IAP Meal Plans
- 325 people have signed up for IAP meal plans. Most are athletes
- Athletics has purchased weekly IAP meal plans to match what they buy athletes during the summer (Athletes purchase one or more meal plans and athletics subsidizes one week)
- IAP meals will be held in either Maseeh or Baker depending on the number of students who sign up
- January 8 is the deadline for students to change their IAP meal plan
- Students will not be able to purchase the 14 meals plan after January 22
- The 8 and 10 plans are the most popular (10 is the highest)

Marketing IAP Meal Plans
- Dining and Res Life staff have been in the dining halls during lunch and dinner swiping student ID cards so they can receive information about the IAP meal plans and where to sign up
- Mass emails have been sent out to various student groups including all student athletes
- Dining encourages HDC members to post information about IAP meal plans
- Residential Life and Dining have been marketing to the Parents Association and student groups, newsletters and departments email lists
- 12 Days of IAP - A marketing tool at the end of the fall semester that will feature different menu items that will be offered during IAP
- We are seeking input from the Committee members for more ideas to market and promote IAP to the MIT community
- HDC suggested:
  - Target marketing efforts on meal plan holders in the dining halls
  - Put up posters on bulletin boards, table tents and food stations advertising the different meal plan options
  - Focus marketing on convenience of staying in and eating instead of going out when it’s so cold
  - Promote the variety of food that will be offered during IAP
  - Be direct in what is being promoted
  - Student members can promote IAP meal plans by posting on students pages
  - Offer a one free meal promo in order to get students in the door to experience the food and entice them to sign up

Student satisfaction with Fall dining program
- Baker has the lowest satisfaction rating with students based on the quality of food
- Maseeh has a low variety of food despite the high number of stations
• New fish dishes during meals has been well received by students
• Committee members discuss coordinating with Dining to conduct a survey in Maseeh.
• BA discusses their current initiative to acquire seasonable food in more sustainable ways
• Committee members request that informational posters about in-season foods be made available
• A lot of students are unaware of the Express meals program
  o Discussion about the Express meals program will be brought to the next meeting