ASUCD
Coffee House

Davis Honors Challenge, Winter 2009
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Executive Summary
Our DHC Marketing Consultant Team evaluated avenues for the UC Davis Coffee House (CoHo) to increase campus awareness of its distinctive philosophy and qualities through surveying campus affiliates, holding a student focus group, comparing the CoHo to similar cooperative facilities, and reviewing renovation design plans. Based on these findings, we propose a comprehensive marketing strategy for the CoHo to “tell its story,” while remaining within a limited advertising budget. As the CoHo will undergo significant renovations beginning spring 2009, our marketing plan is intended for this new and improved version of the Coffee House.

In order to promote the CoHo, we first needed to understand both its history and principles; in doing so, we would be better equipped with the knowledge needed to properly present the CoHo “story.” The three main tenets of the CoHo philosophy are sustainability, student run and operated, and CoHome-made. The CoHo philosophy practices sustainability by buying locally, and supporting environmentally friendly and socially responsible operations. In addition, the CoHo is student run and operated, employing over 200 students, 5 full-time and career employees, and a handful of student managers. Lastly, 95 percent of the CoHo menu items are CoHome-made, meaning made from scratch. The CoHo focuses on offering a variety of healthy options, including vegan, vegetarian, gluten-free, and low fat dishes.

The CoHo prides itself on these practices, but only a small minority of the Davis community seems aware of this philosophy. Our group's objective was to increase awareness of the CoHo's philosophy in addition to developing a marketing plan, which would emphasize these ideals as well as advertise their variety, events, and specials.

Our team started its research with a focus group, in which we asked various questions about CoHo practices, the food they serve, and what made the CoHo unique. Strikingly, students were unaware of many of the menu items the CoHo had to offer, and would have liked to purchase them if they had known of their existence. They also knew little, if anything, about the CoHo philosophy. This further emphasized the point that the CoHo needs to invest more in marketing their products and practices.

In order to confirm our focus group results and identify whom exactly that CoHo would benefit most from marketing to, we administered a QuickPoll survey to members of the UC Davis community through Student Affairs Research and Information (SARI). The survey received over 10,000 responses.

Analyzing the results of our base question (“On average, how many times per week do you purchase food and/or beverages at the Coffee House?”), we saw a decreasing trend from those who do not frequent the CoHo to those who go 5 or more times a week. Notably, over 60 percent of our sample population claim to visit the CoHo less than once per week. Breaking the base question down by subgroups, we found that over 60 percent of professional graduate students and over 50 percent of freshmen respondents replied they never purchase food and/or beverages from the CoHo. Conversely, a high percentage of juniors and seniors visit the CoHo more often.

In order to implement these findings into our marketing plan, we analyzed why people do not visit the CoHo. Of those who do not go, over 60 percent of upperclassmen eat at or bring their own food from home, while freshmen and sophomores are mostly unfamiliar with the CoHo or prefer other on-campus dining options, such as the Silo or Dinning Commons. Many graduate students, faculty, and staff either do not know about
the CoHo or get their food from home. Factors such as food, hours of operation, and environment are less important across all groups.

Considering the data, we realized that we had to find a way to increase the awareness of the CoHo at UC Davis, particularly to the freshman, sophomores, graduate students, and faculty members. We also saw it as a great opportunity to educate new customers about the philosophy of the CoHo.

We were especially interested in using available campus resources to reduce marketing cost while increasing the effectiveness of its delivery. We designed various flyers to appeal to different groups, especially upon arrival to UC Davis, such as one to be specifically delivered to freshmen in the orientation packet that they receive at the beginning of the school year. Another way to reach new students is by partnering up with Campus Tours, which hosts tours for new and prospective students. We wrote a brief revised description for the Self Guided Walking Tour brochure emphasizing key concepts about the CoHo. However, we also recommend that the CoHo edit the guided tours script in a similar fashion; in doing this, everyone who visits the campus will receive the same description of the CoHo story.

In addition, we have included instructions in this report for creating a Facebook group in order to take advantage of the social networking site’s wide-ranging popularity on campus, especially among the undergraduate population. This is a free and effective way to advertise CoHo menu specials as well as events, such as CoHo Live.

Because many juniors and seniors bring their own food from home instead of purchasing from the CoHo, we want to promote the idea of “CoHome-made” food. The diverse variety of fresh, made-from-scratch meals may appeal to those who want to make food from home but do not have the time. We also want to promote incentive-driven visits to appeal to students who are unaware of the CoHo or are budget-conscious by designing and running coupons in the California Aggie, which presents an effective way to broadly distribute the coupons.

The second focus of our marketing strategy targeted customers who already go to the CoHo. Our QuickPoll asked respondents who claimed to visit 1-2 times per week which elements of the CoHo philosophy were important to them in choosing to dine there. Among the CoHo’s key points, “student run and operated” was most important, with about 37 percent of respondents selecting it as a factor, 33 percent selecting “food made from scratch”, and just fewer than 27 percent selecting “sustainability.” Our largest response, however, found 45 percent of respondents selecting “none of the above.”

Surprised by this result, we wanted to determine what “none of the above” entailed in order to avoid missing a potentially important factor. We conducted interviews of students at both the CoHo and the Silo, asking them why they chose to eat at that particular venue that day. Overwhelmingly, both groups cited location. Customers described nearby classes, meetings, or offices as the primary factor behind their decision.

