

Student Feedback on Chartwells Proposal

Spring 2024

Methods to Gather Additional Student Feedback

Tabling

39 commuter students
in Percival and McKay

Incentive: \$5 Dunkin
Donuts Gift Card and
Food

Focus Groups

13 commuter students

Incentive: \$20
Visa/Mastercard Gift
Card and Food

Survey

566 completed the survey

February 13 - March 2,
2024

Incentives:
5 \$100 Visa/Mastercard
Gift Cards
7 \$50 Visa/Mastercard
Gift Cards

Themes Across Modalities

Attractive Proposal

Virtually all students responded very positively to the proposal

Want to Be in the Space

96% undergrad survey respondents
92% tabling respondents

Addresses Concerns

Freshness and Made-to-Order
Variety and Cultural Mix
Hours
Mobile Ordering

Want Financial Aid to Pay

85% undergrad survey respondents

- 87% residential
- 84% commuter

More Details from Survey

Respondents

60% residential undergrad
30% commuter undergrad
10% commuter graduate student

18% of undergraduates

First year: 30%

Sophomore: 18%

Junior: 23%

Senior: 21%

Graduate Student: 9%

** No statistically significant differences between residential undergrads and commuter undergrads **

Response to Proposal

Very Positive/Positive: 91%

- Residential undergrad: 89%
- Commuter undergrad: 93%

Neutral: 6%

- Residential undergrad: 5%
- Commuter undergrad: 7%

Negative/Very Negative: 4%

- Residential undergrad: 6%
- Commuter undergrad: 1%

Would you use it?

Yes: 96%

- Residential undergrad: 95%
- Commuter undergrad: 96%

No: 5%

- Residential undergrad: 5%
- Commuter undergrad: 5%

Would you be more likely to want a meal plan if your financial aid paid?

Yes: 85%

- Residential undergrad: 87%
- Commuter undergrad: 84%

No: 9%

- Residential undergrad: 6%
- Commuter undergrad: 11%

Other: 6%

- Residential undergrad: 7%
- Commuter undergrad: 5%

Comments are almost entirely that the responder does not have financial aid.

Qualitative Comments

Positive Comments

Lots of positive energy around the idea, most stemming from the proposal and some stemming from students articulating a need for change.

Critical Comments

These comments were almost all suggestions about how to make this great. A few were students pleading not to raise prices.

Examples of How to Make This Great

My concern is about the hours that the dining hall would be open. On weekends, students may want to hang out in the dining hall especially with all the new features. It can't be closed too early, even though not too late.

Secondly, the seating must be made enough as a lot of people would be in the dining hall for various reasons, especially if most of them at a time go in groups. Aside [from] these, I think it's a very good renovation and it's very innovative to create income and entertainment while students relax to eat.

The main thing I'd hope this upgrade brings Holmes is consistent hi speed internet, since currently it is pretty slow and sometimes doesn't work in any way shape or form

The size of the area where you can get food seems extremely small in comparison to the amount of seating available. Long lines seem like they would be an issue at every popular meal time. Though the large variety in seating types is a huge improvement.

Examples of Positive Feedback

I believe that if my financial aid will cover the cost of my commuter dining plan, then many more commuters on campus will want to utilize the Holmes Social Hall as well.

Do it the dining hall sucks

This plan to re-innovate the campus is amazing. It's amazing because having an increased variety of food options means there's something for everyone's taste buds. And the mix of table lounge and setting creates a more relaxed and comfortable dining experience. Plus, extended hours allow for more flexibility in meal times. Overall, these additions make the dining hall a more enjoyable and convenient place to eat!

This video had me excited for the new and upcoming renovations that could be happening in Holmes Dining. I pray and hope this is possible for new year as its my last year at Fitchburg State University. Overall I am excited to see this come to campus because I have been asking for this type of change since my Sophomore year.

I'm a commuter so I don't really go to Holmes dining but this makes me want to go there

This is great please do this quickly

Take Aways

01

Overwhelming support
from all respondents

02

No statistical difference
between commuter and
residential students

03

Support for the mandate
in that then, financial
aid can pay for it for a
large number of students

04

Even the criticisms
assumed the project
should go forward - just
wanted us to avoid
mistakes

Feedback from SGA

- Almost all of the comments were very positive, wanting us to move forward
- One student expressed concern about ensuring that the quality improved
- One student expressed concern about students with limited means but no financial aid being able to afford it

Meal Plan Revenue

	Residents	Commuters	Total
Estimated Numbers of Subscribers	1,004	1,300	
FY26 Sales	\$3.7M	\$317,000	\$4M
FY27 Sales	\$3.9M	\$329,000	\$4.2M

Chartwells Investment

Investment	No Commuter Plan	With Commuter Plan
Capital Investment	\$4.3M	\$5.8M
Innovation Fund	\$488,000	\$519,000