



Research Briefs from Crafton Hills Office of Research and Planning

Cafeteria Point of Service Evaluation Results Fall 2011

Overview: The purpose of this brief is to illustrate how satisfied users of the cafeteria were from September 20, 2011 to September 30, 2011. In the Fall of 2011, the Crafton Hills College Cafeteria administered a Point of Service (POS) evaluation to gain “customer satisfaction” feedback. The POS evaluation was available as a paper survey to faculty, staff, students, and others visiting the Cafeteria from September 20th, 2011 through September 30th 2011. During the same time period, Crafton Hills College campus members were invited via email to fill a comparable Web-based survey. A limitation to the survey was that respondents may have completed the survey twice if they used the cafeteria more than once when the survey was being administered.

Methodology: The POS evaluation included one four-point Likert scale question on overall level of service, ranging from *Poor* to *Excellent*; six questions regarding different cafeteria aspects on a four-point Likert scale, ranging from *Strongly Agree* to *Strongly Disagree*; and two open-ended questions. Following the Likert scale questions, the first open-ended question asked for recommended service-related improvements. The second open-ended question asked for any additional comments or questions.

RESULTS

Sample: The Point of Service (POS) evaluation was completed by 101 respondents. More respondents submitted the evaluation on email (N = 59) than on paper (N = 42). The majority of respondents were either students (N = 36) or classified/confidential staff (N = 36), followed by full-time faculty (N = 16), managers/administrators (N = 10), and visitors (N = 2). None of the respondents identified themselves as being part-time faculty.

Findings: Overall, 85% of the respondents felt that services provided by the cafeteria were either good or excellent. In addition, 98% of the respondents agreed or strongly agreed that they received courteous service and that the cafeteria staff was friendly. On the other hand, respondents were less likely to agree that they would recommend the cafeteria to a friend (79%) and that the service was high quality (79%).

Table 1: The Percent and Number of Students Who Rated the Cafeteria as Having Excellent Service	Poor		Fair		Good		Excellent		Total	
	%	N	%	N	%	N	%	N	%	N
Overall the level of service provided	4	4	12	12	40	40	45	45	100	101

Table 2: The Percent and Number of Students Who Agree or Disagree with the Following Statements:	Strongly Disagree#		Disagree#		Agree		Strongly Agree		Total#	
	%	N	%	N	%	%	N	%	N	%
This is a high quality service	4	4	18	18	40	40	40	39	100	101
I would recommend this service to a friend or fellow student	3	3	18	18	42	42	37	37	100	101
The people who helped me today were courteous	1	1	1	1	23	23	75	76	100	101
The people who helped me today were friendly	1	1	1	1	24	24	74	75	100	101
The cafeteria is a service I would utilize in the future	3	3	11	11	34	34	53	53	100	101
In general, I am satisfied with my visit to the Cafeteria today	4	4	15	15	42	42	39	39	100	101

Respondents' Comments on Open-Ended Questions

When given the opportunity to leave additional comments, questions, or concerns, about 70% of the respondents chose to do so. The most common recommendations were: 1) to offer more choices (N = 30), such as breakfast, healthier options, or outside vendors; 2) extend hours of operation (N = 26); 3) decrease prices (N = 13), 4) change some physical aspect (N = 9), such as better layout or navigation, and 5) improve staffing conditions (N = 6).

While service was remarked to be "great," "friendly," or "very nice," three respondents remarked that the quality or range of food was not as high:

- The service in the cafeteria is fine. The people are very nice, friendly and helpful. The food, on the other hand, is not very desirable. It is of relatively poor quality and the choices are very limited. In addition, not all services are available at all times. Considering this is the only option on campus for food, I would like something that

provides a broader variety and healthier options. I commented that I would use the service again but only because I don't really have another choice.

- The customer service is great. However, the food is not always great. The food that is prepared is a bit bland and expensive. This is a main reason why eating off campus is a better choice.
- Our cafeteria does a great job with what they have. The food they prepare is well prepared and fresh. The reason I gave them a disagree on the cafe being a high quality service is that they are unable to maintain a diverse menu and have had to resort to purchasing pre-prepared salads and cold sandwiches where they made them to order before. The service is great and always provided with a nice hello and a smile. I know that they want to do a great job but I believe the limitations that have been placed upon them prevent them from doing the better.

Other comments on open-ended questions are categorized below into one of the following categories:

1) Compliments, 2) More Choice/Variety, 3) Longer Hours, 4) Lower Prices, 5) Physical Aspects, 6) Staff, and 7) Miscellaneous.

