Department Mission - Serve the highest quality food in a clean, safe, friendly environment. To further educate our customers about food, as well as healthy options when dining, building life-long eating habits.

Executive Summary – Customer Satisfaction has increased year over year by 2% through the use of higher quality, local ingredients. Customer Service has also increase 2% through increased customer service training and implementation of a more thorough higher process. Our greatest challenge has been training new staff members quick enough to keep up with the pace of the business.

New Programs & Initiatives – Beginning with the second semester multiple new programs and promotions were rolled out. A few Highlights include
- Weekly Flexitarian Program where customers opt not to eat meat once a week.
- Easter Brunch & Good Friday Celebrations
- April Fools Thanksgiving Promotion
- Continue with Lunch & Learn with our RD
- Around the World in 80 minutes in conjunction with the Cultural Education Department
- Monthly Dinner Specials – Southern Fried, An Evening in Italy, Blue Plate Specials.
- Monthly Lunch Specials – 5 ft Sub Day, Slider Day, Phat Burrito Bar, Nathan’s Hot Dog Friday, Meatloaf Mania
- No Fry Fridays
- Enhancement of Juice Bar
- Introduction of our Information Table

Goals & Assessment
1. Departmental Outcome – Increase overall satisfaction with the Dining Services Experience.
2. Linkage to Foundation Documents
   a. Departmental Goal – 85% of students will understand the importance of sustainability efforts as it relates to their satisfaction with on-site food service in the following categories – Environmentally friendly disposables, recycle programs, sustainable foods, locally grown produce, organic foods, fair trade certified products and likelihood of purchasing products based on these efforts.
   b. Division Goal - Which divisional goal does this departmental outcome work towards?
   c. UNCA Strategic Action Plan – Retention, student employment, diversity
   d. UNCA Strategic Plan Learning Goals – Increase students engagement, retention, diversity, and graduation rates while maintaining or improving selectivity.
e. UNC Tomorrow Priorities — UNC Asheville should maintain affordability and increase financial aid.

f. Community Principals — A college is an open community, a place where freedom of expression is uncompromisingly protected and where civility is powerfully affirmed.

g. CAS Standards — Knowledge acquisition, integration, construction and application; cognitive complexity, humanitarism and civic engagement and practical competence.

3. Action Plan — A. Institute a new menu B. Buy Local C. Continue with various themes throughout the year that add to the variety of foods offered in the dining hall.

4. Assessment Method — 85% of patrons will report satisfaction with the taste of food in the dining hall. 85% of patrons will report satisfaction with the freshness of the food in the dining hall. 85% of patrons will report satisfaction with the variety of the food offered in the dining hall.

5. Summary of Findings — We exceeded our goal by 3%. In all categories we scored 88% via survey results.

6. Decisions — This information was used to determine our goals for 2010 – 2011.

7. Timeframe to reassess — Based upon the results no reassessment is needed at this time.