



OAKLAND
COMMUNITY
COLLEGE®

Food Services Analysis

Preliminary Report

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College Administrative Services Council Student Survey Results February 2005

The College Administrative Services Council (CASC) conducted a student survey in February of 2005 to assess Food Services at the college. The goal of this survey was to gather information regarding customer preferences and usage patterns for the OCC student centers in order to provide recommendations for future services and offerings. Both quantitative and qualitative data were collected through surveys (web and e-mail), focus groups, and interviews. A total of 1,205 OCC students responded to the survey.

Key Findings:

- Students were asked to rate the importance of a number of factors when they decided to eat on campus and the top five factors included: prices; hours of operation; convenience to my classes; food quality & freshness; and fast, efficient service.
- Overall, students rated the current food service on their respective campus as good to fair on the following factors: convenience to my classes; convenience to parking; menu variety & selection; fast, efficient service; food quality & freshness; social ambiance; prices; ability to pay with an ATM bank debit card; ability to pay with a credit card; hours of operation (Monday-Friday); and hours of operation (Saturday).
- On average, students stated that they use the Student Center on their campus: daily (4.8%), 2-4 days/week (18.2%), once/week (12.8%), sometimes (40.5%), and never (23.7%).
- 38.4% of students, on average, stated that they used the student center on their campus for 30 minutes or less.
- The two highest percentages for the time of day (Monday-Friday) student's use the student center on campus was from Noon-2pm (31.1%) and 4-6pm (28.0%).
- 27.7% of students stated that the facilities at OCC were comparable to other similar community college facilities. 48.3% stated they were not familiar with other student services.
- 55.5% of students eat at off-campus restaurants 1-2 times per week.
- Typically, 57.9% of students get food from their home when eating off campus.

- When students were asked what their preferred method of payment was when eating at off-campus restaurants, 63.0% of students stated that cash was their preferred method of payment.
- The top five reasons for eating at off-campus restaurants included: menu variety & selection (44.7%), it's faster & easier (32.0%), price (30.4%), "break" from campus routine (25.1%), and food quality & freshness (25.0%).
- According to students, the top ten menu items that should be available in food service venues on OCC campuses include: fresh fruit, salads, bottled beverages, made-to-order deli sandwiches & wraps, fresh bagels, soup, fountain beverages, yogurt, char-grilled burgers & chicken sandwiches, and smoothies.
- 26.2% of students indicated that they would frequent the student centers on campus 3 times per week if these buildings provided their preferred services and facilities.
- 45.6% of students thought it was necessary for OCC to offer branded coffee concepts in its student centers.
- 58.3% of students indicated that Starbuck's would be the brand of coffee that they want the most in the student centers.

Note: The responses below are taken from the comment portions of the survey where students were asked to write in any additional remarks.

Auburn Hills (Survey Comments):

What do you like **BEST** about the student center on the OCC campus that you attend most often?

- "Open before classes and during breaks."
- "Convenience to classes."

What do you like **LEAST** about the student center on the OCC campus that you attend most often?

- "The inconvenience, i.e. time available, food selections, doesn't take ATM/Debit cards."
- "Out of the way of classes; it's hardly used by students."
- "Its location is not very obvious. Most students don't even know it exists."
- "Lack of parking."
- "Not much comfortable space."

Highland Lakes (Survey Comments):

What do you like **BEST** about the student center on the OCC campus that you attend most often?

- "Fast, hardly ever has a line."
- "It's a nice convenient place to go between classes to socialize with friends and to catch up on homework and studies."
- "The seating area and convenience to the rest of my classes."

What do you like **LEAST** about the student center on the OCC campus that you attend most often?

- "No quiet place after classes to go and meet with classmates for study."
- "The coffee in the machine is terrible."

Orchard Ridge (Survey Comments):

What do you like **BEST** about the student center on the OCC campus that you attend most often?