It may be possible for the CoHo to appeal to potential customers who are sensitive to location. Promoting with Unitrans, for example, would enhance awareness of the CoHo for those getting off nearby at the Memorial Union terminal, while also reminding those at the Silo terminal of the key points that might make a walk to the CoHo for lunch worthwhile. The CoHo’s philosophy can also be used to help teach
customers more about what the CoHo stands for. Advertising “student run and operated” on the cover of a brochure may entice customers to pick one up and learn more about the CoHo’s key principles.

Besides identifying what existing customers liked about the CoHo, we believed it was important to determine what could be improved. QuickPoll participants who said they visited the CoHo three or more times a week were directed to “indicate which of the following venues needs improvement.”

The greatest response by far was for the Hot Food Line, at 20.6 percent, with the Tex-Mex Grill and Bakery rounding out the top three with percentages of 14.27 and 13.65, respectively. Since the question did not specifically refer to food and beverage improvements, it is possible that participants were concerned with the somewhat confusing layout of those stations. Such concerns will be remedied by the renovations, which will house all stations in a single, cafeteria-like space with a more obvious design and better flow. The CoHo is also currently working toward allowing students to charge purchases to their student accounts, another convenience which will speed up lines and possibly encourage more frequent visits.

There may be other factors involved, however, since many seniors indicated that the Hot Food Line needs improvement, and a similarly large number of sophomores in the 5 or more visits per week range think so of the Tex-Mex Grill.

Overall, we feel the CoHo needs to boost its visibility to retain current customers as well as appeal to new ones. Advertisements detailing the CoHo’s various offerings are a key component in these efforts, as is posting them in strategic locations. We spoke with representatives from the Women’s Research and Resources Center, the Lesbian, Gay, Bisexual and Transgender Center, and the Cross Cultural Center about posting flyers in those areas. These are excellent sites for raising awareness, considering their proximity to the CoHo and the assumption that many students visit during free time. A well-placed reminder could influence them to grab a snack at the CoHo as well.

Besides widespread flyering and advertisements, the CoHo can raise its profile on campus by holding special events, such as a Sustainability Awareness Day, which would provide many opportunities to promote applicable parts of the CoHo philosophy. Programs that encourage student involvement, like an art contest could not only raise CoHo interaction with the campus population, but also allow the CoHo the opportunity to tell their story in a personalized, artistic way.

Furthermore, the CoHo can appeal to budget-conscious returning customers by offering coupons that emphasize inexpensive options, such as a "$1 Off a Bakery Item (Free Cookie or Bar),” as well as expanding current incentive programs, like including espresso bar drinks on the “Buy 10, Get 1 Free” coffee card.

The CoHo can also take advantage of numerous faculty and student programs and groups, like the Graduate Students Association, study groups and class parties held on campus by promoting its existing catering services more heavily, and by instituting targeted deals. For instance, there could be an end-of-quarter special on whole pizzas, or a discount on bagel and breakfast platters.

By implementing our marketing plan, the CoHo stands to significantly increase awareness of its philosophy, improve visibility, and boost customer attendance at a
minimal cost, while continuing to pursue its stated goals of offering healthful, tasty food at an inexpensive price in a relaxing and eclectic environment.
DATA ANALYSIS
Focus Group

Eight UC Davis students attended our focus group on Coffee House marketing and food options. The students visited the CoHo from as infrequently as a few times each quarter to up to 3 times per week. Most of our participants were third year students, with one fourth year, one second year, and one who declined to state. The majority of the participants found out about the CoHo through talking to friends. A couple did hear about it through campus tours; however, it was a general consensus that among those who had been on the tour that guides informed visitors that the CoHo is mostly frequented by upperclassmen.

When asked about the uniqueness of the CoHo, most participants commented on its convenience as a place to go on campus between classes. Most knew it was a student run operation. Some also cited its location near the quad, the “CoHome-made” food, and the variety of food choices as other reasons the CoHo was unique to them.

After telling them a little about the story the CoHo would like to tell its customers, our focus group was asked for ideas on how to spread the message to UCD students. They suggested putting up posters around campus or having table placards with key information. They also liked the idea of having highly visible displays for all food options, as well as have the CoHo promote their selection of ethnic foods and weekly specials, especially outside the CoHo itself. Another suggestion was to have a link to the Coffee House website through MyUCDavis. Most agreed the CoHo needs to target freshmen so that a trickledown effect would occur as they progress through college. In addition, they also suggested emphasizing the organic/sustainable aspect of the CoHo. Lastly, student participant stated that they found financial nature of the CoHo as a non-profit organization that is part of ASUCD to be quite marketable.

With respect to food items in general, people tended to like the bakery, Tex-Mex Grill, and pizza stations due to the high visibility of their menus. Most remarked that they had seen people walking around with pasta or other hot food items, but did not know where it came from or what it was.

All of our participants have been to the bakery at least once. Most liked the convenience of the shorter lines there, and in particular liked the brownies, cake, and ice cream. When pressed for improvement suggestions, they considered stocking filled croissants (e.g. ham & cheese sandwiches), pies (they did not know if these appeared), and waffles, as well making CoHo hours of operation longer.

Many of our group has also gone to the Tex-Mex Grill. They thought the prices were fair for the food, and one commented that the breakfast burrito was good. The size of the portions may be a problem, since one person said his burrito was bigger than the plate it came on and caused a mess (conversely, this may be a plate problem). They also liked the idea of having burrito bowls (burrito contents in a bowl without the tortilla).
A substantial number of our group has gone to the bagels station. They liked the efficiency of the lines for bagels, and liked the bagel variety and the lox. They also suggested having more varieties of bagels and serving breakfast all day.

