

UNIVERSITY DINING SERVICE
**FACILITY MASTER PLAN
EXECUTIVE SUMMARY**

July 2002



University of Wisconsin-Stout

BACKGROUND

During Summer 2000, University Dining Service developed an RFP to select a consultant for the development of a master plan to address aging and outdated dining facilities. H. David Porter Associates, a consultant out of Crofton, Maryland who specializes in the college foodservice market was hired to perform this task. Extensive market research was conducted on the campus in Spring 2001. The research included ten focus groups, a site visit, personal interviews of key administrators, and a WEB based survey of all students, faculty, and staff with 861 respondents. The consultants then developed a report offering the campus three alternative Master Plans with multiple components. These alternatives were then shared with the campus community through nine facilitated feedback sessions. Based on the feedback of students, faculty, and staff gathered at these sessions the following key components were selected to be part of the University Dining Service Facility Master Plan.

KEY COMPONENTS OF FACILITY PLAN

NORTH CAMPUS DINING

- Build a new dining facility to replace JTC facility
- Offer a variety of dining options to meet needs of various North campus life styles
- Create a “gathering space” for north campus community use



MERLE PRICE COMMONS

- All-You-Care-To-Eat Concept remains on 2nd Floor
- Remodel 2nd floor to offer service styles and décor reflective of industry trends that will meet student and building user expectations
- Remodel and refurbish 2nd floor seating areas to enhance dining atmosphere
- Redesign and remodel dining exit area replacing dish machine with tray accumulator
- Upgrade first floor retail outlet



MEMORIAL STUDENT CENTER

- Continue Heritage Café concept
- Maintain as primary catering location
- Reconfigure and re-design retail outlets to meet low and peak service periods cost effectively
- Expand convenience store/grab and go concept on lower level
- Incorporate retail dining offerings into a blended concept that supports a “gathering space” on lower level





STOUT
UNIVERSITY OF WISCONSIN

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