

Teraanga Commons Dining Hall

Carleton University

Introduction:

Carleton anticipates an increase in its student population, which necessitated a full renovation and expansion of the Teraanga Commons Dining Hall. The project saw multiple departments at Carleton and external stakeholders work collaboratively to bring to fruition a world-class, cutting-edge All-You-Care-To-Eat dining facility. It now features an extensively varied four-week menu cycle devised by our Senior Executive Chef and the wider Carleton community that emphasizes innovation and cultural diversity. The project was delivered on-time and on-budget and has established itself as a shining example for other post-secondary institutions to follow.

Essay:

The renovation was approved in October 2023, with a budget of \$8.5 million and an opening date of August 2024. Carleton worked alongside Dining Services, architectural firms, furniture designers, an Indigenous-led construction company and other internal and external stakeholders to re-design and re-furnish the Dining Hall and upgrade its menu.

The new design emphasizes key attributes of accessibility, sustainability, showcasing local vendors and conveying Carleton's heritage. It includes a quiet area with acoustic paneling for guests who require sensory accommodations, new stations like True Balance (serving dishes without nine major allergens), revamped dietary icons for guests' dietary needs and accessible seating and tables with adjustable heights. Appliances are EnergyStar certified and ecology stations are outfitted with AI-powered food scanners from Nuvilab to collect data that helps reduce food waste. Most food products come from a 400 km

radius of Carleton, supporting local agriculture and fostering economic and environmental wellness. Aesthetic elements include graffiti walls and station names that highlight both Carleton's and Ottawa's history.

Staff were trained weeks in advance on new appliances and stations added to the facility, including lessons on newly developed software installed on kitchen tablets with Bluetooth connected thermometers for temperature logging.

#### Introduction:

The marketing tactics used to drive student engagement & satisfaction at the Dining Hall match the level of excellence that characterizes its day-to-day operations. Marketing materials are exemplary in their design and successfully foster awareness of, and engagement with, Dining Hall events and offerings. Events provide students with unique opportunities to learn about our "Real Food, Real Choice" mission, advance their culinary skills and feel welcomed as part of the diverse Carleton community. These materials built anticipation for the Dining Hall's official launch at the start of the 2024-25 school year and continue to foster pride of place.

#### Essay:

As the Dining Hall remained operational during the renovation, students watched eagerly as the new facilities began to take shape. By the time it re-opened, an Instagram post showcasing the completed renovation received seven times more impressions than a regular post usually receives. Students have a continuous role in shaping the Dining Hall's menu and appearance by suggesting new recipes, ideas for new murals and Dining Hall "hacks" that promote creativity and community engagement.

In-person events and communications products are central to promoting interest in the Dining Hall. Photography and graphics are used on social media channels, digital media boards and in print; all are executed with high levels of professionalism and aesthetic appeal. Pop-ups, holiday displays and other in-person events are regularly held at the Dining Hall and consistently foster high levels of consumer intrigue and positive feedback. Cooking classes are also exceedingly popular, with reservations filling up within hours of each class's announcement.

Marketing efforts play a large role in increasing sales amongst both students and faculty since the renovation's completion. Walk-in pass sales have increased tenfold compared to pre-renovation, and participation in Meal Plans has increased to 95%, up from 80%.

#### Introduction:

Carleton Dining Services was fortunate enough to have the full support of campus faculty while undertaking this renovation; without them, it would not have been possible. From the Board of Governors' fast-tracked approval of the project to other departments' cooperation in moving the project forward, the renovation of Teraanga Commons Dining Hall was a massive collaborative undertaking that was unparalleled in its size and scope. Each department that was involved had a role to play in lending their expertise to the project and transforming the Dining Hall into a world-class culinary institution.

#### Essay:

Housing and Residence Life Services' stake in the project was immediately apparent as the renovation's purpose largely centered around accommodating the anticipated 450-bed expansion to their facilities. Consistent communication regarding expectations and deliverables was necessary to ensure that the renovation could attend to the needs of Housing and the students in their care.


Facilities, Management and Planning was instrumental in providing the required labour and expertise to help the renovation hit its goals related to construction and sustainability. FMP's role involved reconciling the newly renovated Dining Hall's impact with the generative capabilities of the campus while also ensuring that the objectives of the renovation remain in line with Carleton's sustainability commitments.

Information Technology Services was invaluable in implementing our network of Internet-connected devices that keep the Dining Hall up and running. Our service kiosks, turnstiles, menu boards and more all add a wealth of convenience and


aesthetic appeal to the dining experiences we offer while meeting our operational needs.

Other collaborators include Carleton's Science Technology Centre (STC), inspectors who verified that table heights and other features complied with the Accessibility for Ontarians with Disabilities Act, Campus Safety who installed naloxone kits and fire extinguishers and Carleton's Print Shop.


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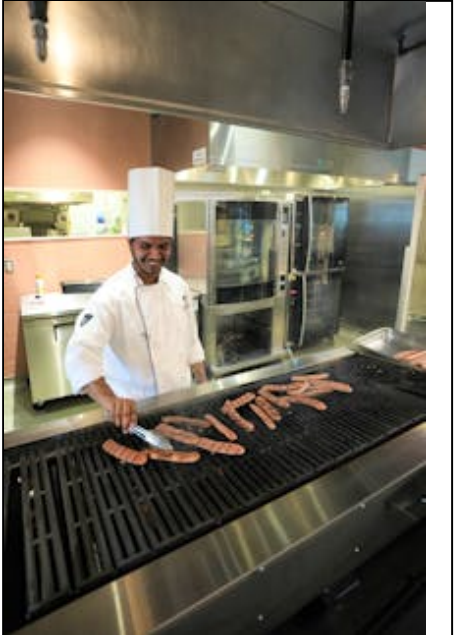
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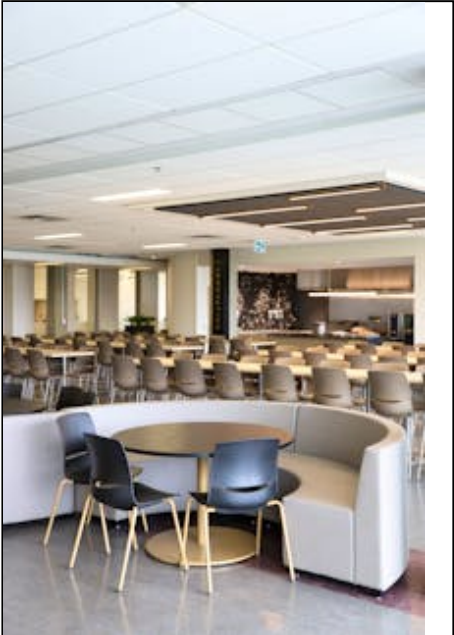
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