The pizza station was not as popular with our group, with a few complaining about the quantity of pizza offered for the price. People thought that this station should have larger, more uniformly cut slices of pizza. The also thought there needed to be more variety in pizzas offered, such as a greater frequency of Hawaiian and combination pizza.

The espresso line generated few comments because, for some reason, nobody in our focus group drinks coffee. They did think it would be nice to see smoothies or “frappes” (cold coffee drinks) from the espresso station around the summer months.

People thought the pho station had very little variety compared to the rest of the CoHo. They disliked the long lines, and their inability to see the food offered. They thought the price was reasonable for the food given, but that it varied drastically from the price of food at other stations.

Member of our focus group did not frequent the hot food line, with some not knowing where it was or how to order. The primary food complaint was that many of the popular items sell out quickly, especially the daily specials. They did think that having specials was a good idea to draw attention to certain food items.

The deli seemed to have a problem of longer than average lines. Our group found CoHo sandwiches to be different in style from the Silo sandwiches. Some said that CoHo sandwiches fall apart, and suggested using toothpicks to hold the sandwiches together. When asked for any food improvements, people suggested more side options with their sandwich, such as fruit salad, apples/oranges/bananas, potato salad, or a small side salad instead of the current grapes or chips.

The only comment on the salad bar was that the chicken was dry and cold, and they would have liked to see warm chicken.

Miscellaneously, people thought it would be nice to stock the cans of Arizona Iced Tea again. They also liked the idea of having nooks and crannies in the CoHo to cut down on the overarching noise, and having secluded food areas or even small rooms instead of a large open dining area like the Dining Commons. If rooms were created, our group thought renting them for events would also be a good idea. They also thought wall decorations could help in attracting customers or provide aesthetic appeal, such as having indoor plants to emphasize the natural emphasis on the CoHo food. Another suggestion was to post student art on the walls of the CoHo, and perhaps run regular art contests with the winner getting their work in a featured place in the CoHo. Our group also liked the idea of CoHo Live, but had not heard about it much and therefore had not gone before. Participants suggested more promotion before the events themselves, such as advertisements in The Aggie, as well as visible signage at the
concerts themselves. They liked the idea of having local bands perform, again in accord with the ‘homemade’ philosophy of the CoHo.
Survey Background

In order to identify whom exactly that CoHo would benefit most from marketing to, we administered a QuickPoll survey to members of the UC Davis community through Student Affairs Research and Information (SARI). The survey was sent to undergraduate and graduate students, as well as faculty and staff. The survey received 10,216 responses.

Respondents were asked, on average, how many times per week they purchase food and/or beverages at the CoHo, with the shown options:

![Quick Poll - Mozilla Firefox](https://my.ucdavis.edu/quick_poll/gp_poll_generator.cfm?qpid=)

Those who selected “Never” or “Fewer than once” were then directed to a question asking what reasons they cite for not going more frequently. Those selecting “1-2 times” were directed to a question focused on what key aspects of the CoHo philosophy, if any, make an impact in their decision to visit. Those selecting “3-4 times” or “5 or more times” were sent to a question asking which of the CoHo’s existing venues could use the most improvement. These questions, as given to participants, are shown below.
Indicate which of the following influence the frequency of your visits to the CoHo. (Check all that apply)

- I am unfamiliar with the CoHo.
- I prefer other on-campus dining options (Slc, Dining Commons, etc.).
- I prefer off-campus dining options.
- I eat at home or bring my own food.
- The CoHo is too expensive for me.
- The CoHo is not close to my classes.
- The CoHo is not open when I would go.
- I do not like the CoHo food.
- I do not enjoy the CoHo environment.

Save

Which of the following influence your decision to purchase food and/or beverages at the CoHo. (Check all that apply)

- The CoHo strives toward sustainability.
- The CoHo is student run and student operated.
- The CoHo makes most of their food from scratch.
- The CoHo is independent from Sodexo.
- The CoHo is part of ASUCD.
- None of the above.

Save
## Survey Demographics

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BASE QUESTION ANALYSIS

Looking at the results of the base question, there is a decreasing trend from those who do not frequently purchase food and/or beverages at the CoHo to those who go more than 5 times a week. According to our analysis, 36.7% of survey takers “Never” purchase food/beverages from the CoHo, while 27.2% do so “Fewer than once a week.” What is most notable of these results is that over 60% of our sample population purchases food/beverages less than once per week, demonstrating a huge potential for market growth.
Gender statistics suggest that females, more than males, purchase food and/or beverages both fewer than once a week and 3-4 times per week. Males, on the other hand, purchase food/beverages the most, with 6.3% of male survey takers indicating they dine at the CoHo 5 or more times per week. For female survey takers, this statistic is 4.8%. Males also frequent the CoHo least, with 40.4% of survey takers indicating they never go, as opposed to female counterparts at 33.2%. The Chi-squared tests show that there is a dependence between gender and frequency of visit (p < .0005), which should be investigated. Specifically, the large number of males selecting “Never” could be a potential target audience for any marketing campaigns or efforts.
In terms of undergraduate class level, there is a correlation between class level and purchasing food and/or beverages from the CoHo. Specifically, 56.9% of freshman survey takers indicated that they never purchase food and/or beverages from the CoHo. Conversely, a higher number of juniors and seniors frequent the CoHo more often; only 23.2% of senior respondents stated they never go. In examining campus affiliation, it appears that 60% of professional graduate students sampled said that they never purchase food/beverages the CoHo.
“Fewer than once a week” responses are consistent in the high-20% levels across all undergraduate classes. On the other end of the spectrum, the most frequent undergraduate visitors are upperclassmen, with 8% of junior and 7% of senior survey respondents purchasing food/beverages from the CoHo 5 or more times per week. For campus affiliation, it appears that the most likely group to purchase food and/or beverages from the CoHo is faculty and staff, with 8.7% going 5 or more times per week.
Regression Analysis
After running a multivariate regression of our base question on UC Davis affiliates, it is evident that one subgroup frequents the CoHo more per week than its counterpart. On average, freshmen frequent the CoHo about 1.7 times per week, sophomores go about 2.2 times a week, juniors go about 2.5 times a week, seniors go about 2.6 times a week, graduate students go about 2.1 times a week, and faculty/staff go about 2.2 times a week. The data are all statistically significant and show which subgroup goes to the CoHo the most.

