

MEAL PLAN CHANGE



Public Relations
4-23-2013
Meal Plan Binder

Allison Jones

Taylor Hile

Ben Goldman

Tim Schmitt

Shepherd University offers various meal plan options for their students. The different meal plans were created to accommodate to different student's needs. There are meal plans created for on campus and off campus students. According to dining services, 33% of Shepherd students live on campus. 90% of those students have meal plans. (Shepherd University, 2013) There are also meal plans that offer a different number of meals needed per week. The different meal plan options are restricted to the number of passed credit hours a student has completed.

Shepherd University current policy offers traditional meal plan options and commuter meal plan options for Shepherd students, faculty and staff. Within the traditional meal plan Shepherd offers; the Basic 19, the Flex 15, the Upper Class 12 and the Deluxe Block 300. The Basic 19 is \$1,950 and offers 19 meals per week plus 8 total bonus meals. All freshmen at Shepherd University are required to purchase this meal plan. The Flex 15 is \$1,920 and offers 15 meals per week plus 8 total bonus meals and \$105 dining dollars. This plan is available for students who have completed at least 25 credit hours. The Upper Class 12 is \$1,880 and offers 12 meals per week, 8 total bonus meals and \$200 dining dollars. This plan is available for students with passed credit hours above 56. The Deluxe Block 300 is \$2,170 and offers 300 meals a semester along with \$200 dining dollars. This plan is available to any Shepherd University student. Within the commuter meal plan Shepherd offers; the Ram Deluxe, the Shopper, the Commuter Express and the Budget Express. The Ram Deluxe offers 120 meals and \$175 dining dollars for \$945. The Shopper offers 445 meals and \$325 dining dollars for \$625. The Commuter Express offers 65 meals and \$140 dining dollars for \$575. The Budget Express offers 40 meals and \$150 dining dollars for \$420. The current meal plan policy also allows students a 5% discount when they use their dining dollars. (Shaw, 2013)

Frostburg State University is a Maryland University that Shepherd is often compared

to. We researched their meal plan policies and they are very similar to what Shepherd offers. They also offer on campus and off campus meal plan options. For the on campus students Frostburg offers, Gold Unlimited, Silver 19, Super 15, Bonus 14, Bonus 12 and Bonus 10. For the off campus students Frostburg offers, Full Meal Deal, Quick Bite, Snack Size and Just a Nibble. Gold Unlimited is equivalent to our Deluxe 300 at Shepherd. They receive unlimited meals and \$200 dining dollars for \$2,072. ([Jennifer Scarborough, 2013](#)) It is the most expensive meal plan option available. Frostburg also has restricted hours on their meal plans and when they can be used. Frostburg also has 10 more venue options to choose from than Shepherd.

Fairmont State University is a West Virginia University that Shepherd competes with academically and in athletics. Fairmont offers way less meal plan options than Shepherd and Frostburg. They offer a 19 meal plan for \$1,796.00. This plan allows you to attend all 19 meals offered each week. That means every breakfast, lunch, brunch and dinner, including weekends. Also, you receive \$75 in flex dollars to purchase a meal for a visitor or classmate. Their flex dollars is equivalent to Shepherd's dining dollars. They also offer a 15 meal plan for just weekdays for \$1,640.00. This is 15 meals for Monday-Friday plus \$65 in flex dollars. They then offer a 15 meal plan for a full seven day week. This is 15 meals for seven days plus \$150 in flex dollars. This meal plan costs \$1,726.00. Lastly, they offer a 12 meal plan for five days that costs \$1,664.00. This meal plan can be used Monday-Friday. With this meal plan students also receive \$225 in flex dollars. (John Kellar, 2013) Fairmont also has restricted hours on their meal plans and when they can be used.

At Shepherd University, all meal plan options are restricted on a time schedule. The Ram's Den, Fireside Bistro and Wellness Café offer breakfast from 7:00-10:30am, lunch is offered from 12:00-3:59pm and dinner is offered 4:00-closed. Dining Hall breakfast is offered from 7:15am-9:30pm, lunch is offered from 11:00-2:00pm and dinner is offered from 4:30-close. Rams Den is closed on weekends and Wellness Café is closed on Sundays. (Shaw, 2013) Students may only use their meal plan during these hours. Students may only use one of their meals for each time slot. The Deluxe 300 is the only meal plan option that allows students to use meals freely, but it must be during these hours. The Deluxe 300 is the

most expensive meal plan option Shepherd offers. This becomes an issue for students who cannot afford the Deluxe 300, and want to use their meals as they please. After reading our survey results, gathering out research and receiving comments and feedback from Shepherd students, faculty and staff we concluded that meal plan purchasers wish to use as many meals as they like, whenever they like, with the meal plan option that they purchased. According to the meal plan survey, 90 out of 100 Shepherd students and staff agree that unused meals should be carried on to the next semester. Students and even staff spend a great deal of money on meal plans and deserve to use the unused meal plans from the previous semester, in the future. The survey results also informed us that only 7 out of 100 people agree to have meals convert to dining dollars at midterm. 60 out of 100 disagree on this idea to have meals convert to dining dollars at midterms. We believe this change would be a good meal plan policy at Shepherd and we believe there is a lack of knowledge and information students had when answering this question. We will rearrange the question to make it more understanding for students and we will give an explanation to why this is a good idea and have student answer this question for a second time.

