



**Results of the
Camosun College
Food Services Survey:
Helmut Huber Cook Training /
Culinary Arts Cafeteria**

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OVERVIEW

In the past five years, members of the Camosun College community have been invited to comment on cafeteria services four times—in 2005, 2006, 2008 and, most recently, in February 2009. The year 2009 marks a significant watershed, with Aramark Catering Services taking over from Chartwells. As in years past, the contractor operates three of the College’s four food outlets (Campus Caf at the Lansdowne campus and Urban Diner and Java Express at Interurban), while Helmut Huber Cook Training/Culinary Arts Cafeteria is operated as part of the Culinary Arts program.

This year, all survey responses were web-based, compared to 38% in 2008, when paper surveys were distributed in each location over a one-week period in addition to the web survey being open for 12 days. To be as inclusive as possible, all staff members and all students from the Fall 2008 and Winter 2009 terms—including those who had enrolled in only one Continuing Education course—received an e-mail invitation to complete an online survey. Online authentication limited responses to one per person, although each individual was invited to provide feedback on two outlets. The following table summarizes responses by role.

Cafeteria survey: Participation by role, 2009

Role	Number invited	Number of submissions	Participation rate
Staff	1,149	243	21%
Student	10,974	635	6%
Total	12,123	884¹	7%

Overall 884 individuals completed the survey; of these, 73 rated an additional outlet for a total of 957 responses, comparable to the 978 received in 2008. More people gave feedback on the Campus Caf this year than last (626 compared to 455). In 2009, nearly two-thirds of responses pertained to Campus Caf (65%), compared to just under half in 2008 (47%); 16% gave feedback on the Urban Diner, compared to 24% in 2008; 15% gave feedback on Helmut Huber Cook Training/Culinary Arts Cafeteria compared to 19% in 2008; and only 41 respondents (4%) gave feedback on the Java Express this year, less than half of the 101 (10%) in 2008.

Responses per food outlet, 2008 and 2009

Outlet	2009		2008	
	N	%	N	%
Campus Caf	626	65%	455	47%
Urban Diner	148	16%	238	24%
Helmut Huber Cook Training/Culinary Arts Cafeteria	142	15%	184	19%
Java Express	41	4%	101	10%
TOTAL	957	100%	978	100%

¹ Four individuals were both students and employees, while two did not specify their status.

A COMMENT ON FOOD PRICES

According to Statistics Canada, food prices rose significantly and rapidly in the early part of 2009. For example, Canada-wide prices for Food purchased from stores rose by just under 9% between February 2008 and February 2009; fresh vegetables became 26% more expensive, bakery/cereal product prices rose by 10%, and meat prices rose by 6%. Similar results can be seen for British Columbia alone.²

² *The Daily*, March 19, 2009, Statistics Canada Catalogue 11-001-XIE (Français 11-001-XIF) ISSN 1205-9137. *Consumer Price Index, food, by province (monthly) (British Columbia)*, for March 2009 indicated a 9.9% increase in prices of Food purchased from stores and a 3.5% rise in the price of Food purchased from restaurants between March 2008 and March 2009. This compared to an overall rise in prices of 1.1%, a drop in Transportation prices of 4.4% and a drop in Energy prices of 9.6%. Source: Statistics Canada, <http://www40.statcan.ca/l01/cst01/cpis08k-eng.htm>, retrieved 08 May 2009.

DEMOGRAPHIC PROFILE

This section profiles all of those who completed the survey; similar profiles are provided for those who gave feedback on each of the four outlets.³

Almost three-quarters of those who responded are students (72%), while the remaining 28% are employees.⁴ Nearly one-third of respondents have been at Camosun College less than a year (30%), while nearly half have been here 1 to 4 years (48%). A further 10% have been at Camosun 5 to 9 years and another 13%, 10 years or more.

Length of time at Camosun College

	N	%
Less than a year	258	29.6
1 to 4 years	422	48.3
5 to 9 years	83	9.5
10 years or more	110	12.6
Total	873	100.0

About one-third of both students (34%) and employees (36%) responding to the survey have Interurban as their primary campus. About two-thirds of students (65%) are at Lansdowne, while 59% of employees are primarily at that campus. Very small groups are at both campuses.

Campus by role

	n	Student	Employee	Both	Total
Interurban	301	34%	36%	0%	34%
Lansdowne	560	65%	59%	50%	63%
Both	19	1%	5%	50%	2%
VCM	2	0%	0%	0%	0%
Total	882	100%	100%	100%	100%

³ This report covers Helmet Huber Cook Training/Culinary Arts Cafeteria – Aramark’s three outlets Campus Caf, Urban Diner, and Java Express are covered in a separate report, available on the College website or from Ancillary Services.

