Palm Beach State College enlisted the assistance of Duvall Consulting Group for initial assessment of the current food service program. Focus groups were held with key leaders and students on each of the campuses. The comments below came from these focus group meetings. This was an open conversation about both current operations as well as opinions on how things could be improved.

March 13, 2018
Palm Beach Gardens Campus
In attendance: key staff at the campus

- Marketing is missing
- There is a perception that the food is bad (not necessarily the reality)
- Students are looking for name brand quality (they are “hung up” on brands)
- The operator needs to be aware of the student expectations
- Price isn’t as much of an issue if the quality is good
- Quality needs to be able to be controlled
- Variety is important
- Vendor needs to promote work on environmental responsibility
- Each campus should be treated as if it were a primary campus (no campus considered more important than another campus)
- “Gotta get them to want it”

March 13, 2018
Palm Beach Gardens Campus
In attendance: student leaders

- Image is the issue, the food isn’t necessarily bad
- Inconsistent quality
- Not a lot of vegetarian options
- Not a lot of cost-effective options
- No subs after 2pm
- Marketing is lacking
- Lack of variety
- Students want fast, on the go, healthy (for example, smoothies)
- Themed days/specials
- Catering prices appear to be similar to retail prices, there should be a price break to quantity
- Dunkin Donuts is cheap and fast
- Freshness and quality are important
- Would like to have guacamole
- Chipotle/Bolay type “bowls” are popular
- Suggest make your own salad/weigh to pay option
- Spontaneous/custom options
- Offer suggestion box/voting on new menu items
• Offer incentive for surveys
• Promote healthy eating
• Pizza
• Signage in café appears temporary
• People are great!
• Want the café to be more of a “special” place

March 13, 2018
Boca Raton Campus
In attendance: student leaders

• Suggest breakfast sandwiches available all day
• Looking for different concepts instead of just a “cafeteria”
• Sustainability is very important on this campus
• Can vendor consider use of local/organic menu items?
• Variety
• Freshness
• People are great!
• Bring food trucks to campus for variety
• Cafeteria is a social place on this campus
• Hours/offerings are not always consistent
• Parking is not a huge issue (students don’t worry about losing parking if they leave to go eat)
• There is a Subway at the FAU stadium (walking distance)
• Smoothies
• More coffee options (flavors, etc)
• Bring Dunkin to Boca campus
• Coke products are different priced between locations (bookstore, vending, café)
• Watch quality
• Vegan options not available
• Please add a date/time made sticker to items (to promote freshness/quality)
• Too much elementary school type items

March 13, 2018
Boca Raton Campus
In attendance: key staff members

• Need more vegetarian/vegan options for catering menus
• Need Kosher options for catering
• Muslim students worry about cross-contamination
• Tables in seating area are not being kept clean during busy times
• More fresh food
• Watch quality
• More ethnic options in catering
• Customer service is good, Jeff is easy to work with

March 14, 2018
Lake Worth Campus
In attendance: student leaders

• Full menu not always available all day long
• More variety in menu wanted (menu is always the same)
• Suggested items:
  o Quesadillas
  o Chicken Rice and Beans
  o Taco Salad
• No marketing is being done
• No method for sharing suggestions
• Need more seating in cafeteria
• No special recognition of special events (for example: National Pizza Day)
• Quality varies throughout the day
• Wendy’s across the street and cheaper
• Soup is good but always the same
• Need less expensive options
• Wraps and subs are good but are cheaper elsewhere
• Need music and updated atmosphere
• High school food was better
• Need to recognize the different ethnicities on campus (student demographic – 39% White, 30% Hispanic, 27% Black, 4% All others)
• Often run out of popular specials early in day
• Need incentives/promotions
• Need to spice things up a little
• Flow is not good
• Staffing needs to be consistent with busy times (not always staffed appropriately during busy times)
• Quality is not consistent
• Would like to see an advisory group for student input
• Need to know how to share comments/concerns (no options for feedback)
• Some customer service issues

March 14, 2018
Lake Worth Campus
In attendance: key staff members
• Not optimizing potential
• Image is an issue
• Inconsistency with catering
• Need more choice
• Consider more self-service options
• Salt Lake City Community College has a very nice program
• Need to have the full menu available all day long