

LOYOLA UNIVERSITY, MARYLAND

Campus Dining Master Plan
Baltimore, Maryland

Objectives

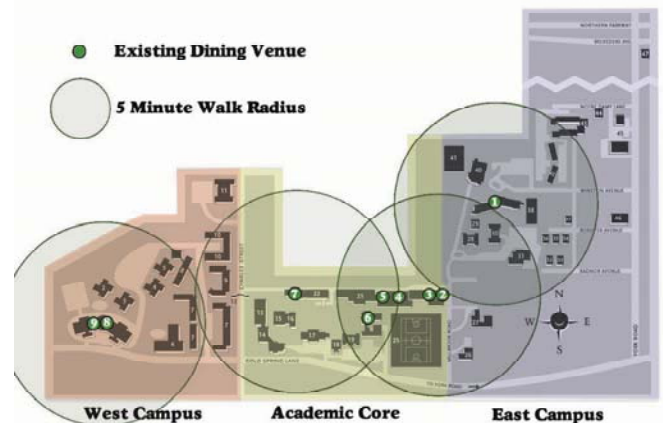
To develop a cohesive plan for the development of residential and retail dining that is aligned with the Campus Master Plan and is organized into short term (1-3 years) and long term (5-7 years) strategies.

Key Issues

- Campus Master Plan identifies new quad of buildings in central campus core
- Planned changes in undergraduates class housing assignments
- Low usage of residential operation at lunch with very high usage of retail operations
- Administration priority to raise perception of quality and overall student satisfaction with dining
- Timing; Dining Master Plan completion critical to inform requirements in upcoming operator RFP

Key Elements of the Study

- Assess customer preferences through extensive outreach using interviews, focus groups and a campus-wide dining survey
- Benchmarked the Loyola program against peer campus dining programs
- Analyze campus population distribution during specific day-parts in comparison to facility location
- Analyze viability of potential new retail locations and redevelopment of existing locations
- Recommend strategic options for planned campus growth options



Client

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Services

- 2008 Campus Dining Master Plan
- 2009 Operator RFP Development & Evaluation

Campus Characteristics

- Total Enrollment –3,716 Undergraduates,
-2,364 Graduate Students
- Campus Residents – 3,142
- Campus Setting – Urban
- Dining Locations – 9