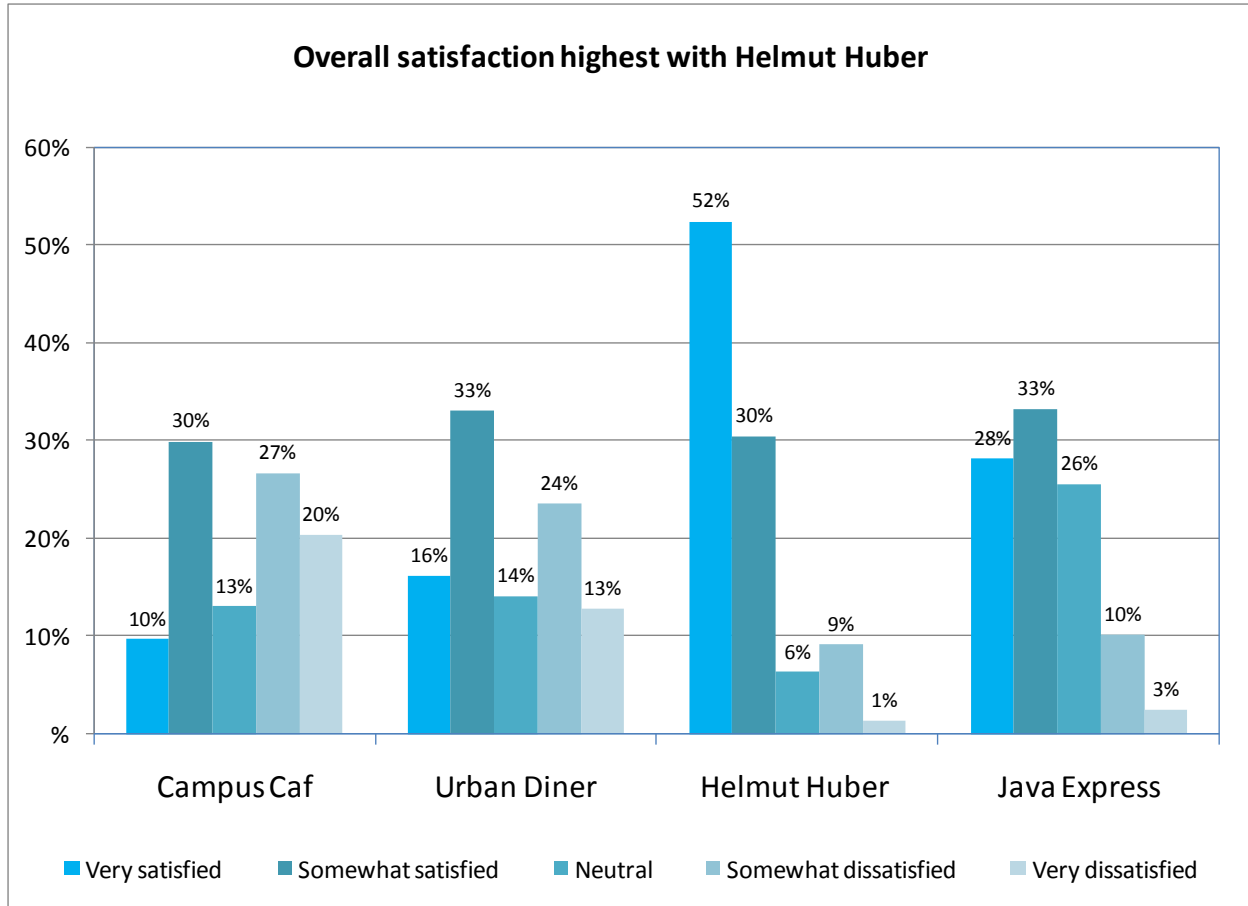
⁴ A very small group (less than 1%) are both students and employees.

OVERVIEW: SATISFACTION WITH THE FOUR FOOD OUTLETS

The following table and chart indicate that customers of Helmut Huber Cook Training/Culinary Arts Cafeteria have the highest satisfaction levels of all four outlets: Four out of five (82%) Helmut Huber Cook Training/Culinary Arts Cafeteria customers are either very satisfied (52%) or somewhat satisfied (30%). Java Express has the next most satisfied clientele; 61% are either very satisfied (28%) or somewhat satisfied (33%). Java Express also has the largest group of neutral customers (26%).

Nearly half of Urban Diner patrons (49%) are either very satisfied (16%) or somewhat satisfied (33%). At Campus Caf, 40% are either very satisfied (10%) or somewhat satisfied (30%), while 47% are either somewhat dissatisfied (27%) or very dissatisfied (20%).

		Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied	Total
Campus Caf	N	60	185	81	165	126	617
	%	9.7%	30.0%	13.1%	26.7%	20.4%	100.0%
Urban Diner	N	24	49	21	35	19	148
	%	16.2%	33.1%	14.2%	23.6%	12.8%	100.0%
Helmut Huber Cook Training/ Culinary Arts Cafeteria	N	74	43	9	13	2	141
	%	52.5%	30.5%	6.4%	9.2%	1.4%	100.0%
Java Express	N	11	13	10	4	1	39
	%	28.2%	33.3%	25.6%	10.3%	2.6%	100.0%
Total	N	169	290	121	217	148	945
	%	17.9%	30.7%	12.8%	23.0%	15.7%	100.0%



METHODS OF ANALYSIS AND IMPLICATIONS FOR MANAGEMENT

For each outlet, ratings of overall satisfaction and year-over-year improvement are presented below, along with main reasons clients patronize the outlet. Respondents also rated a number of aspects of the four outlets in terms of Quality and Variety, Service, Value for Money, and Surroundings on both Satisfaction levels (Very satisfied to Very dissatisfied) and Importance (Very important to Not at all important). These results are analyzed two ways for each outlet—a “gap analysis” and a grading scheme—both of which have implications for management action.

GAP ANALYSIS

The gap between the two ratings (Importance minus Satisfaction) displays which aspects are of most urgency to customers and hence management.⁵ A positive gap indicates that Satisfaction exceeds Importance, signifying strength. On the other hand, the larger the negative gap, the higher the priority for management intervention, whether improved communication, marketing or service changes.

⁵ Using the cafeteria survey’s 5-point scale, the maximum negative gap would be -4 (Very important-Very dissatisfied) while the maximum positive gap would be 4 (Not at all important-Very satisfied). A zero rating could result from several combinations, for example, Very important-Very satisfied and Not at all important-Very dissatisfied.

MANAGEMENT ACTION MATRIX

To provide suggested actions for management and to enable comparisons to earlier years, the satisfaction/importance approach developed at the University of Central England (now Birmingham City University)⁶ was again used for the cafeteria survey. This method assigns survey outcomes to actionable results based on a grid that compares average satisfaction and average importance scores. Each square on the grid corresponds to a management action appropriate to the level of satisfaction and importance. The table below shows the different ratings, the recommended management action associated with each, and the corresponding mean values for a five point scale survey (where 1=Very satisfied or Very important and 5=Very dissatisfied or Not at all important). For example, if average satisfaction with cleanliness equals 3.5 and average importance equals 1.5, that item would fall in the “D” cell, meaning action on cleanliness has a high priority. Capital letters indicate high importance to clients while letters in parentheses indicate items of lower importance.

	<i>Very dissatisfied</i>	<i>Somewhat dissatisfied</i>	<i>Neutral</i>	<i>Somewhat satisfied</i>	<i>Very satisfied</i>	
<i>Very important</i>	E: Urgent need for immediate action	D: Action in this area has a high priority	C: This area to be targeted for future improvement	B: Ensure no slippage, improve where possible	A: Maintain excellent standards	1.00
<i>Important</i>	e: Action to substantially improve this area	d Target this area for improvement	c Ensure no slippage	b Maintain standards	a Avoid overkill	1.79
<i>Not so important</i>	(e) Improve where resources permit	(d) Ensure no further slippage	(c) Restrict attention	(b) Maintain standards where possible	(a) No need for action here	2.14
	5.00	3.75	3.04	2.68	1.96	1.00

⁶ The Centre for Research into Quality at the University of Central England (now Birmingham City University) describes the satisfaction approach the following way, “Designed from the outset as a management information tool, the approach integrates student views into management strategic decision-making. It has been emulated and adapted by higher and further education institutions in Britain, New Zealand, Sweden, Australia and Poland. At UCE, the student and staff satisfaction surveys are used by decision makers as a management tool, shaping policy at an institutional level.”

