



2.8

TRANSITION PLAN/SERVICES LAUNCH



2.8.1. Provide a detailed outline for the implementation plan and Services launch. Include a work plan with start dates, key people assignments, and support from regional, national, and/or campus offices.

TRANSFORMING OUR PARTNERSHIP

The decision of selecting the management company responsible for your dining services is a major one with campus-wide ramifications. A distinct benefit to UC in retaining Aramark Collegiate Hospitality is that we not only know you and the campus community, but we have demonstrated our alignment and fervent commitment to continuous improvement and enriching the University brand. Continuing a partnership with Aramark means you will avoid the disruption and uncertainty that a transition to a different provider may cause, thus minimizing any risks. UC will see the benefit of being able to accelerate our proposed programmatic and strategic initiatives. Aramark has invested significantly in the UC campus community, our people, programs, and ideas throughout our partnership. We have every intention of continuing this transformation and continuous improvement. As such, UC will not experience any start-up costs when retaining Aramark as your dining services partner.

Some important points to consider:

- We have always been dedicated to the advancement of our dining program. Our team members are committed to applying their knowledge of the University community to the enhancement of student life, now and in the years to come.
- Transition to a different company requires full-time, formally allocated resources above and beyond the on-site management group that must plan new services, develop new materials, implement facility changes, and train new staff, all while learning the campus and forming relationships.
- The Bearcats Culinary Group, Team of Next, led by Executive Director of Hospitality, Travis Ambrose is backed by an organization of support that understands the mission and culture of UC. Our organization is committed to providing the critical human resources, culinary, marketing, and technology support to the UC Dining team, allowing them to meet and exceed the University's expectations.
- Transition to a different company is costly. The reallocation of resources, especially personnel, can be very expensive. A new provider results in expenses associated with the relocation of management staff, equipment, merchandising, marketing materials, and training, among others.
- UC Dining is woven into the fabric of the campus community. These are the people who greet and serve your Bearcats every day in an effort to keep them overly satisfied with our dining program.

OUR COMMITMENT TO THE UNIVERSITY OF CINCINNATI

WHERE WE'VE BEEN

1999-2010

Our partnership with UC and Aramark began in 1999 with our commitment to begin the transformation of the UC Dining experience. As our partnership began, we worked together to enhance the dining experience for the students, faculty, and staff by providing vision for Center Court and bringing retail brands to the Tangeman University Center.

2010-2020

As our teamwork progressed, we found new and innovative ways to continue elevating the dining program at UC. Concepts within the TUC were converted to student staples. We opened a Papa John's, began mobile ordering, and the Green Dining hall came to life. Starbucks locations open on campus and begin to create new ways for students to connect on their academic journeys.

2020-2022

The COVID-19 pandemic was a tumultuous event that we weathered together. Our team on the ground at UC worked with the administration providing the information and resources needed to successfully navigate this difficult time. We have seen that our work together made an impact for employees, UC, and the student body. Through food donations, innovative meal delivery services, and safer dining environments, our team fully supported UC as we moved to the new phase of our partnership.

2022-PRESENT

As we quickly came back from the pandemic, many enhancements on campus have taken place to focus on quality, innovation, and throughput. We have partnered with York Street for more quick serve options. The transformation of OTG into an Ethnic destination is one of our most popular locations on campus. Imperative to the success of students, additional meal exchange locations were added, Epi Pen training began every semester, Grub Hub mobile launched, and Market Pointe Dining Hall opens with a bang.