1. Compliments

- Great service
- Always friendly staff
- Everyone here is goooooood
- I love the cookies
- Everyone is very nice
- Overall great services
- Amazing crew of people
- You guys are great! We students love you! Thank you all!
- The food at the Cafe is Great and so are the staff. I enjoy having a hot meal during lunch.
- The ladies down there are very nice a pleasant to talk to.
- Staff are very accommodating. Miss those great morning hash browns. I appreciate the healthier options.
- I appreciate that there are more vegetarian choices (breakfast burrito/ veggie burger / salads. Also, Marti does a terrifically good job on providing sack lunches for field trips.

- I would suggest you increase Marty's budget so she could make her own food. She is a great cook.
- There are no recommendations I could make for this department. These people are some of the most courteous, kind, and contentious employees at CHC.
- I wouldn't change the service. The people that work here are fabulous! Always in a good mood and they are very helpful.
- Service is great, people are friendly and helpful.
- Great service.
- None. Continue to provide the excellent service and food you provide.
- I have no complaints at all about the cafeteria. Everyone there is great and accommodate in every way they can.

2. More Choice/Variety

- Increase healthy tasty low fat foods decrease unhealthy processed food some improvements and low-cost alternatives are: Freshly made sandwiches with fresh veggies toppings (Subway type) yogurt granola cups (Starbucks), hard boiled eggs, fresh vegetable with dip, low-fat vegetable soups with whole wheat rolls, calorie/fat counts on foods. As an institution of higher education we should model good health to our students and the community. Presently, 1/3 of all college students are overweight or obese which is leading to poor health for young adults.
- Quality of food needs to be better. More healthy choices need to be provided. Very little in the way of "Hot" food choices.
- Great workers, just need more choices.
- MENU NEEDS TO CHANGE
- Man (and woman) does not live by grease and grill alone!
- Maybe instead of pre-packaged breakfast burritos, the cafeteria could make some from scratch (!) the night before. not a lot, just a few.
- Can we consider bringing in some outside vendors to compliment the service our cafeteria provides? Maybe even some food trucks.
- Bring back breakfast!
- More selection. Healthier choice.
- Breakfast to be cooked

- More authentic cultural foods
- Include in the menu more healthy choices.
- A low calorie menu would be nice to have.
- More healthy selections, faster debit card service
- Decrease high fat (greasy) grill foods
- Fresh made Ranch dressing!
- More food choices, and longer hours
- I would recommend that the cafeteria have more healthy food selections on the menu/
- Better prices, more variety.
- Also, a salad bar would be welcomed!
- Very limited offerings, more healthy food and a better value.
- More space; more options; including ice cream when it is hot out.
- Better food! More variety of food! Healthier food!
- Most of the food is high in fat and high in sodium. Snack choices are mostly sugar/fat based. I would like to see a salad bar with fresh vegetables, and salads that are made from greens other than iceberg lettuce. CHC needs to be more proactive and provide more nutritional food. food.
- Expanded menu Expanded hours
- More options for food choice.
- Homemade cold sandwiches instead of pre-packaged.
- I would really love to see breakfast come back--I don't go to the cafeteria nearly as much as I used to because of that change.
- More product.
- Not much variety is offered. The packaged food and drinks are fine. I also like the cappacino machine. The only reason I use the cafeteria is because Crafton is so isolated from anything else.

3. Longer Hours

- Although both ladies are very nice and courteous and have a smile appear on my face every visit
- I wish the grill was open a little longer.
- Need to have breakfast hours

- Hours are not long enough. You should have a healthier variety to choose from in regards to hot food.
- To stay open longer for the evening students and faculty
- Getting an extra shift, so the grill and cafeteria could be open later for us students who are here all day
- That you are open longer
- More hours on the grill
- Longer hours for the students in night classes
- Open longer
- Glad to have hot food wish it could stay open longer and at night.
- Grill hours are too short. Hours in general are too short.
- It would be nice if the hours were expanded. As evening staff, I am unable to get food from the grill during my lunch break since they close so early.
- Longer hours for grill to be open.
- Inconvenient hours, prices too high. packaged foods not appealing.
- The kitchen closes too early each day.
- Open earlier and close later.
- I would like to see the grill open for more hours, and a new credit machine system that is more reliable. It's frustrating how often the machine is down- especially when you're a hungry student with no cash!
- Bring back breakfast!!!! Also, if that is done, the hours could be extended from whenever they open to 1045am, so that students (and faculty) that get out of class at 1020 can get there and get something to eat. They could close to clean the grill at 11am, which is one of the most common class times. Before, they would close the grill right when classes got out, which made it a little frustrating.
- Longer hours into the evening for those of us who do not have an alternative or must stay on campus.
- If there were a way to fund it later hours in the afternoon or early evening would be great.
- Better hours to be able to get cooked food.