<http://www0.bcu.ac.uk/crq/ucestudentsat.htm>, 8 February 2008.

HELMUT HUBER COOK TRAINING/CULINARY ARTS CAFETERIA RESULTS

HELMUT HUBER COOK TRAINING/CULINARY ARTS CAFETERIA: DEMOGRAPHICS

In contrast to the other three outlets, more than half of the 142 respondents who evaluated Helmut Huber Cook Training/Culinary Arts Cafeteria are employees (54%), while 44% are students and 1% are both employees and students. One-quarter have been at Camosun College either less than a year (25%), and there is also sizeable contingent who have been at the College 10 years or more (24%); about one-third have been at Camosun 1 to 4 years (32%) and one in five has been here 5 to 9 years (19%).

Length of time at Camosun College

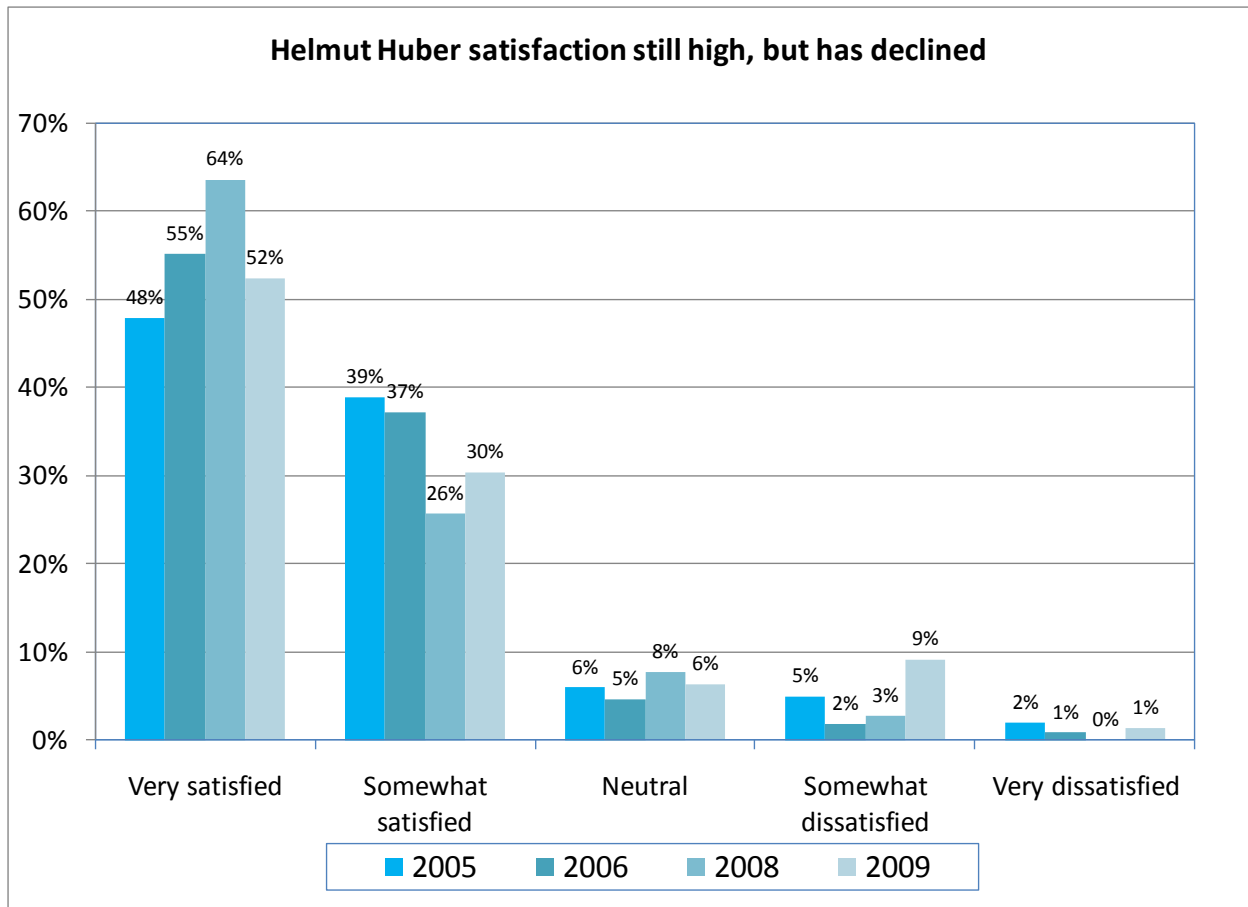
	N	%
Less than a year	35	25.0
1 to 4 years	45	32.1
5 to 9 years	26	18.6
10 years or more	34	24.3
Total	140	100.0

Most students (97%) and employees (79%) providing feedback on Helmut Huber Cook Training/Culinary Arts Cafeteria have Interurban as their primary campus.