The new meal plan policy at Shepherd University will allow students and staff to use as many of their meals throughout the day, on a non-restricted schedule. The new meal policy will also allow unused meals to carry on to the next semester. We believe this new policy will eliminate student and faculty complaints towards the meal plan services at Shepherd. According to the meal plan survey results, students and faculty felt their meals were being wasted due to the time restricted schedule Shepherd implements. With this new policy, students will be permitted to use as many of their meals as they please during any time of the day, eliminating wasted money and meals. From the current meal plan policy we will be keeping the discount, which allows students and staff a 5% discount when they use their dining dollars.

The new meal plan policy will be introduced to the Shepherd University dining services along with the President of the University. We will provide our research, survey results and PR campaign. We will receive a petition allowing us to introduce our new policy to the Shepherdstown community and Shepherd University students, faculty and staff. We will advertise the new policy through social media, letter to parents, flyers, ads and email blast. Shepherd University has a Facebook page that 14,302 people have visited. We will post our new policy on this page and allow comments and feedback from "friends." Shepherd University also has a twitter account that is very popular. We will post our new policy on the account, getting the word out there about the new policy. A lot of the school events and activities are advertised and introduced through flyers and small ads. We will create a flyer promoting our new policy. We will make these flyers colorful and vibrant so they stand out. We will also make them simple and convenient for all to read. We will post them in the Ram's den, Dining hall, Wellness Center, bathroom stalls and classroom buildings. We will also send a letter to all enrolled students and all paid staff and faculty informing them on our new policy. We will finally send out a mass email to all Shepherd University students, faculty and staff introducing the new policy. This email will entail; the current policy, the issues that it caused, the new policy and how it will benefit and satisfy all.

With this new meal plan policy we strongly believe that more meal plans will be purchased in the future. The new policy will eliminate meal plan complaints from students and faculty. This new policy will allow students with any meal plan option, to use as many of their meals throughout the day, on a non-restricted schedule. The new policy will also allow unused meals to carry on to the next semester meal plan. Meals and money will therefore be used and not wasted. Students will still receive a 5% discount when they use their dining dollars. This new policy will greatly benefit Shepherd University students, faculty and staff.

FAIRMONT STATE DINING SERVICES
MEAL PLAN OPTIONS FOR
2012-2013

Traditional Meal Plans entitle you to a fixed number of meals per week for use within the Falcon Center Dining Hall. You also receive an allocation of FLEX DOLLARS each semester. FLEX DOLLARS may be used to make purchases at the Falcon Center Dining Hall, at the Nickel Snack Bar and Convenience Store or at the Musick Library Starbuck's kiosk.

19 Meal Plan (Full Week)

Price: \$ 1,796.00 (per semester)

Offering the ultimate in dining convenience, this plan allows you to attend **all 19 meals offered each week**. That means every breakfast, lunch, brunch and dinner, including weekends. Also, you receive \$75 in FLEX DOLLARS to purchase a meal for a visitor or classmate or to do some shopping in the Nickel convenience store.

15 Meal Plan (Week Day)

Price: \$ 1,640.00 (per semester)

This Plan allows you to attend **fifteen meals available Monday through Friday**. Also, you receive \$65 in FLEX DOLLARS to purchase a meal for a visitor or classmate or to do some shopping in the Nickel convenience store. This plan is recommended for the student who usually leaves campus for most weekends, but plans to frequent our dining facility for a majority of the meals during the week.

15 Meal Plan (Full Week)

Price: \$ 1,726.00 (per semester)

This Plan allows you to attend **fifteen meals per week, including weekends**. Additionally you receive \$150 in FLEX DOLLARS to purchase a meal for a visitor or classmate or to do some shopping in the Nickel convenience store. This plan has evolved for the student who chooses to limit their number of meals available to him, yet wants the ability to use the plan any day of the week, including weekends.

12 Meal Plan (Week Day)

Price: \$ 1,664.00 (per semester)

This Plan allows you to attend **twelve meals Monday through Friday**. Additionally you receive \$225 in FLEX DOLLARS to purchase a meal on a weekend, for a visitor or classmate or to do some shopping in the Nickel convenience store. This plan is for the student who usually leaves campus for most weekends, but desires the flexibility and choice that the extra FLEX DOLLARS provides.

