For Immediate Release

NATIONAL COLLEGIATE FOODSERVICE ASSOCIATION PUBLISHES COVID-19 CUSTOMER CONFIDENCE GUIDE

EAST LANSING, MICHIGAN. August 26, 2020 – As colleges and universities welcome back students to their campus after dismissing students early in the spring due to Coronavirus Disease 2019 (COVID-19), the National Association of College & University Food Services® (NACUFS) has published a resource guide to assist collegiate foodservice operators as they resume operations under new foodservice delivery models.

COVID-19: Assuring Customer Confidence – A Guide for Collegiate Dining focuses on the importance of communicating effectively, the strategies to deploy the communications, and a variety of resources from industry partners. Topical areas in the guide include staffing, service models, dining room and kitchen infrastructure, purchasing, receiving and storage practices, catering and events, sustainability, innovation, new technologies, customer care, COVID-19 reporting, financial modeling, and more.

“As fall semester resumes throughout the country, and recognizing each state is in various stages of re-opening, students and their families are curious as to the overall safety and precautions implemented throughout the institution including dining services,” says Orlynn Rosaasen, 2020-21 NACUFS President, and Director of Dining Services at the University of North Dakota. “In developing this resource, the focus was placed on the importance of communicating assurance to the various audiences for which dining services impacts – staff, administration, students, student organizations, and overall life on campus.”

The digital guide will be continuously updated as the COVID-19 environment continues to evolve.

The COVID-19: Assuring Customer Confidence – A Guide for Collegiate Dining is
available to all collegiate foodservice professionals regardless of NACUFS membership and is accessible at [www.nacufs.org/acccguide](http://www.nacufs.org/acccguide).

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About NACUFS – Founded in 1958 by a group of college and university foodservice professionals from across the United States. Since its inception, the National Association of College & University Food Services (NACUFS) has focused on its mission to support and promote excellence in collegiate dining by providing members with the programs and resources they need to excel, from benchmarking and best practices to educational programming and professional networking.

NACUFS institutional members include private colleges to large public universities, and two-year colleges to four-year universities and span the United States, Canada, and beyond. Industry members include food and equipment manufacturers, distributors, brokers, foodservice support companies, councils, boards, trade associations, advisory commissions, and other professional groups. For more information, visit [www.NACUFS.org](http://www.NACUFS.org).