Ascending Rank: Freshmen, graduate students, sophomores, faculty/staff, juniors, and seniors

Model Summary

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a. Predictors: (Constant), Sophomores, Grad, FS, Seniors, Juniors

ANOVA

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a. Predictors: (Constant), Sophomores, Grad, FS, Seniors, Juniors
b. Dependent Variable: On average, how many times per week do you purchase food and/or beverages at the Coffee House (CoHo)?

Coefficients

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a. Dependent Variable: On average, how many times per week do you purchase food and/or beverages at the Coffee House (CoHo)?
This graph shows the top three and bottom three reasons why people do not visit the CoHo more frequently. As demonstrated, the majority of respondents either eat at or bring their own food from home or are unfamiliar with the CoHo, and thus do not go as often. On the other hand, factors such as the CoHo food, hours of operation, and environment do not play a large role in determining an individual’s decision to frequent the CoHo. However, as one increases in undergraduate class standing, food quality does become more of an issue. In addition, preference for off-campus dining options increases as one progresses in undergraduate class level.
REASONS “WHY PEOPLE DON’T GO”:
SUBGROUP ANALYSIS

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<td>I prefer other on-campus dining options.</td>
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<td>The ColHo is not close to my classes.</td>
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<td>I do not enjoy the ColHo environment when I would go.</td>
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<td>The ColHo is not open when I would go.</td>
<td>3%</td>
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<table>
<thead>
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<th>Reason</th>
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<td>I eat at home or bring my own food.</td>
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<td>I am unfamiliar with the ColHo.</td>
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<td>I prefer other on-campus dining options.</td>
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<td>The ColHo is not close to my classes.</td>
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<tr>
<td>The ColHo is not open when I would go.</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I eat at home or bring my own food.</td>
<td>63%</td>
</tr>
<tr>
<td>I am unfamiliar with the ColHo.</td>
<td>31%</td>
</tr>
<tr>
<td>I prefer other on-campus dining options.</td>
<td>18%</td>
</tr>
<tr>
<td>The ColHo is not close to my classes.</td>
<td>14%</td>
</tr>
<tr>
<td>I do not like the ColHo food.</td>
<td>13%</td>
</tr>
<tr>
<td>I do not enjoy the ColHo environment when I would go.</td>
<td>11%</td>
</tr>
<tr>
<td>The ColHo is not open when I would go.</td>
<td>2%</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I eat at home or bring my own food.</td>
<td>69%</td>
</tr>
<tr>
<td>I am unfamiliar with the ColHo.</td>
<td>23%</td>
</tr>
<tr>
<td>I prefer other on-campus dining options.</td>
<td>20%</td>
</tr>
<tr>
<td>The ColHo is not close to my classes.</td>
<td>18%</td>
</tr>
<tr>
<td>I do not like the ColHo food.</td>
<td>13%</td>
</tr>
<tr>
<td>I do not enjoy the ColHo environment when I would go.</td>
<td>12%</td>
</tr>
<tr>
<td>The ColHo is not open when I would go.</td>
<td>2%</td>
</tr>
</tbody>
</table>
In separating the previous figure into campus affiliation subgroups, it appears that an overwhelming majority of juniors and seniors cited eating at or bringing their food from home as an alternative to purchasing food and/or beverages at the CoHo. Over 60% of upperclassmen that were directed to this question selected “I eat at home or bring my own food from home” as one of their reasons for not frequenting the CoHo. In looking more closely at freshmen and sophomore survey responses, we see that these two groups are either unfamiliar with the CoHo or that they prefer other on-campus dining options, such as the Silo or Dining Commons. In addition, substantially fewer freshmen eat at or bring their own food from home relative to other undergraduate affiliates. Finally, graduate students, faculty and staff either do not know about the CoHo or eat at home/bring their food from home.
In examining the “I go to the CoHo fewer than once a week” data for all campus affiliates, it appears that off-campus dining preference levels are consistent among all affiliates. Bringing food from home is the most prevalent reason for not frequenting the CoHo among all groups except professional graduate students, who cite proximity to classes as their primary reason. More specifically, there appears to be a large jump between sophomore and junior class level on-campus dining preferences. Based on the responses to the option, “The CoHo is not open when I would go” is not a significant problem or factor in visiting the CoHo. Lastly, not enjoying the CoHo food and the CoHo environment appear to increase with undergraduate class level.
Across gender, it appears that eating at or bringing food from home is the primary factor in determining the frequency with which one purchases food and/or beverages from the CoHo. Other factors in determining frequency of visits showed no significant correlations (p > .05) within the respondents to the “fewer than once” branch.
To determine which key points of the CoHo philosophy were important to customers, we asked people who selected that they purchase food and/or beverages from the CoHo 1-2 times per week what elements of the CoHo philosophy were important in determining their choice to dine there. Our largest response, at 45%, was “None of the above.” Among the CoHo’s key points, student-run and -operated was most important with about 37% of respondents selecting it as a factor. Food made from scratch was second at 33% and sustainability third at just fewer than 27%. The majority of chi-squared tests run against class for this section gave a large p value (p > .05), indicating no significant correlation between class level and reasons for going to the CoHo. The only category with some correlation was sustainability (p = .001).
Overall between genders, it appears that the CoHo being student-run and -operated is the most marketable. CoHo food being “made from scratch” and the “CoHo strives towards sustainability” follow in popularity respectively for both genders. However, a larger percentage of women than men cited sustainability and food from scratch within their demographic groups, indicating a stronger influence of those factors. While the discrepancy is noticeable, due to the relative frequency of the responses across both groups, targeting women differently from men does not appear to be necessary. The “None of the Above” answers could include prices and location as factors; however, this is something that we cannot market or change. Since our objective was to determine which of the CoHo’s attributes could be best advertised, the “None of the Above” responses should not be that large of a factor.
The greatest response for improvement was for the Hot Food Line, followed by the Tex-Mex Grill and Bakery. Since we did not specifically ask about food and beverage improvements in our question, it is possible that these responses are referring to the somewhat confusing layout of the stations in CoHo II, which should be remedied by the renovation. However, there may be other factors in play since many seniors indicated that the Hot Food Line needs improvement. Similarly, a large number of sophomores in the “5 or more visits per week” range think so of the Tex-Mex Grill.
Since the sample population is rather small for freshmen, graduate students, and faculty and staff for these questions, it is difficult to determine correlations regarding these groups. Among the remaining classes, a large number of seniors indicated that the Hot Food Line needs improvement, while a similarly large number of sophomores indicated the Tex-Mex Grill. Most of the other stations show similar numbers across all valid classes.
The only substantial discrepancies between genders we have seen are in the Espresso and Pho stations. More males than females think the Pho station needs improvement, whereas more females than males believe the espresso station needs improvement.
We noticed some ethnic trends in our data. Specifically, Asians want improvements to the Pho venue and Latinos would like to see improvement in the Tex-Mex Grill and Pizza venues. However, in terms of visit frequency and determining factors, there seem to be very few differences between ethnic groups.
INTERVIEWS