Traditional Meal Plan Sheet - 2013/14

The Basic 19 (\$1,950): offers 19 meals/week + 8 bonus meals and is accepted in the Dining Hall, Rams Den, Fireside Bistro, and Wellness Cafe. Regular meals may be used in retail locations using “meal transfer” (see times and credit amounts below); bonus meals may only be used in the Dining Hall. Traditional residential students not indicating a meal plan preference on their contract will be assigned this plan.

The Flex 15 (\$1,920): offers 15 meal/week (as above), 8 bonus meals, and \$105 dining dollars that may be used at any Dining Services location. This plan is available to residential students with passed credit hours above 25.

The Upper Class 12 (\$1,880): offers 12 meals/week (as above), 8 bonus meals, and \$200 dining dollars to be used at any Dining Services location. This plan is available to residential students with passed credit hours above 56.

The Deluxe Block 300 (\$2,170): offers 300 meals/semester and \$200 dining dollars. Students purchasing this plan may use meals in the Dining Hall at any time and in any combination. Dining dollars may be used at any campus dining location. This plan is available to any Shepherd University student.

For questions about meal plans, contact Jack Shaw @ 304.268.4399 or via e-mail to jshaw@shepherd.edu. See our web site at www.shepherd.edu/dineweb for further information about Shepherd University Dining Services.

2013/14 Hours of Operation:

Dining Hall:

Breakfast 7:15 to 10 a.m. (M-F); Continental 10 to 11 a.m. (M-F)
Lunch 11 a.m. to 3 p.m. (M-F); Soup, Salad, Pizza 3 to 4:00 p.m. (M-F)
Dinner 4:00 to 8:00 p.m. (M-Th); Dinner 4:00 to 7:30 p.m. (F-Su)
Brunch 11 a.m. to 3 p.m. (Sa /Su; w/continental from 9 am to 11 am)

Ram's Den:

Monday to Thursday 7 a.m. to 9 p.m.; Friday 7 a.m. to 3 p.m.

Fireside Bistro:

Monday to Thursday 7 a.m. to 10 p.m.; Friday 7 a.m. to 4 p.m.

Wellness Café:

Monday to Thursday 7:00 am to 8 pm; Friday 7:00 am to 7 pm
Saturday noon to 7pm

Ram Mart:

Sun to Thu 5 p.m. to midnight

Meal Transfer Times and Rates:

Breakfast (served 7 to 10:30 a.m.): \$4.75

Lunch (served 12:00 to 3:59 p.m.): \$6.00

Dinner (served 4 p.m. to closing): \$6.00

You get a 5% Discount on Dining Dollars purchases!



SHEPHERD UNIVERSITY

[Pick the date]

DEAR PARENTS/STUDENTS,

Shepherd University dining services is changing the meal plan time and usage as of August 26, 2013. After a recent survey, and petition that was brought to our attention about not being able to use the meal plan freely. After talking to the President of the University and other members of the dining services, we have proposed a new meal plan policy at Shepherd University. It will allow students to use as many of their meals throughout the day, on a non-restricted schedule, and allow students to carry over meals into the following semester.

If you have any questions feel free to call the registrar's office at 304-876-5000.

Also if you haven't signed up for a meal plan or still not sure if it is right for you, just call or visit the registrar office to change it.

Thank you and see you in August,

Allison Jones

MEAL PLAN CHANGE!

Shepherd University dining services is making a change in YOUR meal plan.

ALLOWING STUDENTS TO USE THEIR MEAL PLANS AT ANY TIME!

Same Plans, Same
Price, Better Usage!

Shepherd University
Po Box 5000
Shepherdstown, WV 25443
304-876-5000



Research

Shepherd University Meal Plan Policy:

- Traditional & Commuter meal plan options.
- **Locations:**
- **Dining Hall-** Breakfast 7:15am-9:30am, Lunch 11:00am- 2:00pm and Dinner 4:30p,-8:00pm
- **Rams Den-** Mon-Thur 7:00am-9:00pm and Friday 7:00am-3:00pm
- **Fireside Bistro-** Mon-Thur 7:00am-10:00pm and Friday 7:00am-4:00pm
- **Wellness Cafe-** Mon-Thur 7:00am-8:00pm, Friday 7:00am-7:00pm and Saturday 11:00am-5:30pm
- 5 % discount when dining dollars are used.
- Students may use their 1 breakfast meal during breakfast hours.
- Students may use their 1 lunch meal during lunch hours.
- Students may use their 1 dinner meal during dinner hours.
- The Deluxe Block 300 option is the only meal plan option that allows students to use as many meals as they like in one day.
- All students with any meal plan option can only use meal plan during hours of operation.
- **Traditional meal plan options:**
- The Basic 19- Offers 19 meals per week plus 8 total bonus meals. (\$1,950)
- The Flex 15- Offers 15 meals per week plus 8 total bonus meals and \$105 dining dollars. (\$1,920)
- The Upper Class 12- Offers 12 meals per weeks plus 8 total bonus meals and \$200 dining dollars (\$1,880)
- The Deluxe Block 300- Offers 300 meals a semester along with \$200 dining dollars. (\$2,170)
- **Commuter meal plan options:**
- The Ram Deluxe- Offers 120 meals and \$175 dining dollars. (\$945)
- The Shopper- Offers 445 meals and \$325 dining dollars. (\$625)

