

Cal Poly Campus Dining

Cal Poly

Introduction:

The overall goal of the Dining Program is to improve the student experience through great meals and excellent service. Every innovation of the program (Grubhub ordering, delivery, ever-changing menus, promotions, value combos, diverse venues, customization, etc.) is created with the focus on better serving the campus experience. Innovative chefs exploring new recipes, and interactive tabling events showcasing new food.

Essay:

Cal Poly Campus Dining covers five unique neighborhoods, consisting of more than 40 establishments. Each location incorporates a specific design geared towards the needs of that specific part of the campus. At the center of campus—more grab-and-go options for the lunchtime crowd on their way to and from class. In the neighborhoods nearest residence halls, more sit-down casual dining venues allow students the chance to enjoy dinner together. Mobile food trucks are conveniently located throughout campus to accommodate students on their way to class and offer outdoor dining and study options.

Introduction:

We incorporate a multi-dimensional marketing strategy. This includes media coverage via press releases and local news outlets as well as internal publications such as the weekly Cal Poly Report, Mustang News, and University Marketing

Calendar. Our email marketing newsletter, The Dish, is sent out weekly, social media updates are posted daily and digital menus are at over 30 campus venues.

Essay:

Social Media is an incredible way to reach the campus community, letting them know about upcoming events, promotions, giveaways and exciting new menu items. Keeping our content engaging and creative is a must. Campus Dining's weekly email newsletter, the Dish, is one of the main ways we connect with students. In 2024, 957,324 emails were sent out to the Cal Poly community, keeping them up to date on important deadlines, invites to events and menu details. Engaging with our supportive Campus Community and fostering face-to-face interactions is key to our mission. We achieve this through interactive tabling events, offering food samples, prizes, and information throughout the year. Giveaways are a great way for the Dining Program to interact and engage with students. We host a variety of giveaways throughout the year, with prizes ranging from food vouchers, stuffed animals, skateboards, blow-up kayaks and more!

Introduction:

What makes the food and menu unique is that its designed based on continual campus feedback, participant surveys and focus groups to give real-time changes based on what people want to see. Food is sourced from superior quality local and national suppliers with a focus on sustainability and wellbeing.

Essay:

To ensure the highest quality of service, Cal Poly Campus Dining invests extensively in research and training to staff its more than 40 venues across campus. This includes a diverse range of dining experiences, from traditional dining halls and mobile food trucks to catering, concessions, and more. By meticulously analyzing data, trends, and traffic patterns through surveys, focus groups, and open feedback, the team continuously refines its approach to delivering an exceptional customer experience. This commitment is reflected in the careful selection, scheduling, and training of dedicated team members. Before the doors open, staff undergo rigorous preparation to uphold the highest standards of food safety, efficiency, and service.

Introduction:

Cal Poly Campus Dining encompasses a diverse array of retail venues, featuring a dynamic mix of national, local, and proprietary brands. This variety provides students with unparalleled flexibility, allowing them to dine according to their personal preferences—whether through fully customizable options, early morning and late-night service, or convenient delivery. To support students' nutritional and dietary needs, a highly esteemed Registered Dietitian is available on-site, offering real-time guidance and personalized assistance.

Essay:

With a team of over 800 employees, Campus Dining ensures seamless operations across its many venues. The meal plan system operates on a declining balance model, with rollover options available for students who purchase at least a minimum community meal plan (a voluntary option for non-first-year students). This structure not only enables students to retain unused funds but also fosters program loyalty and sustains revenue throughout their four or more years on campus. By offering a highly flexible dining experience and a diverse selection of venues, Cal Poly Campus Dining effectively meets the needs of its 26,000+ students and staff, ensuring choice, convenience, and an exceptional campus dining culture.

Introduction:

We host a variety of interactive events on campus, tailored to different groups such as first-year students, student associates, faculty and staff, and incoming students. These events occur weekly, monthly, and quarterly across various campus neighborhoods, with unique times, venues, and themes for each. Some of our signature events include DIY series, Pumpkin Fest, International Week, Midnight Breakfast, Dining Tours, Teaching Kitchens, Love Campus Dining with complimentary food sampling, Supper Club, and the JoyFUL Event Series, among many others. There's always something

exciting happening  
for everyone!

Essay:

The primary goal of the Cal Poly Campus Dining program is to contribute to the overall success of those we serve, whether that is a student, faculty and staff member, administration, or guests on campus. We are here to represent the Cal Poly Brand and strive to always contribute to student success in all we do. On-site Registered Dietitian and Sustainability Program Coordinator Kaitlin Gibbons oversees health and wellness for the entire campus community. Integrated plant-based and avoiding-gluten options into menus throughout campus, implemented of ReusePass program to advance campus-wide sustainability goals. All menus include nutrition indicators such as vegan, vegetarian, avoiding gluten, etc. In terms of technology, our partnership with Grubhub to have a non-fee-based model where students can pre-order food and it is ready for them on the go is key. This virtually eliminates physical lines, which in an operation that feeds 24,000-27,000 people per day is crucial for success. Additionally, order kiosks and Grubhub delivery robots.

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