Meeting Minutes

I. 2014 IAP Meal Plan
   a) The program was originally cancelled because enrollment fell far short of the number needed to break even financially.
   b) The past three years have seen subsequent drops of 33% representing a substantial loss outside the original contracted periods of service.
   c) Some members of the committee expressed that a decision has been made to limit the students’ ability to cook for themselves by “downsizing” kitchenettes in some buildings. Due to this there is not enough capacity for the students to cook for themselves during the IAP period. Therefore, the program should include periods of orientation and IAP.
   d) A counter argument was given that by including these periods, this would increase the cost of the meal plan program which was opposite of the objective to keep the price as low as possible. There are also financial aid implications.
   e) Discussions then moved towards quality and offerings as being reasons for the declining numbers for IAP over the past 3 years.

II. Potential Customer Service-Driven Focus Groups and Surveys
   a) HDC discussed possible ways we can improve our customer experience here at MIT.
   b) The Committee weighed in on what questions to ask to get to the root of the needs or concerns of the students & staff who participate in MIT’s Dining program.
   c) The Committee also discussed the structure of the comment card system and exchanged ideas that would help MIT Dining following up on comments submitted, along with BA.

III. Brief Review of Meal Plan Data
   a) Data shows students are eating breakfast and dinner where they reside (probably due to weather)
   b) We will monitor usage over the spring to see if students choose to eat at dining halls other than where they reside.
   c) Data also shows that students are using the to-go trays at a much higher percentage than in the past.

IV. The next HDC meeting will be held Wednesday, April 9, in the Flowers PDR in Maseeh Hall.