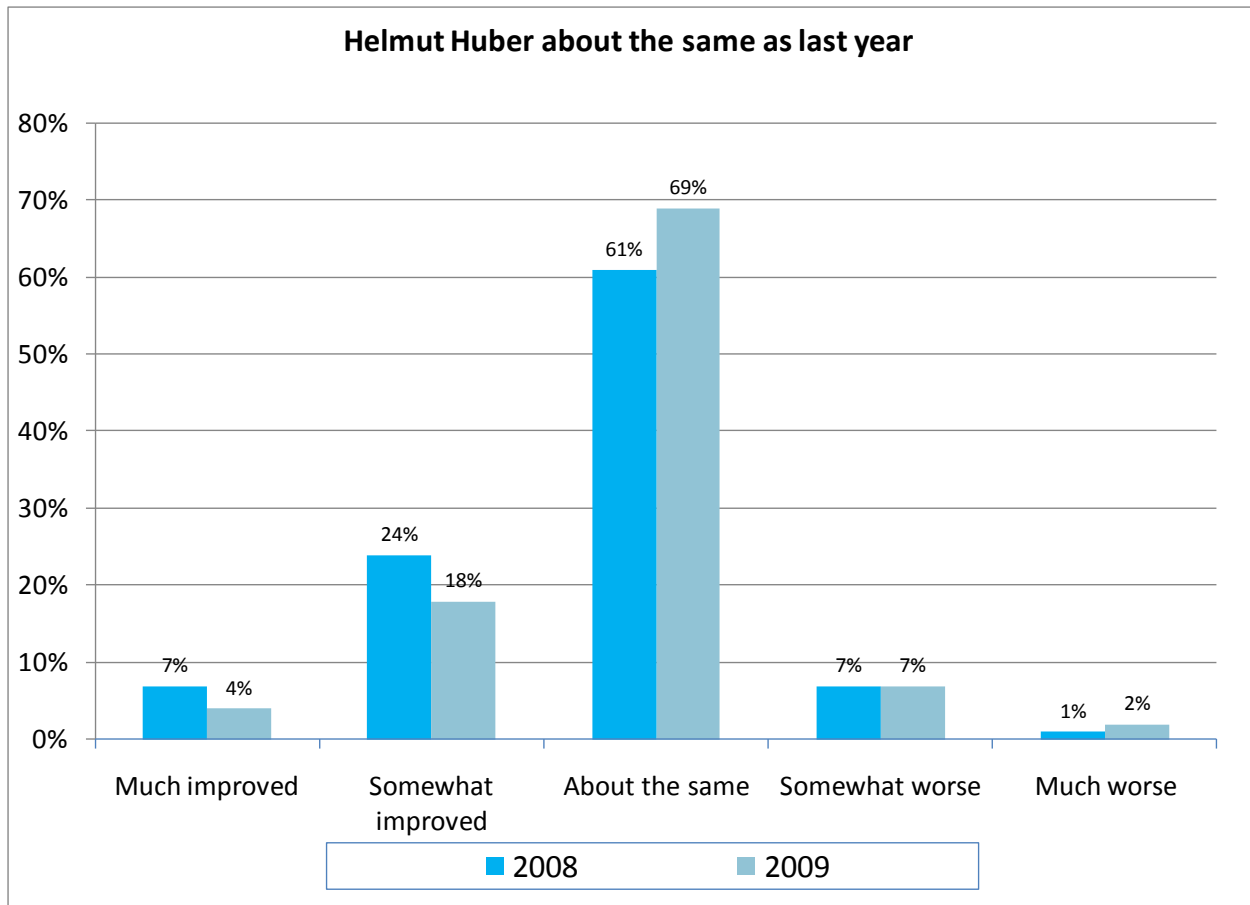
Campus by role

	n	Student	Employee	Both	Total
Interurban	122	97%	79%	0%	86%
Lansdowne	10	3%	10%	0%	7%
Both	10	2%	10%	100%	7%
Total	142	100%	100%	100%	100%

