

UNIVERSITY OF MICHIGAN

Comprehensive Master Plan for Residential Dining Services and University Unions Food Services
Ann Arbor, Michigan

Key Issues and Objectives

The University of Michigan campus is served by a number of food operators including private vendors; however, the majority of the campus dining program is operated by two departments – Residential Dining Services (reporting to Housing) and University Unions Food Services. Over the years, these two departments have operated in a cooperative manner, but as growth in both programs occurred, the incidence of overlapping coverage and competition arose. Envision was retained to develop parallel master plans for each program that respect the core mission and role of each while providing a cohesive, coordinated and intentional plan for development that supports the overall needs of the institution.

Outcomes

Master plan strategies for both programs were reviewed by a committee comprised of a diverse group of campus stakeholders, including members of both Housing and Unions. The resulting recommendations have helped both programs move forward with less duplication of effort and better service to the community overall. Strategies included optimal mix, number and location of venues, shared synergies in food purchasing and production, meal plan portability and financial strategies.



Campus Characteristics

- Total Enrollment – 38,000
- Campus Residents – 8,000
- Campus Setting – Suburban
- Dining Locations – 72 (all operators)
- Residential Dining Reports to Housing
- Retail Dining Reports to University Unions

Client

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Services

- 2003 - Residential Dining Service Master Plan
- 2004 - Comprehensive Master Plan
- 2005 - Hill Dining Center - Review of Operational Cost Impacts
- 2007 - Meal Plan Repositioning
- 2009 - University Unions Dining Master Plan
- 2011 - Dining Strategic Plan (in progress)