We conducted qualitative interviews during peak hours at the CoHo and Silo to supplement our SARI data. These interviews were intended to be conducted in a conversational manner to find out specifics that compel visitors to frequent their respective location. The three general questions we asked were: How did you hear about the CoHo/Silo? Why did you choose to eat at the CoHo/Silo today? What do you like best about the CoHo/Silo? In total, we gathered 20 responses from the CoHo and 12 from the Silo.

The answers were all fairly uniform, regardless of venue. People typically discover the on-campus venues just by passing through, whether it is going from classes or touring the campus. The primary reason for people visiting their respective venues also was heavily depended upon proximity. However, some remarks demonstrated that customers were cognizant of the differences in food between the CoHo and the Silo, and this played a role in their choice of venue. Looking at the last question of our interview, we noticed a subtle trend of CoHo visitors citing its relatively inexpensive prices and made-from-scratch food, while Silo customers primarily relate to the location and name brand foods.
Marketing Recommendations
One of the most important things the CoHo can do is increase its visibility around campus, which can be done by advertising through the California Aggie. The Aggie is the number one source of information for students. They have a daily readership of over 35,000, run 13,000 copies daily, and offer the lowest advertising rates per copy in Yolo County. This high readership will provide a cheap and easy way to advertise the CoHo, especially after the renovations, and can be used to distribute coupons as well.

Deadline:
- Paper transmission must be submitted three work days before the publishing deadline of 4 p.m.
- Electronic copy must be submitted by 12 p.m., 2 days before publication
- All advertisement must meet the minimum size requirement of 3 column inches (1X3 or 2 x 1.5)

Rates: Rates are given by per column inches with each column equally 1.875 inches
- For a single day run, it will cost $10 per column inch
- For quarterly runs, the pricing is cheaper than the per day run
  100" $8.90/column inch
  250" $8.70.column inch
- For annual runs, the rate for per column inch is significantly cheaper

<table>
<thead>
<tr>
<th>Column Inches</th>
<th>Price/column inch</th>
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<tr>
<td>250&quot;</td>
<td>$8.85</td>
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<td>$8.65</td>
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<tr>
<td>750&quot;</td>
<td>$8.40</td>
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<tr>
<td>1500&quot;</td>
<td>$8.15</td>
</tr>
<tr>
<td>2,500&quot;</td>
<td>$8.00</td>
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The Aggie provides additional discounts for repeatedly running an ad
Consecutive runs will receive a 25% discount.
Non-consecutive runs will receive a 15% discount
RUNNING ADVERTISEMENT ON UNITRANS

Contact: Jonathan "Tiny" Sanders
Phone: (530) 754-5838
(530) 752 – BUSS, (530) 752 - 2877

Email: unitransadsales@gmail.com, unitrans@ucdavis.edu

Unitrans provides two advertising plans for bus interiors and one for the exteriors of double-decker buses. As the primary target of our advertising is UC Davis students, we feel interior advertising will be much better suited to these purposes, as students will likely spend more time in buses commuting than outside looking at the bus. However, if the Coffee House’s advertising goals shift towards a broader audience, exterior advertising may be an effective means of targeting the community at large.

Interior Bus Advertising Rates

- There are currently 43 single-decks buses available for advertisement.