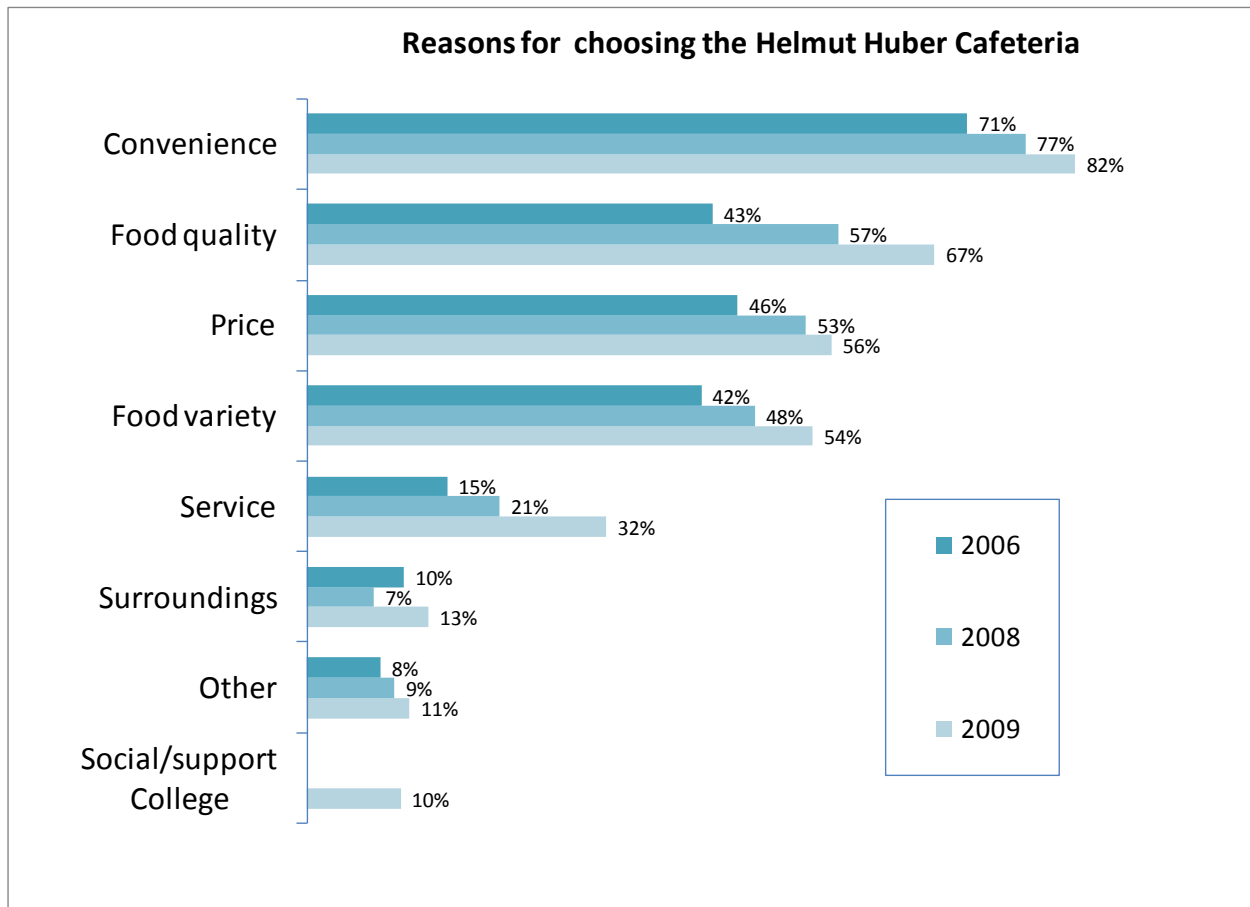
OVERALL SATISFACTION WITH HELMUT HUBER COOK TRAINING/CULINARY ARTS CAFETERIA



HELMUT HUBER COOK TRAINING/CULINARY ARTS CAFETERIA: IMPROVEMENT



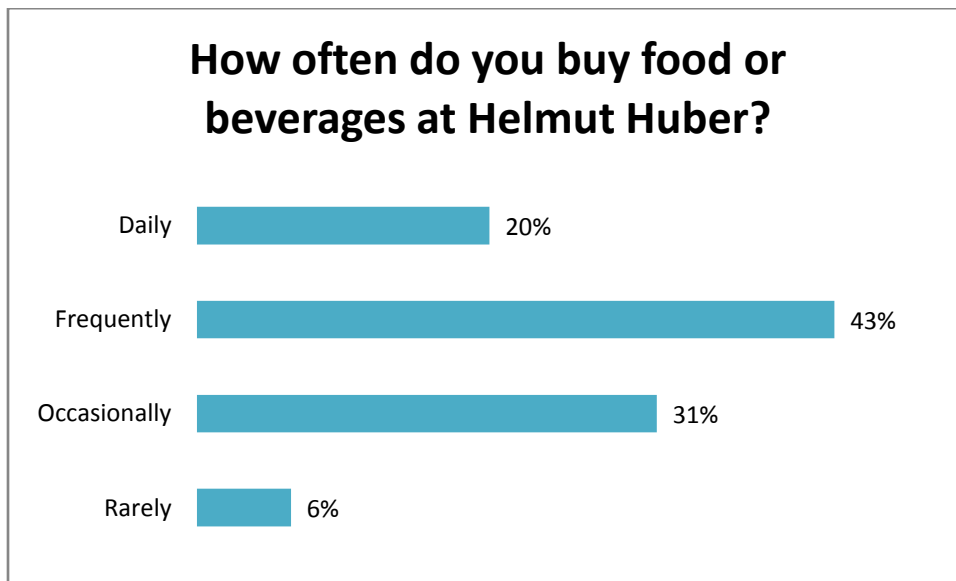
HELMUT HUBER COOK TRAINING/CULINARY ARTS CAFETERIA: REASONS FOR PATRONIZING



"...so many healthy options, responsive staff."

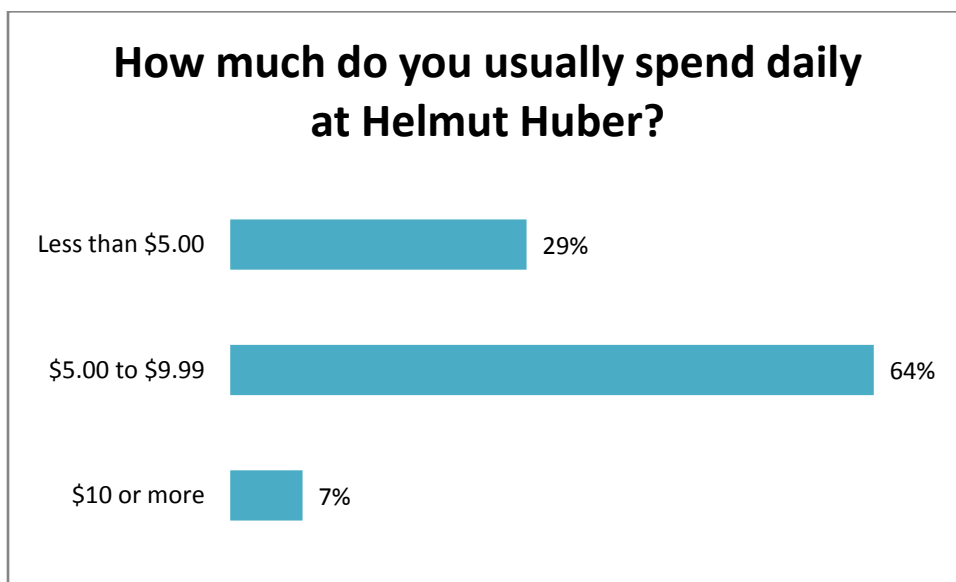
"Area to sit and eat with many people, not having to be quiet"