4. Lower Prices

- The reason I don't go to the cafeteria as often as I would like is because the prices are too high. I understand that it costs a lot to run a cafeteria, but when it costs a lot to eat there, I just can't justify it very often. Perhaps bringing in more vendors to offer more choices would help offset the costs and make it possible to lower prices.
- I don't go to the cafeteria because I can't afford the prices.
- Just disappointed with the cost of some of the items. I also understand why the cost are high, it just makes my trips to the cafeteria less frequent .
- The prices are expensive. Maybe we need to get the prices down alittle to keep people from leaving campus to get their food.
- Prices?
- Maybe a price decrease on the food from the grill.
- Lower prices.
- Pricing is slightly high.
- The prepared food selections aren't very good and they are overpriced for what you get.
- Stop raising the prices or stop being cheap with the meals. Last semester you got more for your money. This semester I refuse to pay 5 dollars for a hamburger with no cheese or bacon. They used to give that to us last semester.
- The prices are not even close to competitive. The primary patrons of the cafeteria (students, faculty , staff) shouldn't feel that the prices on campus are a "rip-off.
- Cheaper process, more affordable prices.
- Bigger chili cheese fries order with just cheddar cheese.

5. Physical Aspects

- I don't think the cafeteria is welcoming to a first time visitor. This isn't due to the personnel, but results from the physical layout. The "flow" of how to enter, make choices, pay, etc. isn't obvious. I had a "guide" who knew what they were doing, and even so, I felt confused by the layout. The cafeteria is just too isolated. The cafeteria is convenient to only a small proportion of the students and staff. It is almost as fast for me to walk to my car and drive to a restaurant nearby than to walk to the cafeteria.
- Lunch line always long.
- More efficient way to run order line and checkout line.

- Once in a while there are things that need to be cleaned up, but I realize they can't keep up with everything when they are busy.
- Better access to water (hot) for soup.
- A better way to enter and exit the kitchen area .
- Full kitchen.
- Once in a while there are things that need to be cleaned up, but I realize they can't keep up with everything when they are busy.
- I would suggest changing the layout of the purchase area to be able to handle more people. During the lunch hour, it is truly difficult to navigate the area, and the lines are prohibitive. I have seen students walk in, look at the line, and say to one another that the line was too long so they were going to head off-campus for lunch. In addition, today I was at the cafeteria for lunch and the line was so long that I was still waiting to pay for my food when the order finished, and they were calling my number over and over again. They asked me why I hadn't come to pick up the food--if the microphone was broken, but probably at least a dozen people were waiting in line to pay for the food that was done before they were through paying. This is a big detriment to using the cafeteria.
- Hate to even write it down, but being vegetarian, I would like to eat at the cafeteria more often, but if the food I want is cooked on the same grill as meat, I don't eat it.
- The only other thing worth mentioning is the credit card machine. It is ALWAYS slow, and that really slows down the lines. The staff has been pretty creative in keeping things moving, but if something can be done electronically to help, it should be done!!

6. Staff

- Could use more employees.
- Remove the new student worker. Simple grilled cheese is too hard for him!
- Need more staff or bring in a fast food chain and reassign staff to other areas.
- In general, everyone who works there is courteous. There are exceptions when they are short-handed. That makes everyone a little edgy...Lately, they have had the extra help, and it really shows. The staff can work in a less stressful environment.
- More staffing and more choices maybe.
- More staff.

7. Miscellaneous

- Anytime I eat at the cafeteria I get a stomach ache! I quit going there for anything other than stuff that is already prepared, chips, soda, etc.
- I think it would be good for the staff/faculty to be able to purchase pre-paid accounts. For example, I could put \$50 to \$100 in an account to use when I desire.
- Catering options for events/meetings on campus.
- Refrigerate the ranch. Put it (the ranch) in individual cups and hand it out.
- I will use the cafeteria only because there are no options.
- When I am at Crafton with my co-workers for the entire day -- our choice is always to go out for lunch rather than visit the Cafeteria. I'll eat there only if I am in a hurry, otherwise I go there only for drinks and snacks. I do want to emphasize that the staff are wonderful. I understand that it's tough to try and run a cafeteria with a tight budget.