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<tbody>
<tr>
<td>Full Interior Sign Package/Academic Year (82 spaces – two per single-deck bus)</td>
<td>$1250</td>
<td></td>
</tr>
<tr>
<td>Half Interior Sign Package/Academic Year (41 spaces – one per single-deck bus)</td>
<td>$675</td>
<td></td>
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</table>

- 34 of the 43 buses are 40-foot long. Spaces on these buses can be rented out separately for a reduced rate.

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<tbody>
<tr>
<td>Full Interior 40-ft Sign Package per Academic Year (68 spaces)</td>
<td>$930</td>
<td></td>
</tr>
<tr>
<td>Half Interior 40-ft Sign Package per Academic Year (34 spaces)</td>
<td>$505</td>
<td></td>
</tr>
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</table>

Exterior Advertising Rates

- For exterior advertising, there are three double-decker buses available.
  Exterior Sign Package for one Academic Year: $1250

*Since Unitrans has no control of double deck buses that may be taken out of service during the year, exterior sign spaces are sold in groups of three to ensure maximum exposure.
Setting Up an Electronic Payment System

Contacts:

Mark Champagne, ASCUD Business Manager
Phone: (530)752-1990
Email: mrchampagne@ucdavis.edu

Alex Park, Creative Media Director
Email: appark@ucdavis.edu

We spoke with ASUCD Business Manager regarding the implementation of an electronic payment system much like that which is being used in the Bookstore and Bike Barn. Mark mentioned that the implementation of such a system had been a long term goal of the CoHo and will be addressed following the renovation when a register system will be installed. For more technical information regarding the intended electronic payment system, please contact the ASUCD Creative Media department under Alex Park.

Creating a Low Cost Marketing Department

The most cost effective method for hiring a marketing team on a University campus is to recruit the student population. Top majors from which to recruit interns are economics, managerial economics, and design. These students would be able to work on a part-time basis as interns or in a work study program for units. Candidates’ motivation and enthusiasm for the CoHo should be the most crucial credential to consider when selecting candidates, so that they will be self motivated and productive with little overhead supervision.

Alternatively, the CoHo could hire an exclusive, full-time marketing coordinator that oversees marketing interns. Bringing in an experienced professional to lead the CoHo marketing team would provide continual motivation and direction for future marketing campaigns. In addition, this full-time staff member will have the potential to remain on the CoHo team for a longer time than an average four-year student. The downside to this approach would be the extra cost to the CoHo for salary and fulltime benefits.

However, a synthesis of the two approaches might prove the most effective. Given the rising unemployment rate and the increase in people returning to school to ride out the recession, the CoHo might be able to find a well qualified candidate among the graduate student body and present them with a part time position in which they can apply their industry experience while attending school. As a result, the CoHo could implement a part time marketing team led by more experienced students without the cost of another full-time staff.
Art or Poster Contest

As discussed in our initial meeting, the CoHo renovation plans currently leave extra space available for the CoHo to utilize as it sees fit. Poster and art entries could be displayed in these open spaces. This could be a means of continually increasing campus awareness of the CoHo story, as well as increasing campus interaction with the CoHo.

The following is a timeline for running an art and/or poster contest. It is intended to provide a rough guideline for steps that may need to be taken and a timeline for their completion. In addition, the information below has been personalized to fit the CoHo’s needs, and discusses which organizations the CoHo would need to work with to make such an event possible. Our Marketing Consulting team met with individuals from SPAC, Campus Events and Visitor Services, and ASUCD. Essentially, the CoHo has free reign to do as it pleases and does not need to run the project through any of the above organizations; Aaron Sikes, the Event Coordinator with Campus Events, confirmed this in a meeting. However, if the CoHo managers choose to reserve space in the CoHo, or if there is going to be ticketing, the CoHo would need to contact an on-campus organization.

3 - 6 Months Prior to the Contest:
- Select a topic or theme of the contest. In the case of the CoHo, it would be ideal to have a theme telling the CoHo “philosophy” or “story.”
- Select the specific phrases you would like the CoHo to promote, such as the following: “Sustainability”, “Student-run”, and “CoHome-made.”
- Have information about these principles, as well as the CoHo history, available for those that want to know more about it.
- Line up sponsors.
- Select and recruit judges. Possible judges include Sharon Coulson, Darin Schluep, Mark Champagne, or the current Marketing Intern, Shayna Lesovoy. We recommend that there be three judges; however, consider having alternates if someone cannot act as a judge at the last minute.
- Establish a deadline for entries. The deadline is encouraged to be within a week or two of the scheduled exhibition of the posters. For more details, see “Contest Deadline.”
- If ordering t-shirts, ribbons, and participant certificates, 4-6 weeks needs to be allowed for their delivery. The deadline could be a week or two before the posters are to go on display.
- Decide who is to be the contact person/s for the contest and handle questions. Decide how, in what manner, and when they could be contacted.
- Determine where in the CoHo and for how long the posters will be on display.
- Set parameters for where and how the posters are to be picked up.

6-8 Weeks Before:
Disperse announcements and flyers about the contest to prospective participants and to
the media. Include information on the CoHo website, in The California Aggie, and classrooms. Perhaps consider distributing information specifically to the Art Building.

4-6 Weeks Before:
If needed, order t-shirts, ribbons, and participant certificates during this time period.

Contest Deadline:
- Within two weeks of the contest deadline, send out notices to participants and media about when and where the posters are on display.
- When collecting the entries, it is recommended that all entry forms or indications of who created the entry be hidden from site, perhaps by placing this information on the back of the poster. This will encourage fair judging practices.
- Judge the posters within three days of the deadline.
- It is recommended that within two days of judging the contest, the program managers should display notices of awards either on the winning posters or on the Coffee House website; this could help draw a greater number of individuals to the website and be free advertising for the CoHo story and menu.
- Exhibit the posters for 2 to 4 weeks.

