

Iowa Memorial Union (IMU) Food Service Summary

Project Goal: The purpose of this assessment was to determine student satisfaction with the food service at the Iowa Memorial Union. Student responses were collected via intercept interview and recorded on an iPod-based survey. 199 student responses were analyzed.

Results:

<u>Classification:</u>	<u>Frequency of IMU Use:</u>
Freshman: 25.7%	Less than Weekly: 13.6%
Sophomore: 34.8%	1-2 Times: 36.4%
Junior: 16.7%	3-6 Times: 34.8%
Senior(+): 12.1%	Daily: 15.2%
Grad/Professional Staff: 10.5%	

Reason for Visiting the IMU:

- Nearly 2/3 of respondents utilized the food services within the IMU, with some bias in response data collection by approaching students who were eating.
- Nearly 75% of the respondents used the IMU as a place to study/hang out.
- 1/3 of users utilize the IMU for student organization participation.

Quality of Food: Scale = 1 (Unacceptable) to 5 (Exceeds Expectations)

Responses indicated the food service quality met expectations, with an average score of **3.73**.

Comments common among respondents were:

- “The food is usually very good. Have been times where it has been alright like something was burned.”
- “Burgers are good. Meal swipe quality could improve”
- “Great choices and excellent quality”

Some critiques of the food quality were respondents’ views of the quality of meal-swipes provided through dining plans and the timeliness of meals.

Customer Service (Food Service): Scale = 1 (Unacceptable) to 5 (Exceeds Expectations)

Average response rate was **3.76**. Comments provided were largely positive, and common comments included:

- “Workers are always very friendly.”
- “Very friendly never had a problem”
- “Certain food service individuals are better/more helpful than others. I've been given very good service whereas other times the employee ignores me or talks to others while serving me.”

Some respondents experienced a great deal of positive customer service, where others have found a problem with congestion and a perceived lack of effort/care among some workers. Comments also indicated that students using meal-swipes wished for more variety.

Food Cost: Scale = 1 (Unacceptable) to 5 (Exceeds Expectations)

Average response rate was **3.21**. Common responses included:

- “The meal swipe service is great but purchasing food not available on a meal swipe is expensive.”
- “It's included in my meal plan so I don't worry about the price.”
- “It's kind of expensive.”
- “It would be good to have more options on meal swipes.”

Students perceived the food not provided via meal plan to be overpriced. Nonetheless, many users are use meal swipes and do not need to consider the prices for a meal. Respondents also indicated a desire for “better” and more variety with their meal swipes.

Suggested Improvements: IMU food service options are highly utilized with 2/3 of the respondents reporting they use the food service. Cleanliness, particularly in the River Room, was noted by a number of users. A predominant theme in open-ended comments was a desire for more variety with meal-swipes in the River Room. Students noted the prices of items outside of the meal-swipes as high.

Summary: IMU Food Service options are highly utilized, regardless of the students’ possession of a meal plan. Further, students are satisfied with the services provided, including cleanliness. Recommendations include offering more variety for meal-plan users and continuing the same quality service in the River Room.