HELMUT HUBER COOK TRAINING/CULINARY ARTS CAFETERIA: FREQUENCY OF PURCHASE



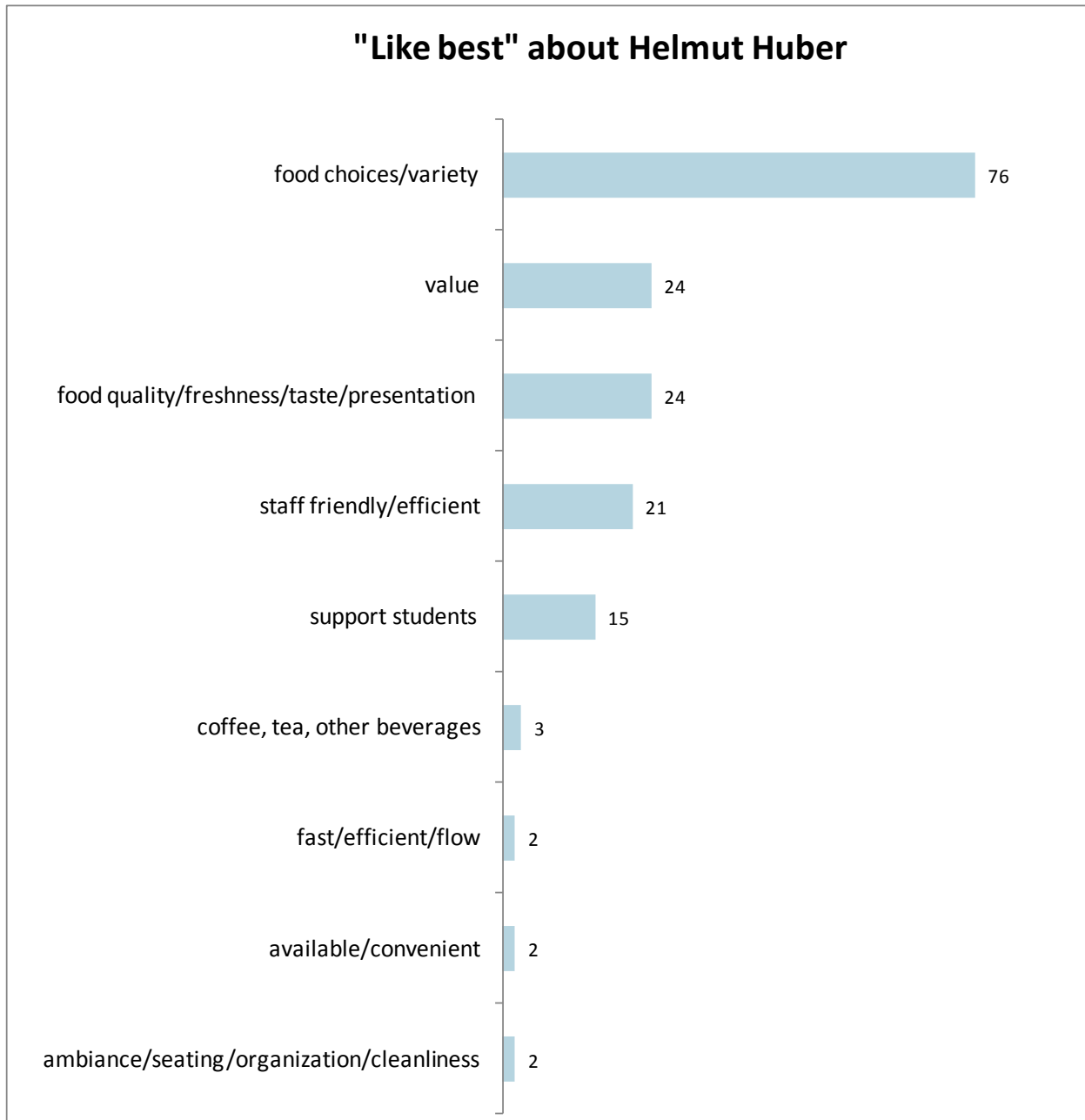
Options provided were: Daily; Frequently, at least once a week; Occasionally, a few times a month; Rarely, a couple of times a year or less

HELMUT HUBER COOK TRAINING/CULINARY ARTS CAFETERIA: USUAL AMOUNT SPENT



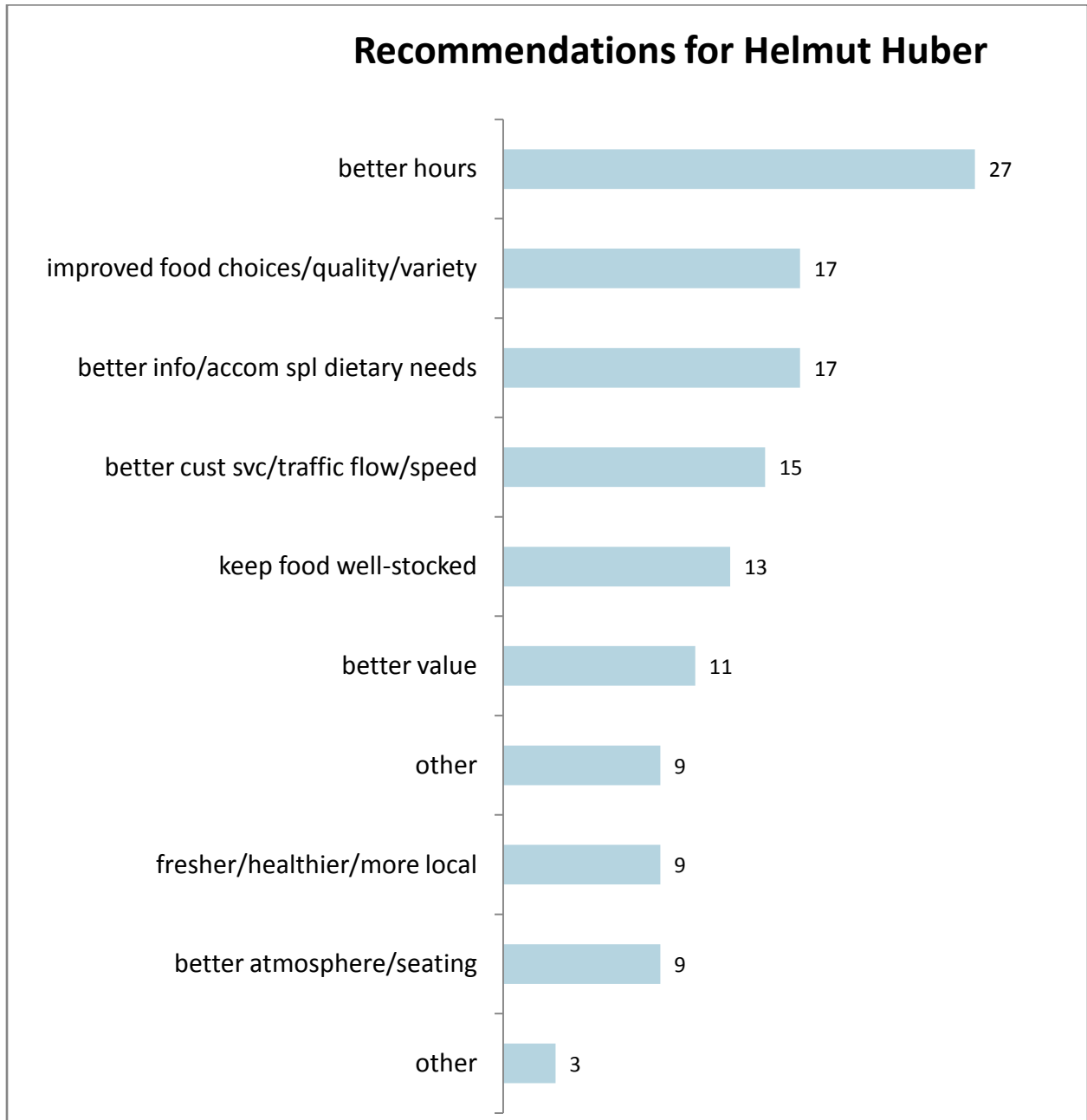
HELMUT HUBER: WHAT DO YOU LIKE BEST?