If the CoHo management chooses to exhibit the posters, the CoHo must reserve space with Campus Events and Visitor Services beforehand.

Contact:
Aaron Sikes, Event Coordinator for Campus Events and Visitor Services
442 Memorial Union
Phone: (530) 752-4453
Email: ajsikes@ucdavis.edu

In addition, if the CoHo so chooses, it may charge a fee for viewing the posters. In order to do this, CoHo personnel must contact Student Unions located in the Memorial Union. This was also confirmed by Aaron Sikes via a face to face meeting.

Other Considerations:
Please refer to the part of this report that details fire safety regulations, as well as contact information about hanging possible fire hazards. The benefit though of having a poster contest is that the winning posters can easily be preserved and removed after several years if the CoHo so desires to hold another contest. This may be a means of continually increasing campus awareness of the CoHo story, as well as increasing campus interaction with the CoHo and vice versa.

If desired, the CoHo can hold a reception for the participants and/or the winning poster(s). We suggest that any sort of reception be held in the CoHo venue, perhaps in the same location as the exhibition. In addition, consider asking The California Aggie to include a short article about the winning contestant(s) and posters.
After the Contest:
Encourage all posters to be picked up within the week following the showcase. Remember to send special thanks to judges, sponsors, and involved organizations.

*The information included in the timeline above was gathered from the Star Poster Program webpage created by Robert E. Bear and located at http://www.ursidaeenterprises.com/article1/article.html
CREATING COUPONS, FLYERS & BROCHURES

A fast and effective way of promoting events includes mass creating and distributing coupons, flyers, and brochures. In addition, these items can be created easily and should not take long to distribute. The majority of the cost will come from honoring coupons. Advertisements can be placed around campus to increase the presence of the CoHo and to spread the word of the CoHo philosophy.

Davis has many copy shops, but here are some of the best deals that we found.

******************************
COPYLAND
Location:
231 G Street
Davis CA 95616
Hours:
Monday-Friday: 9 a.m. to 7 p.m.
Saturday: 11 a.m. to 5 p.m.
Sunday: Closed
Phone:
(530) 756-2679

Copyland offers one of the cheapest copy options that we could find in Davis, especially for bulk copy of black and white orders.

<table>
<thead>
<tr>
<th>Copy Type</th>
<th>Pricing/copy</th>
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<tbody>
<tr>
<td>Black &amp; White</td>
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</tr>
<tr>
<td>Color</td>
<td>.75</td>
</tr>
<tr>
<td>Lamination of 8X11</td>
<td>1.50</td>
</tr>
</tbody>
</table>

******************************
CAMPUS COPIES
66 Memorial Union
Davis CA 95616
Hours: Monday - Thursday 9 a.m. to 5 p.m.
Friday 9 a.m. to 3 p.m.
Summer: 9 a.m. to 3 p.m.
Phone: (530) 752-7638

The Campus Copies does not have color printing available. However, they do provide black and white copies at $0.06/regular white and $0.08/colored paper.

******************************
DAVIS COPY SHOP
Location: 231 3rd Street (at University Avenue)
Davis CA 95616
Hours: Mon-Fri: 8 a.m. to 7 p.m.
Sat & Sun: 11 a.m. to 5 p.m.
Phone: (530) 758-2311

Davis Copy Shop works closely with the UC Davis campus, providing class notes for many professors. They do not have color copy but has the option of printing on color paper. Usually, printing runs for $0.07/copy, but they do provide discounts for bulk orders.

<table>
<thead>
<tr>
<th>Number of Copies</th>
<th>Price/White Paper</th>
<th>Price/Color Paper</th>
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<tbody>
<tr>
<td>100</td>
<td>$5</td>
<td>$7.55</td>
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<tr>
<td>500</td>
<td>$17.50</td>
<td>$25.02</td>
</tr>
<tr>
<td>1000</td>
<td>$31</td>
<td>$46</td>
</tr>
</tbody>
</table>

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OFFICE MAX
Location: 2107 Cowell Blvd, Store #944
Davis CA 95616
Hours: Mon-Fri 8 a.m. to 9 p.m.
Sat 9 a.m. to 7 p.m.
Sun 10 a.m. to 6 p.m.
Phone: (530) 792-0824

Located in South Davis, the Office Max regular black and white copy rate is usually more expensive compared to other copy centers. However, they do offer deals on color copies and offer a $.10 off/copy discount to all UC Davis affiliates.

<table>
<thead>
<tr>
<th>Number of Copies</th>
<th>Price/Black&amp;White (on regular white and color paper)</th>
<th>Price/Color Copies (for UC Davis affiliates)</th>
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<tr>
<td>1-250</td>
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</tr>
<tr>
<td>251-750</td>
<td>$.08</td>
<td>$.31</td>
</tr>
<tr>
<td>751-1500</td>
<td>$.07</td>
<td>$.31</td>
</tr>
</tbody>
</table>
CAMPUS RESOURCES FOR ADVERTISING DISPLAY

DISPLAY REGULATIONS
Contacts:
Captain Jim Patterson, UC Davis Fire Department
Phone: (530) 752-1236

Keola Arakaki, MU Building Supervisor
Email: kcarakaki@ucdavis.edu

Although there is no specific fire regulation against flyering in 'unauthorized areas' in the CoHo, such as pillars or walls without bulletin boards, the MU itself does regulate flyering in the CoHo to reduce the amount of exposed flammable material.

