

Executive Summary

"Fresh, Local and Sustainable" will define the Fleming College foodservice experience. Having consulted widely, the Fleming College Foodservice Strategy has been developed to populate and inform a Request for Proposal for a foodservice management firm to take Fleming College foodservices to a new level effective May 1, 2011. The Strategy is intended to create a "WOW" foodservice experience on campus and reinforce the Core Promise of *"LEARN. BELONG. BECOME."* While the complete plan may take a few years to come to fruition, the attention paid to the foodservice program and the engagement of students in the process of improvement may lead to an immediate lift in Key Performance Indicators of Student Satisfaction.

The co-location of social, student service, foodservice and student government spaces will help to ensure the relevance and visibility of the student governments and the success of the foodservice program.

The primary recommendations of the Fleming College Foodservice Strategy are:

- Maintain an outsourced foodservice management model that specifically addresses the opportunities to raise the bar in a fresh, local, sustainable campus foodservice.
- Continue to foster the relationship with the Frost Student Association and Fleming College Administrative Council, and join those groups in the execution of a cooperative and contiguous redevelopment of the foodservices spaces, Auk's Lodge and the Steele Centre.
- Invest approximately \$6.5 million dollars, over 2 years, in the redevelopment of all foodservice spaces.
 - Locate a Tim Hortons on the Brealey Campus
 - Connect the Steele Centre with the existing Brealey Main Café
 - Create a marketplace within residence building #3 at the Brealey Campus
 - Update Breaktime
 - Redevelop the Brealey Campus Main Café
 - Rebuild the Frost Café in a manner that improves openness and connectivity with Auk's Lodge
 - Close the full service cafes at McRae and Haliburton and move to a vending only model
 - Add the Coburg Campus vending service to the Fleming College foodservice agreement.

A suggested timetable, and high level cost estimates have been provided that would see major elements of the work begin in the Summer of 2011 and be completed for the Fall of 2012, depending upon the results of the RFP process and available funds.