Helmut Huber clients made numerous comments when asked “What do you like best about Helmut Huber?” A summary appears in chart form below. Food choices and variety are the most popular aspects of Helmut Huber.



HELMUT HUBER: WHAT WOULD YOU RECOMMEND TO MAKE YOUR EXPERIENCE BETTER?

Helmut Huber clients also made numerous recommendations that would make their experience better. A summary appears in chart form below. Better hours tops the list, followed by Improved food choices, Quality and variety, and Better information and accommodation of special dietary needs.



HELMUT HUBER COOK TRAINING/CULINARY ARTS CAFETERIA: GAP ANALYSIS

This analysis combines the importance customers place on a given aspect with their satisfaction levels regarding that particular aspect. The gap between the two ratings (Importance minus Satisfaction) displays which aspects are of most urgency to customers and hence management.⁷ Positive gaps indicate that Satisfaction exceeds Importance, signifying strength. On the other hand, the larger the negative gap, the higher the priority for management intervention, whether improved communication, marketing or service changes.

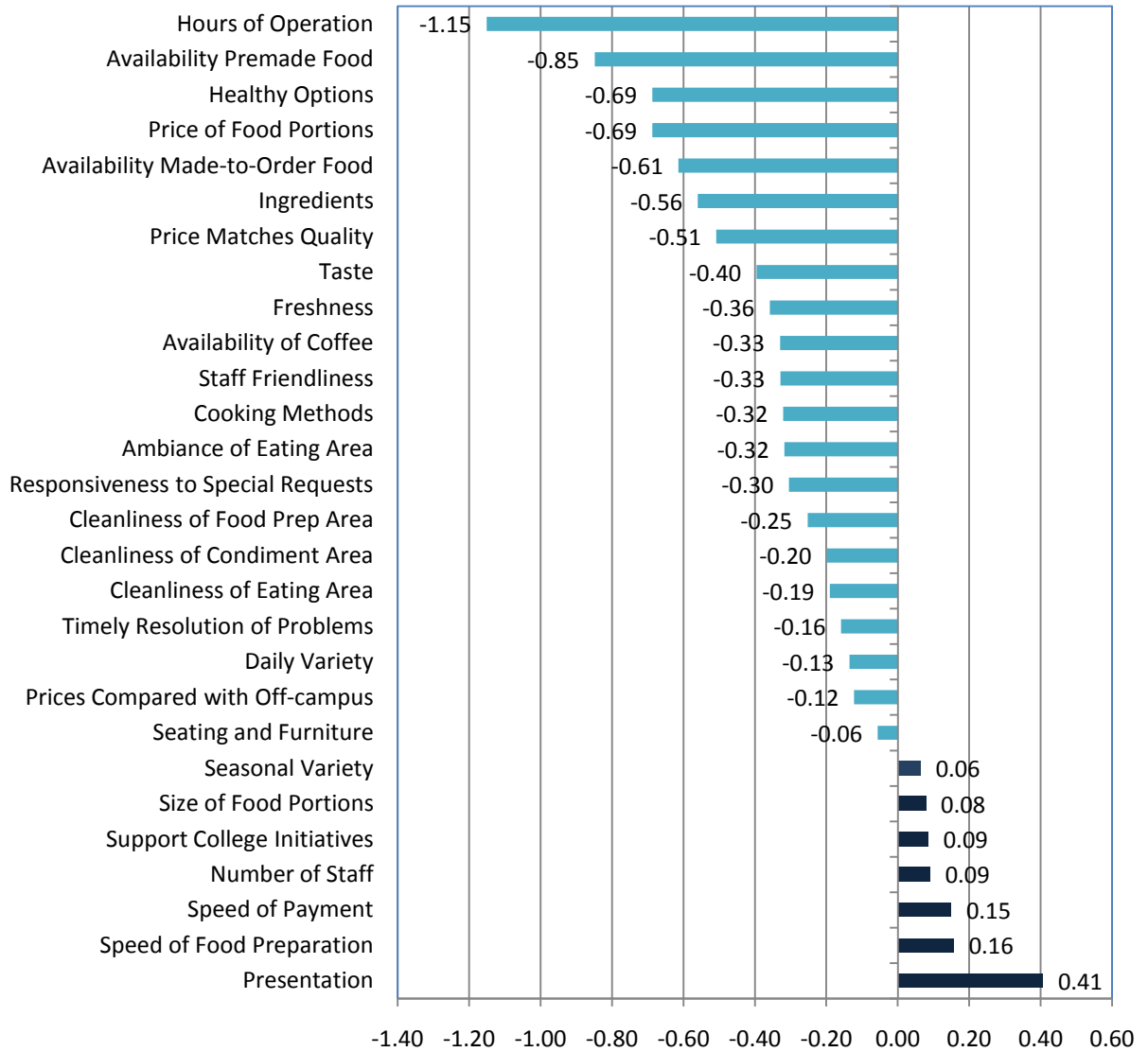
The actual mean (average) values for satisfaction and importance on each of the aspects are provided in the next section, entitled "Report Card".

For Helmut Huber Cook Training/Culinary Arts Cafeteria, the largest gap is for Hours of operation. There is a lesser gap between importance and satisfaction for Availability of pre-made food and a small gap for a number of other aspects.

Notably, there is a positive gap on six variables, with the highest level of satisfaction compared to importance placed on Presentation. Speed of food preparation, Speed of payment, Number of staff, Support of College initiatives, Size of food portions and Seasonal variety also fall in positive territory.

⁷ Using the cafeteria survey's 5-point scale, the maximum negative gap would be -4 (Very important-Very dissatisfied) while the maximum positive gap would be 4 (Not at all important-Very satisfied). A zero rating could result from several combinations, for example, Very important-Very satisfied and Not at all important-Very dissatisfied.

