards
- 8) Soup and Sandwich at the grind
- 9) Cut back to 1 hot entrée and restore Mexican line
- 10) Add Asian rice bowl/noodle bowl
- 11) Better bread for sandwiches
- 12) Hire additional staff
- 13) Develop a profitable catering plan
- 14) Prices must be comparable to competition
- 15) Track sales of hot entries

E. Catalog pages pertaining to program

Citrus College catalog/schedule

Food Services

The Stuffed Owl Café, located downstairs from the Campus Center, offers a wide range of food selections. Monday through Friday, breakfast items are offered, as well as items from the grill; fresh pizza; fresh salads; deli sandwiches; a taco, burrito and tostada bar; and entrees of the day. Vending service is available at various locations on campus throughout the day and evening.

Stuffed Owl Café

626-914-8615

www.citruscollege.edu/owlcafe stuffedowl@citruscollege.edu

Cafeteria Hours: Mon.-Thurs., 7:30 a.m.-2 p.m.

Fri., 7:30 a.m.-1:30 p.m.

Vending Service Hours: Mon.-Thurs.,

7:30 a.m.-8:30 p.m. Fri., 7:30 a.m.-2 p.m.

Location: CC, Lower Level

Located on the lower level of the Ross L. Handy Campus Center, the Citrus College cafeteria offers a wide range of food selections and a cyber place to meet and eat. Many breakfast items are offered, standard grill items are available for lunch, plus fresh pizza, fresh salads tossed to order, deli sandwiches, taco, burrito and tostada bar, and entrees of the day. The Campus Grind offers speciality coffee and pastry service.

Vending Service is available at various locations on campus.

Food services include:

- "Home Cooked" nutritious meals
- · Deli sandwiches
- · Snacks and drinks
- · Wireless Internet access
- Concessions
- Vending