- "There is a café on the first floor of J Building at Orchard Ridge that I thoroughly enjoy. They provide internet access and coffee, tea, etc."
- "There are products that I can grab on the run as well as sit down to eat. There is ample seating for students, and I enjoy studying in this area."
- "The social atmosphere, ability to meet other students to study."
- "Leather couches, study tables, and big screen TV."
- "It is very student friendly and seems to be a comfortable atmosphere for students. The Studio Café is the BEST thing going for the student center. What a unique place!"

What do you like **LEAST** about the student center on the OCC campus that you attend most often?

- "It's never open when I am there."
- "I don't like the fact that it's the only place where you can go to type a paper. There are only two computers in the library that you can use."
- "Lack of evening hours."
- "Fried food."
- "Far from parking lot."
- "It is too dark, not very inviting, never seems to be open."

Royal Oak (Survey Comments):

What do you like **BEST** about the student center on the OCC campus that you attend most often?

- "A nice place to get something to eat during break if you don't feel like leaving campus."
- "It has a vibrant atmosphere."
- "Group study tables, soft seats."
- "New furnishings in the center, wide variety of seating choices."
- "The current student center provides more of a college student atmosphere where we can socialize, relax, eat, or study."

What do you like **LEAST** about the student center on the OCC campus that you attend most often?

- "There's very little healthy, taste-good food."
- "Hours not convenient for a working, full-time student."
- "It's a little pricey."
- "Too many people."
- "They only take cash; I typically use my debit card when I eat."
- "The lighting isn't that great, hard to study."

Southfield (Survey Comments):

What do you like **BEST** about the student center on the OCC campus that you attend most often?

- "The student center has nice computers and good printers."
- "I like the study lounge."
- "Offers space to study as a group."

What do you like **LEAST** about the student center on the OCC campus that you attend most often?

- "How dark it is. How the cafeteria is closed."
- "No services are available to students after 5pm."
- "Too noisy."
- "Long wait."
- "Prices are high."
- "Not enough seats and room; need more comfortable seating."

1999 Students Student Life at OCC Survey

Institutional Research prepared a survey to examine student' life at OCC during the spring and summer of 1999.

Key Findings:

- Examining the importance of OCC facilities to students, 70% of students ranked food service/cafeteria as very to somewhat important.
- 65% of students indicated that they were very to somewhat satisfied with food service/cafeteria at OCC. 21% stated they had never used the service.

**Student Appreciation from a Student Point-of-View
Orchard Ridge Campus
February 2004**

Three focus groups were conducted to provide qualitative results for OCC including three groups: "traditional" students (18-24 years of age), "adult" learners (students 25-60 years of age), and "international" students (those whose country of origin is outside of the United States and possess a good command of the English language). From these focus groups 22 students were interviewed across the three groups.

Limitations:

Caution should be taken when interpreting these results because the summary comments are based on the comments of 22 students and do not represent the population of OCC students.

Comments:

- To stay on campus between classes students want more places to relax – a place to watch TV, perhaps play chess or checkers, maybe an air hockey or foosball table. They also want affordable food. They leave campus to get what they cannot find on it – a place for less expensive, yet decent food in casual, relaxed atmosphere. Nearly all are aware that other colleges have "deals" with fast food restaurants to operate on-campus. "Why not here?" they ask.
- Very few of the students who participated in these focus groups eat on campus and expense was the overwhelming reason why. "It's sooo expensive here," said one girl. "I can buy meals for me, my mom and my brother for less than it costs for a muffin and a drink here. It's ridiculous and it's not even good!" "Tell me," said another student. "A sandwich and a pickle costs \$7.49. I can drive home and back for that money!" "Lots of schools have small places – a small Wendy's, Subway, Pizza Hut – that would be real good."
- International students are disappointed with the food on campus as well. Citing the expense to buy a slice of pizza or a muffin or the fact that there are no vegetarian choices in the cafeteria, most students from other countries opt to eat at home. A few will buy beverages from the Studio Café or buy crackers from the vending machine.