Helmut Huber Cafeteria: Gap between Importance and Satisfaction



HELMUT HUBER COOK TRAINING/CULINARY ARTS CAFETERIA: REPORT CARD, 2009

The following table summarizes the mean for both Satisfaction and Importance on each aspect of the Helmut Huber Cook Training/Culinary Arts Cafeteria⁸ and the corresponding letter rating for 2009.⁹

HELMUT HUBER COOK TRAINING/CULINARY ARTS CAFETERIA, 2009		Satisfaction (mean)	Importance (mean)	2009 rating
QUALITY AND VARIETY	Taste	1.55	1.13	A
	Freshness	1.58	1.21	A
	Presentation	1.82	2.21	(a)
	Ingredients used	1.88	1.30	A
	Cooking methods (baked, fried)	1.92	1.60	A
	Availability of healthy food options	2.05	1.40	B
	Variety of seasonal main course items	1.91	2.05	a
	Variety of daily main course items	1.83	1.72	A
SERVICE	Staff friendliness	1.83	1.50	A
	Number of staff	1.60	1.69	A
	Speed of food preparation	1.44	1.59	A
	Speed of payment	1.49	1.64	A
	Responsiveness to special food requests	2.41	2.33	(b)
	Timely resolution of problems	2.00	2.08	b
	Support of College initiatives and events	2.18	2.46	(b)
	Hours of operation	2.84	1.64	c
	Availability of coffee throughout the day	2.51	2.57	(b)
	Availability of made-to-order food throughout the day	2.85	2.31	(c)
	Availability of pre-made foods throughout the day	2.87	2.13	c
VALUE FOR MONEY	Size of food portions	1.54	1.61	A
	Price of food portions	1.95	1.25	A
	Price matches quality	1.80	1.30	A
	Prices compared with off-campus food outlets	1.72	1.65	A
SURROUNDINGS	Cleanliness of eating area	1.45	1.31	A
	Cleanliness of condiment area	1.60	1.44	A
	Cleanliness of food preparation area	1.46	1.26	A
	Seating and furniture	2.07	2.07	b
	Ambiance of eating area	2.55	2.31	(b)

⁸ The scales run from 1 to 5, where 1=Very satisfied or Very important and 5=Very dissatisfied or Not at all important.

⁹ Refer to the Management Action Matrix on page 7 for an explanation of each rating.

HELMUT HUBER COOK TRAINING/CULINARY ARTS CAFETERIA: SUGGESTED ACTIONS, 2009

<p>E: Urgent need for immediate action</p> <p>N/A</p>	<p>D: Action in this area has a high priority</p> <p>N/A</p>	<p>C: This area to be targeted for future improvement</p> <p>Hours of operation</p>	<p>B: Ensure no slippage, improve where possible</p> <p>Availability of healthy food options</p>	<p>A: Maintain excellent standards</p> <p>All others</p>
<p>e: Action to substantially improve this area</p> <p>N/A</p>	<p>d: Target this area for improvement</p> <p>N/A</p>	<p>c: Ensure no slippage</p> <p>Availability of pre-made foods throughout the day</p>	<p>b: Maintain standards</p> <p>Timely resolution of problems</p> <p>Seating and furniture</p>	<p>a: Avoid overkill</p> <p>Variety of seasonal main course items</p>
<p>(e): Improve where resources permit</p> <p>N/A</p>	<p>(d): Ensure no further slippage</p> <p>N/A</p>	<p>(c): Restrict attention</p> <p>Availability of made-to-order food throughout the day</p>	<p>(b): Maintain standards where possible</p> <p>Responsiveness to special food requests</p> <p>Support of College initiatives and events</p> <p>Availability of coffee throughout the day</p> <p>Ambiance of eating area</p>	<p>(a): No need for action here</p> <p>Presentation</p>

HELMUT HUBER COOK TRAINING/CULINARY ARTS CAFETERIA:

RATINGS COMPARED TO PREVIOUS YEARS

Helmut Huber Cook Training/Culinary Arts Cafeteria has maintained its already high ratings on the majority of aspects of service. On six aspects, ratings have declined: Timely resolution of problems, Support of College initiatives and events, Hours of operation, Availability of pre-made and made-to-order foods throughout the day, and Seating and furniture. Helmut Huber Cook Training/Culinary Arts Cafeteria continues to rank high on Value for money, receiving a rating of “A” on Size of food portions, Prices compared with off-campus food outlets, Price matches quality and Price of food portions.

HELMUT HUBER COOK TRAINING/CULINARY ARTS CAFETERIA: RATINGS 2005-2009

		RATINGS				DIRECTION OF CHANGE
		2005	2006	2008	2009	
QUALITY AND VARIETY	Freshness	A	A	A	A	↔
	Taste	A	A	A	A	↔
	Ingredients used	A	A	A	A	↔
	Variety of daily main course items	A	B	A	A	↔
	Cooking methods (baked, fried, deep fried)	A	A	A	A	↔
	Presentation	a	(a)	(a)	(a)	↔
	Variety of seasonal main course items	a	a	(a)	a	↔
	Availability of healthy food options	B	B	B	B	↔
SERVICE	Speed of food preparation	A	A	A	A	↔
	Speed of payment	A	A	A	A	↔
	Staff friendliness	A	A	A	A	↔
	Number of staff	A	A	a	A	↔
	Timely resolution of problems	B	a	a	b	↓
	Support of college initiatives and events	(b)	(b)	a	(b)	↓
	Hours of operations	B	B	B	C	↓
	Responsiveness to special food requests	b	b	b	(b)	↔
	Availability of pre-made foods throughout the day	B	b	b	c	↓
	Availability of coffee throughout the day	B	(b)	(b)	(b)	↔
	Availability of made-to-order foods throughout the day ¹⁰			(b)	(c)	↓
VALUE FOR MONEY	Size of food portions	A	A	A	A	↔
	Prices compared with off-campus food outlets	A	A	A	A	↔
	Price matches quality	A	A	A	A	↔
	Price of food portions	B	B	A	A	↔
SURROUNDINGS	Cleanliness of food preparation area	A	A	A	A	↔
	Cleanliness of eating area	A	A	A	A	↔
	Cleanliness of condiment area	A	A	A	A	↔
	Seating and furniture	c	b	A	b	↓
	Ambiance of eating area	(c)	(b)	(b)	(b)	↔

¹⁰ Respondents in the 2005 and 2006 surveys were not asked to rate the Helmut Huber Cook Training Centre Cook Training cafeteria on the availability of made-to-order food throughout the day.