

# Christine Carlson



deVnDPkK

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## Entry details

Entry Name:	Campus Crust
Institution Name:	University of Arizona
Entry Completed By ( <i>name and position</i> ):	Christine Carlson, Director Dining & Nutrition
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## Introduction:

The University of Arizona decided to renovate a space that was previously a Mexican fast casual restaurant to a new pizza concept called Campus Crust. After surveying campus community, it was determined a scratch homegrown pizza location instead of a national franchise brand. Vision boards were created for the concept to help ideate direction. Staff was included in planning process through meetings and input along with menu vision. The campus community was communicated about something new coming Fall, 2025. Vendors were engaged with menu development. The training process included preparation of dough, dishes and customer service.

## Essay:

After surveying campus community, the University of Arizona decided to open an authentic scratch pizza location (Campus Crust) versus a national brand and planning was instrumental. The original space was a Mexican restaurant which was dated and not financially successful. We thought the space would lend a hand to an all-day restaurant students would enjoy. Permission to fund such a venture required budgetary approval. We then went to Facilities Management to discuss scope and identify a general contractor. Vision, budgetary constraints and timeline were outlined and confirmed. Staff including dining managers, chefs and directors and auxiliaries such as IT and marketing were included in planning. Menu development was a collaboration between chefs, managers and directors reviewing offerings in other pizza locations, trends and campus requests. Students and guests were communicated through social media, electronic & print signage and newsletters. Vendors were included to assist

with sourcing products and ingredients in the menu planning phase as well as offering training assistance. Staff were trained on preparation of all recipes and managed by dining leadership. Staffing needs were determined by seating capacity and based on peak times.

#### Introduction:

Campus Crust was launched with the goal of creating a scratch pizza location with speed of service for the campus community to enjoy. This goal has been achieved with students enjoying the space along with faculty and staff. The launch was made special with signage and featured special offerings. Windows were covered with "coming soon" signage to build anticipation prior to the opening. Feedback was positive and financials continue to be met. Campus Crust was marketed with a full saturation campaign along with social media. Activities were also launched to engage the customer as well.

#### Essay:

The goal of Campus Crust was to create a delicious scratch pizza restaurant for the inclusive campus community to enjoy. The launch of the renovation featured signage and food & drink specials. To ensure Campus Crust is inclusive and we could meet our financial goals, a marketing campaign was launched. We educated students Campus Crust accepts Meal Plans and priced our slices at 2 for one meal exchange. Since our marketing campaigns, sales have increased over 20% and we are continuing to see growth meeting financial goals. Print materials, social media and email blasts were included in marketing campaigns. Graphic designs are cohesive and reflect an artful and creative flair. The logo design shows a slice of pizza to invite campus community. Logo work is intertwined with University of Arizona symbols which live on a graphic on a feature wall. Our grand opening was kicked off with Destination Dining where over 1000 students sampled our pizzas. Activities were launched to engage the customer such as a special featured pizza of the week. In an effort to engage students, televisions are always on for a big game watch opportunity.

#### Introduction:

The campus was involved in this renovation in several ways. First several departments were needed for the build out including Facilities Management and Marketing. Assistance was also given by Human Resources for staffing needs and IT for register and other technological support. We also engaged the campus community with surveying for concepts. Partners outside the university included our new rover delivery company chosen in part due to their pizza box capacity and Coca-Cola providing solar powered charging station tables.

#### Essay:

Campus Crust was a collaborative effort among the campus community. University Facilities Management was needed for the actual renovation to assist with outside collaboration of general contractors. Our Marketing team was instrumental with logo creation and space design, Human Resources assisted with hiring staff and IT offered technological support. The larger campus community was engaged through surveys. The campus community has identified Campus Crust as a great catering option for pizza parties. Parent & Family Association has also collaborated to highlight the space during events such as Parent & Family weekend. Campus departments also collaborate to rent the space for special events. Campus Crust is a favorite for catering and pizza parties! We also collaborated with outside partners including our new rover delivery company that was chosen in part due to its capacity for pizza boxes along with Coca-Cola who supplied solar powered charging tables for the outdoor area near the pick up window.

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Campus Crust ... 523 KiB

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Photos and Des... 3.9 MiB

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Training Guide ... 132 KiB

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Station Respon... 122 KiB

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Campus Crust ... 40 KiB


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Campus Crust T... 38 KiB



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