- The Commuter Express- Offers 65 meals and \$140 dining dollars. (\$575)
- The Budget Express- Offers 40 meals and \$150 dining dollars. (420)

Frostburg University Meal Plan Policy:

- Campus & off campus meal plan options.
- **Locations:**
- **Appalachian Station-** Mon-Fri 11:00am-8:00pm and Sunday 5:00-8:00pm
- **Bene Pizza-** Mon-Fri 11:00am-8:00pm and Sunday 5:00-8:00pm
- **Chick-fil-A-** Mon-Thur 8:30am-8:00pm and Friday 8:30am-3:00pm
- **Croutons-** Mon-Thur 11:00am-8:00pm, Friday 11:00am-3:00pm and Sunday 5:00-8:00pm
- **Taco Bell-** Mon-Thur 11:00am-8:00pm, Friday 11:00am-3:00pm and Sunday 5:00-8:00pm
- **Sub Zero-** Mon-Thur 11:00am-6:00pm, Friday 11:00am-2:00pm
- **Chesapeake Dining Hall-** Breakfast-7:15am-10:00am, Lunch 10:30am-1:00pm, Dinner 4:30-7:30pm Monday-Sunday
- **Java City-** Mon-Thur 7:45am-8:00pm and Friday 7:45am-3:00pm
- **Montague's Deli-** Mon-Thur 11:00am-8:00pm and Friday 11:00am-3:00pm
- Students may use their 1 breakfast meal during breakfast hours.
- Students may use their 1 lunch meal during lunch hours.
- Students may use their 1 dinner meal during dinner hours.
- Gold Unlimited is the only option that allows students to use meals freely.
- All students can only use meal plans during hours of operations.
- **Campus meal plan options:**
- Gold Unlimited- Unlimited access to Chesapeake Hall, \$200 Bonus Credit, Free Pizza Party. (\$2,072)
- Silver 19 -19 Meals per week, \$100 Bonus Credit, 10 Guest Passes, Higher Exchange Rates, Campus Coupon Book. (\$1,927)
- Super- 15 Meals per week \$200 Bonus Credit automatically enrolled if no plan is chosen (\$2,217)

- Bonus 14-14 Meals per week, \$100 Bonus Credit. (1,850)
- Bonus 12 12 Meals per week, \$250 Bonus Credit. (1,920)
- Bonus 10 -10 Meals per week, \$75 Bonus Credit. (\$1,614)
- **Off Campus meal plan options:**
- Full Meal Deal-100 Meals per semester and \$225 Bonus Credit. (\$906)
- Quick Bite-75 Meals per semester and \$350 Bonus Credit. (\$897)
- Snack Size-60 Meals per semester and \$150 Bonus Credit. (\$621)
- Just a Nibble- 45 Meals per semester and \$200 Bonus Credit. (\$599)

Fairmont State University:

- **Locations:**
- **Cafeteria-** Breakfast 7:00am-10:00am, Lunch 11:00am-3:00pm and Dinner 5:00pm-7:00pm
- **Nickel- Mon-Thur** 7:00am-10:00pm, Friday 7:00am-2:00pm and Weekends 12:00pm-6:00pm
- **Hershey's and Ciabatta's Subs-** Mon-Thur 11:00am-9:00pm and Friday 11:00am-5:00pm
- **Starbucks-** Mon-Thur 7:00am-5:00pm and Friday 7:00am-2:00pm
- Students may only use their meal plan during hours of operations.
- Students may use 1 breakfast meal during breakfast hours.
- Students may use 1 lunch meal during lunch hours.
- Students may use 1 dinner meal during dinner hours.
- **Meal Plan Options Available:**
- **19 meal plan-** Offers 19 meals per week + 75 flex dollars. (\$1,796)
- **15 meal plan (week day) -** Offers 15 meals for five days + 65 flex dollars. (\$1,640)
- **15 meal plan (full week) -** Offers 15 meals for seven days + 150 flex dollars. (\$1,726)
- **12 meal plan (week day) -**Offers 12 meals for five days + 225 flex dollars. (\$1,664)

- **Shepherd University Dining Services: 30% of Shepherd University students live on campus and 90% purchased a meal plan 2013.**