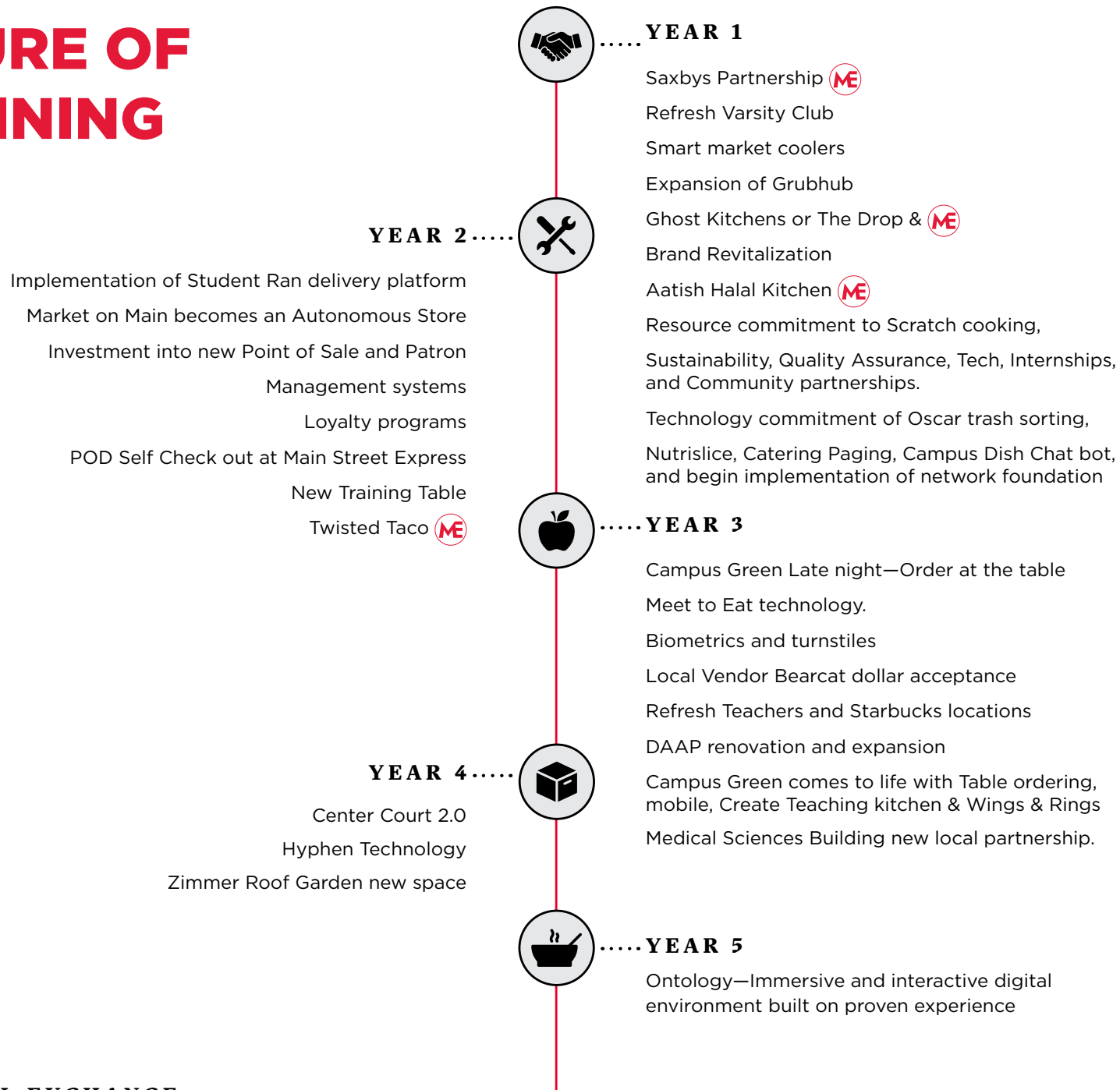
2024 & BEYOND

As we look to the future, building on the hospitality of the program and elevating UC's dining experience from Superior to Legendary, we see many proposed changes on the horizon. From adding a new late-night options, creating additional spaces for students to connect and relax, new and innovative tech enabled offerings, and activation of food deserts on campus, the transformation of the new UC dining 2.0 will begin to take place. We are excited to collaborate with the university and students to refine and grow our program as the University grows.



PARTNERSHIP TIMELINE

FUTURE OF UC DINING





CINCINNATI