We approached Keola Arakaki, an MU Building Supervisor, about the possibility of the renovated CoHo installing several more display cases used solely for CoHo advertising and he did not express any concerns.

He has our contact information and will be receptive to any questions you may have.

Memorial Union DISPLAY CASE
Contact: MU information desk
Cost: Free

The MU has display cases that are available for rent free of charge to publicize any special events that the CoHo might host or menu specials you may have.

The cases usually have to be reserved ahead of time. Specifically, we recommend reserving it early in the quarter to get the desired dates.

Someone needs to be in charge of reserving a case at the beginning of the quarter, being responsible for the key, and taking the poster down by 5 p.m. of the last day.

Failure to remove the display will result in being unable to use the display case for the rest of the quarter.

RESOURCES THAT ARE RECEPTIVE TO DISPLAYING FLYERS, PENDING CONTENT APPROVAL:

1. WOMEN’S RESOURCES AND RESEARCH CENTER
2. LESBIAN, GAY, BISEXUAL, AND TRANSGENDER RESOURCE CENTER
3. CROSS CULTURAL CENTER
CREATING A COHO GROUP ON FACEBOOK

Thousands of UCD students log into their Facebook accounts daily, which makes it a perfect, zero cost form of advertisement for the CoHo. The most efficient way to send out information through Facebook is to create a group, which would enable the group’s administrator(s) to send out messages to every subscriber of the group (like a list serve).

Creating a Facebook group

1. Go to: http://www.facebook.com and login
   a. Instructions for creating an account are on the login page
2. Make sure you are on your “home” page
   a. This can be done by clicking “home” on the top of the page
3. On the top right, under applications, click “groups”
4. On the top right again, click the “Create a New Group” icon
5. Fill in desired information and then click “create group”
   a. Group Name ideas
      i. I <3 the CoHo
      ii. Fans of the CoHo
      iii. ASUCD Coffee House
6. Again, fill in desired information and click “save”
   a. We recommend the CoHo Logo for the group’s image
   b. Options
      i. We recommend disabling “show related groups and events”
      ii. Only allow administrators to upload photos, videos, and post links
      iii. we also recommend making this an “open group” so more students can search for and join this group
7. The page should now say “Your group options have been saved”
   a. The “members” option towards the top of the page should be highlighted
   b. From here you can invite people to join this group via Facebook or email
8. At the bottom of the page click “Promote Group with an Ad”
   a. From here, you can create an ad that will be advertised through Facebook

Sending Event Notices through a Facebook Group

1. Go to your group’s homepage
   a. This can be done by logging into your profile, clicking the “groups” link on the upper right corner, and then selecting your group
2. Under the group’s picture, click “message all members”
3. Type message and send

“Create an Event”

1. Go to your group’s homepage
2. Click the “Create Events” link at the bottom right
3. Fill out information and click “Create Event”

**Sending Event Notifications through the Entertainment Council Group**

**Who:** ASUCD Entertainment Council  
**Where:** Memorial Union Room 338  
**Contact:** entertainmentcouncil@gmail.com  
http://ec.ucdavis.edu

The ASUCD Entertainment Council has over 1,000 students who have joined their Facebook group. We spoke with them, and they are willing to review Event Notification from the CoHo and send out what they feel is appropriate. This would be useful for events such as the 40th Anniversary specials, CoHo Live, etc. The CoHo can send its even information to the Entertainment Council’s email address; however, we recommend speaking with them in person for the fastest results.
CAMPUS TOURS

Contact: Jody Dorroh, Administrative Specialist for Visitor Services
Location:
Alumni & Visitor Center
Davis, CA 95616
Phone:
(530) 752 – 0567
FAX (530) 754- 4160
Email: jdydorrah@ucdavis.edu
Website: http://www.cevs.ucdavis.edu/public/

One of the main goals of the CoHo is to increase awareness of its unique story; what better way to start than with prospective students and general visitors’ first introduction to the campus? The Campus Tour Program offers a variety of guided and self-guided tour options. While these tours make mention of the CoHo, they do not adequately portray the CoHo’s philosophy or history. By altering what is said of the CoHo on these tours, the CoHo could expand its marketing reach to include prospective students and other potential customers. Below is the current CoHo description in the “Self Guided Walking Tour and Campus Information” brochure and a sample of how it could be changed to better relay the CoHo story. While we were unable to attain a copy of the Guided Tour speech, the CoHo can easily access this script and subsequently alter it by contacting Jody Dorroh, the Administrative Specialist for Visitor Services.

Current brochure CoHo description:
- “Up ahead is the Coffee House. Students come here between classes, meet friends, and eat lunch or dinner. The Coffee House offers everything from pizza, sandwiches, a Tex-Mex grill, ice cream and a salad bar to bagels. In fact, the Coffee House sells over 1,200 bagels a day and grosses over $3 million per year. The Coffee House also offers lots of student employment opportunities. The Coffee House is a student run business on campus.”

Revised brochure description:
- Up ahead is the Coffee House, a main on-campus dining option for students and faculty/staff alike. The Coffee House is a sustainable, ASUCD-run operation that focuses on offering a variety of locally purchased organic, healthy low fat, made-from-scratch menu items. Its venues include deli sandwiches, pizza, Tex-Mex Grill, bagel, espresso bar, and pho. As an ASUCD unit, the Coffee House is a $4 million break-even business that is student run and employed. Starting in the spring of 2009, the CoHo will undergo significant renovation.
Sample Flyers and Brochures